

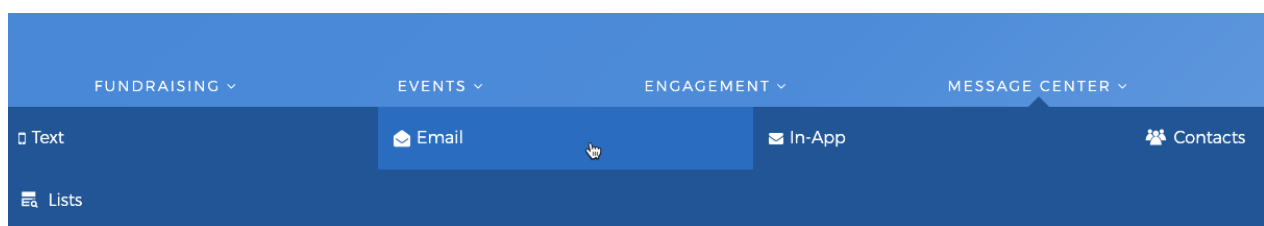
# Designing and Sending Emails with the Email Design Studio

Last Modified on 06/02/2022 11:46 am PDT

Before you can send email messages from within GiveSmart Fundraise, you will need to:

- Connect your GiveSmart Fundraise account to Constant Contact, [as outlined here](#).
- Have email lists to send to. To learn how to sync your Constant Contact email lists, [click here](#). To directly import your contacts to GiveSmart Fundraise from other sources, [click here](#).

Now, to send emails, go to **Message Center > Email**



Then click on Send an Email Message from the left-hand column.

[← Back to Dashboard](#)

## Email

Scheduled

Send an Email Message

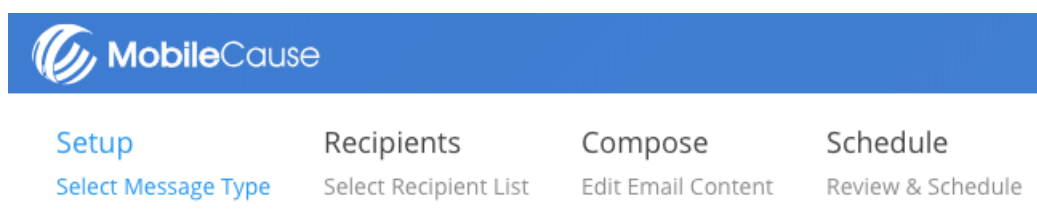
Outbox

Drafts

Scheduled

*There are no messages to display.*

This will send you to the Email Design Studio. If you wish to return to the main GiveSmart Fundraise application, click on GiveSmart Fundraise in the upper left. Otherwise, building your email is broken into four parts:



- [Setup](#)
- [Recipients](#)
- [Compose](#)
- [Schedule](#)

## Setup - Select Message Type

Message Label

The message name will help you identify individual messages within the MobileCause application and will not be seen by your contacts.

Add a Campaign

You need to give your message a label. This is only for your reference. The label is for you to be able to find your message easily later.

You need to select a campaign. All messages need to be associated with a campaign for reporting and filtering.

Click **Continue** in the upper right to move to the next step.

Cancel

Continue

## Recipients - Select Recipient List

<input type="checkbox"/>	List Name	Total Emails
<input type="checkbox"/>	Subscribers for CFEXAMPLE on 71777 for MobileCause Fundamentals	1
<input type="checkbox"/>	Subscribers for BALLOONS on 41444 for MobileCause Fundamentals	28
<input type="checkbox"/>	New Supporters 2018	8
<input type="checkbox"/>	General Interest	1

Select the list or lists you wish to send this email to. Lists are created and maintained in the Message Center > Lists area. Only lists with emails included will show on this screen.

If you have many lists, you can use the **Search List** feature at the top to find the appropriate list.

When you have chosen your recipients, click **Continue**. At this stage, you've started an email, so it has a draft of the message started. So if you wish to come back at a later time to finish the message you can click on Save & Quit.

Cancel

Save & Quit

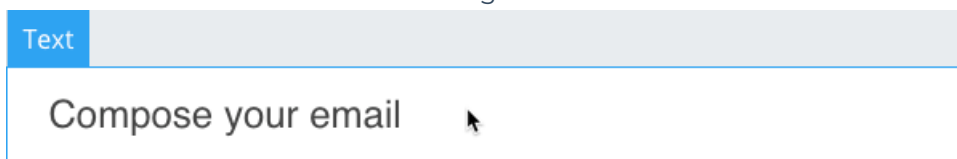
Continue

## Compose - Edit Email Content

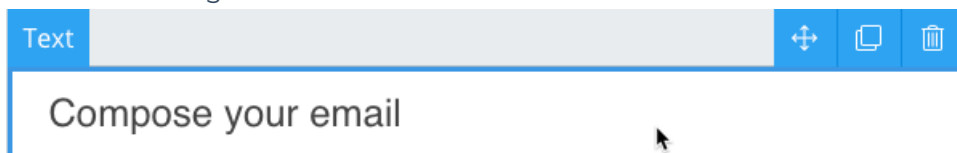
This is the design area of your email. Here, you can craft almost any professionally designed email you can think of.

To edit items in the email:

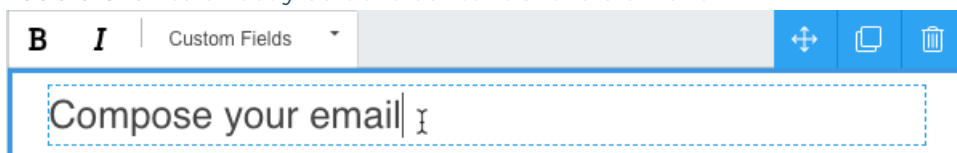
- **Hover** over an item to see what editing this will affect.



- **Single Click** to select that item. This will also activate the Design options for that specific section on the right side of the screen.



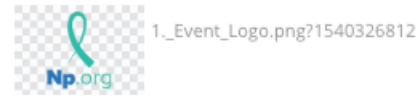
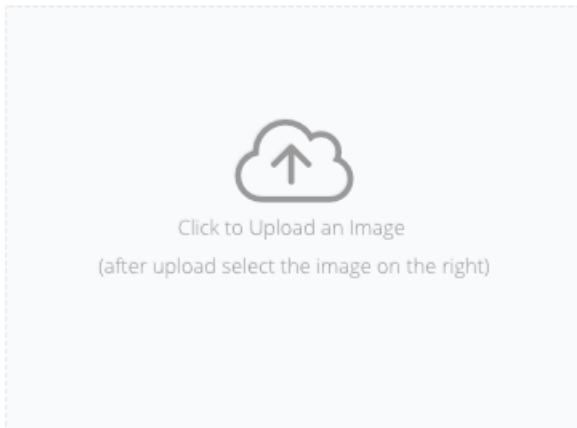
- Once an element is selected, using the icons above on the right, you can:
  - **Move** the element elsewhere in the email
  - **Copy** the element
  - **Delete** the element
- **Double Click** to directly edit the content of the element



## Images

Images will be stored in the cache as you design your email. What this means is that when you upload an image to use, and later decide you don't want that specific image, it will still be available from the Select Image screen, if you want it at a later point. These images will be stored until you send the email, and only from the one computer.

## Select Image



A single click will select the image and place it in the email. If you double-click it, it will close the select image screen. You can also click the X in the upper right to close the Select Image screen after choosing the desired image.



## Text

With a Text element selected, you can format it using the options on the right. You can change the **Font**, **Text Size**, the **Color** and the **Alignment** within the element.



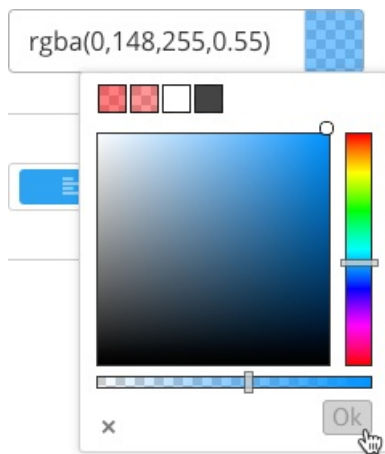
Cancel

Save & Quit

Continue

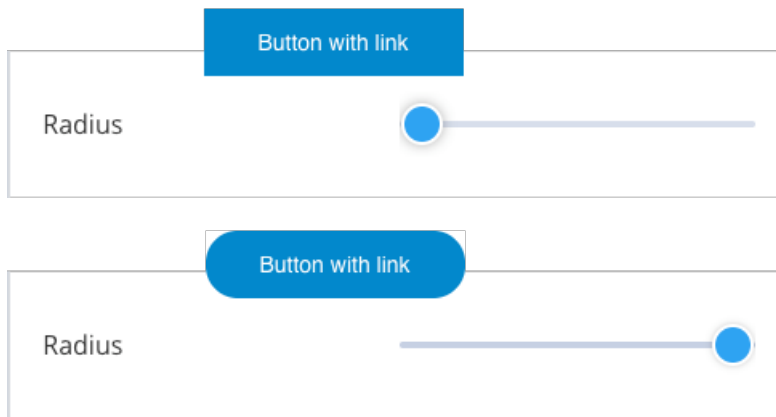
Settings	Design	Elements
Font	Helvetica	▼
Text Size	24px	▼
Color	#444444	
Align		

You can enter a color using a hex code, rgba code, or click on the color square to manually adjust the color and its transparency.



## Buttons

A button's options on the right allows you to add the **Link** to where the button should go and then change the **Text Size**, **Color** of the text, the color of the button in the **Background**, the **Alignment** of the button in the element, the **Width** of the button, and how square or round the button is with the **Radius** slider.



## Social

The social bar shows, by default, Facebook, Twitter, Instagram, and LinkedIn.



To change the social media outlets you wish to use, delete the word of that social media on the right in the **Display** area.

*Example: If you didn't want to have Facebook in your email, you would delete the word "facebook."*

The different social media items will need to be personalized with your account information. By default, they only show the main page; *i.e.* "<https://facebook.com/>" So for each displayed social media "href," you will want to add your organization's link.

*Example: <https://twitter.com/GiveSmartUSA>*

Settings	Design	Elements
Display	<input type="text" value="facebook twitter instagrar"/>	
Facebook href	<input type="text" value="https://www.facebook.cor"/>	
Twitter href	<input type="text" value="https://www.twitter.com/"/>	
Instagram href	<input type="text" value="https://www.instagram.cor"/>	
Linkedin href	<input type="text" value="https://www.linkedin.com/"/>	
Radius	<input type="range" value="50"/>	

## Background

Click anywhere on the background to then be able to change the email background color.

Settings	Design	Elements
Background	<input type="text" value="#f5fafc"/> <input type="color" value="#f5fafc"/>	

## Settings

You will need to complete the Settings section before continuing to the Schedule phase. Click on Settings on the right and select the From and provide a Subject line for your email.



Cancel

Save & Quit

Continue

Settings

Design

Elements

### Email Details

You must select a sender and enter a subject to send your message.

From

Select a Sender



You must validate new email addresses before they will appear in this list. [Learn more](#)

Subject

To edit the content of your email, click in the content box in the preview to the left.

Send a Test

## Elements

If you delete something from your email design you didn't want to, or you want to add something different, you can click on the Elements tab to see different options for text elements, images, buttons as well as Spacers and Dividers

Simply Drag the element you wish to add from the right and place it in the place you want it in the email itself.





Cancel

Save & Quit

Continue

Settings

Design

Elements



1 Column



2 Columns



3 Columns



Text



Button



Image



Divider



Social



Spacer

## Spacer

The Spacer allows you to add additional white space to your email. When selected you can adjust how tall the spacer will be.

Settings

Design

Elements

Height






## Divider

The Divider element allows you to add a horizontal line in your email. When selected, you can

adjust the:

- **Width** of the divider across the email
- **Thickness** of the line created
- **Style** of the line, whether you want it to be Solid, Dashed, or Dotted
- **Color** of the line

Settings	Design	Elements
Width		
Thickness		
Style	<input type="radio"/> SOLID <input checked="" type="radio"/> DASHED <input type="radio"/> DOTTED	
Color	<input type="text" value="#d6dce0"/> 	

## Controls



As you are designing your email, you can view how the email will look on a desktop, tablet, or mobile using the controls in the upper left.

When you edit your email, you have the option to Undo or Redo a change with the controls in the upper middle.

You can preview the email without the right side controls by clicking the eye on the upper right and you can show or hide the element grid lines on the email, to essentially view it in edit vs. preview mode.

When your email is ready to send, click **Continue**.

Cancel

Save & Quit

Continue

If you forgot to add the subject line or the From information, you will be redirected to the Settings tab.

**Email Details**

You must select a sender and enter a subject to send your message.

From



You must validate new email addresses before they will appear in this list. [Learn more](#)

Subject

To edit the content of your email, click in the content box in the preview to the left.

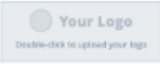
[Send a Test](#)


## Schedule - Review & Schedule

The Schedule screen will allow you to send the message immediately or choose a Date and Time for it to go out. You can also click on edit to go back to the Compose screen to make changes to your email.

Your message will be sent to **1** list with **3** recipients

Email


  
 Double-click to upload your logo


  
 Double-click to replace this image

Compose your email

Enter your text here. Double-click to edit.

You can drag and drop elements from the right sidebar in the Elements tab. Use the Design tab to customize the elements on the screen.

Send Now

Schedule for later

10/24/2018 

09:18 AM Pacific Time (US & Canada)

Edit

Schedule for later

10/24/2018 


< Oct 2018 >

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Schedule for later

10/24/2018 

09:19 AM Pacific Time (US & Canada)

^ ^ 
  
 09 19 AM

v v

**Note:** You can always go to a previous step using the Step Titles at the top of the Studio.

If everything is ready, click **Schedule** in the upper right to send or schedule your email to send.

Cancel

Save & Quit

Schedule

You will be taken to the confirmation screen letting you know the message is scheduled to send. You're done!



Great job! "Test" has been scheduled!  
It will be sent on Wednesday, October 24th, 2018  
at 9:29 AM.

[Back to Communication Center](#)

Now, you can use GiveSmart Fundraise to track the message. For more information, [click here](#).