E-Blast 101

1. Go to www.constantcontact.com.

2. In the upper right hand corner, log-in using the clusters username and password.

3. Under 'Recent Work', & 'My Emails' click on the 'View All' tab.

4. Locate the last e-blast sent by your group and use the 'copy' icon to create a copy of the previous e-blast for you to edit.

5. In the upper left corner under 'Customize your Email' click on the name of the email "Copy of..." to edit that name and create a new unique name for this email. (Usually delete copy and change the date.)

6. Proceed to update any article block that will stay or delete any articles that are no longer pertinent. To edit or delete move your cursor over any block to make 'edit,' 'delete' or 'copy' icons appear.

7. In the left hand margin click on the 'Add Blocks' tab to get a drop down menu to select the kind of block you would like to add. 'Article Block' is the most common, and 'Greeting Block' adds Dear (first name) to each person's e-mail.

8. When adding an 'Article Block' you can determine the color, size and font for your wording. Click on the 'image' icon to delete this picture block or use the drop down menu to add an image.

9. Images are organized by folders(click on the drop down menu), but all images in our library are for sharing. If you cannot find an image you wish to use you may upload a new one.

10. Inside your article you can create links(use the hyper link icon) to direct readers to further information posted on your web site. This is especially helpful for flyers that need to be printed for fundraisers, or just details that take up a lot of space in your e-blast.

11. Once all the content is in your articles, you can still move the blocks around to order the articles appropriately.

12. Once all your articles are ready and in order, be sure to edit the "In This Issue" block. It will give you a table of contents with links to each article so people can surf the newsletter with ease.

13. You can upload a pdf to the library as well for additional info. The program will provide a link for you to insert in your eblast.

14. Be sure to "Save." Next use the 'Continue' button in the upper right corner of the page.

15. Here you type the title of your e-blast as you want it to appear in the subject line of your email.

16. Use the 'Add/Edit' tab next to the 'Send To Lists' to select the recipients of your e-blast. Please do not use the General Cluster News List. If you have content to send cluster wide please forward to the cluster at plcluster@gmail.com.

17. Be sure to give your e-blast a 'From Name' and use the drop down menu to select your e-mail for the 'From Email Address' and 'Reply-To Email Address.' (Best if this is your generic sport address.)

18. Use the 'Schedule' tab when you are ready to schedule your e-blasts. You can choose to 'Send Now' or 'Send Later,' selecting the date and time it will start sending. If you will want to continue editing this e-blast you can just save and leave in draft status until you are prepared to have it go out.

Having trouble, call or e-mail Vicki Moats for support.

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