

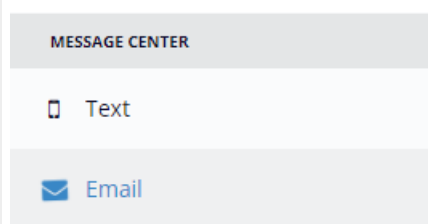
Designing and Sending Emails with the Email Design Studio

Last Modified on 09/26/2023 11:48 am PDT

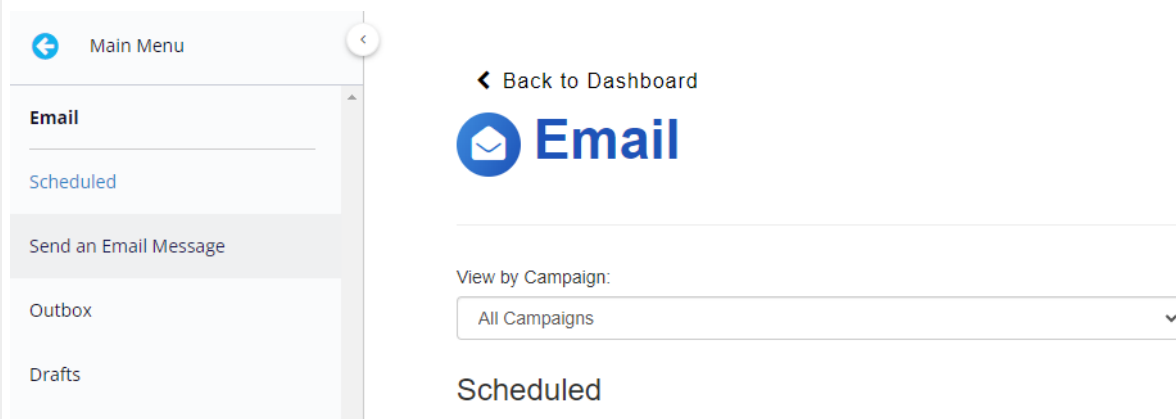
Before you can send email messages from within GiveSmart Fundraise, you will need to:

- 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, click **Email** under the Message Center within the left navigation bar.



Then click on **Send an Email Message** from the left navigation bar.



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 |
| Select Message Type | Select Recipient List | Edit Email Content | Review & Schedule |

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

Setup - Select Message Type

Setup

Select Message Type

Recipients

Select Recipient List

Compose

Edit Email Content

Schedule

Review & Schedule

Cancel

Continue

Message Label

Something memorable...

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

Add a Campaign

Select 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

Setup

Select Message Type

Recipients

Select Recipient List

Compose

Edit Email Content

Schedule

Review & Schedule

Cancel

Save & Quit

Continue

Search List



<input type="checkbox"/>	List Name	Total Emails
<input type="checkbox"/>	Update Prelookup	3
<input type="checkbox"/>	Test Golf PreLookup	1
<input type="checkbox"/>	Subscribers from messaging widget for #GivingTuesday 2017	2
<input type="checkbox"/>	Subscribers for University on 71777 for University Day of Giving	2

Select the list(s) you wish to send this email to. Lists are created and maintained in **Lists** within the left navigation bar seen when on the Dashboard. Only lists with emails included will show on this screen.

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

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

Cancel

Save & Quit

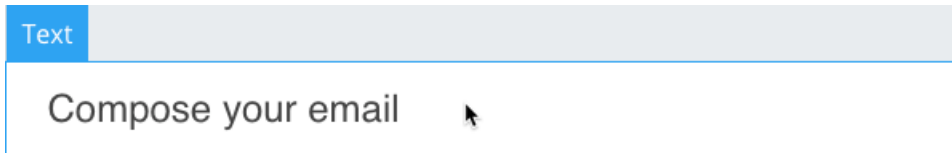
Continue

Compose - Edit Email Content

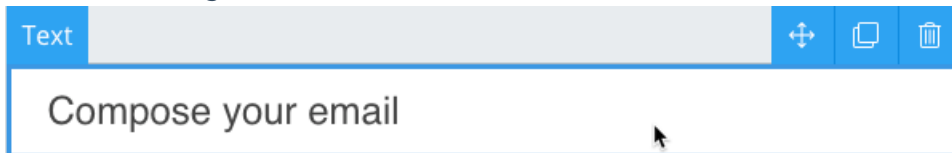
This is where you design your email.

To edit items in the email:

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



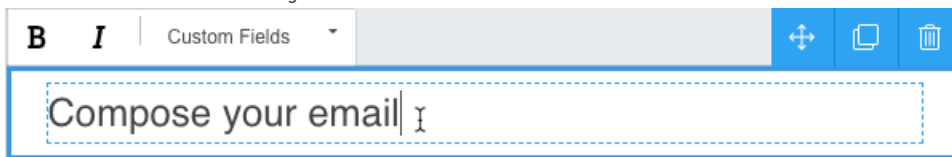
- **Single Click** to select that item. This will also activate the Design options for that specific section on the right side of the screen.



- Once an element is selected, using the icons above on the right, you can:

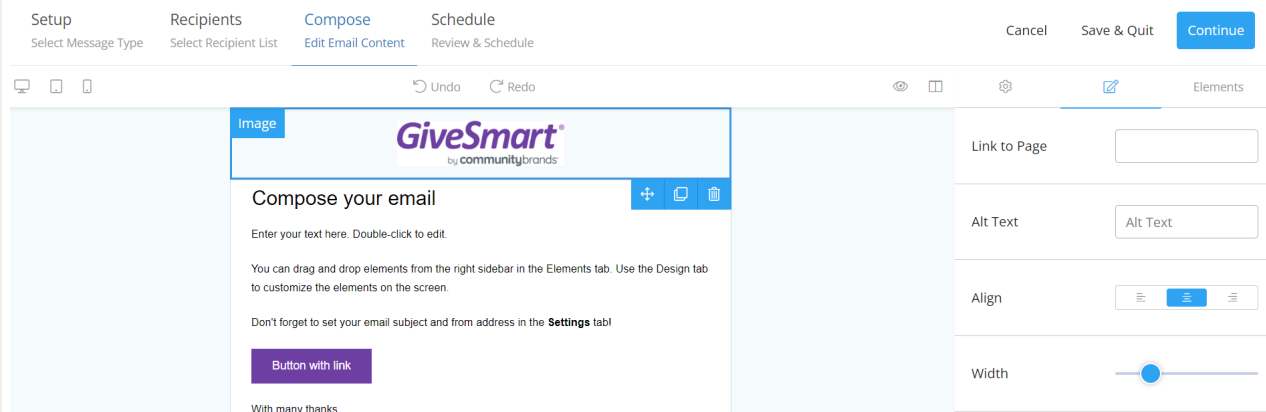
- **Move** the element elsewhere in the email
- **Copy** the element
- **Delete** the element

- **Double Click** to directly edit the content of the element



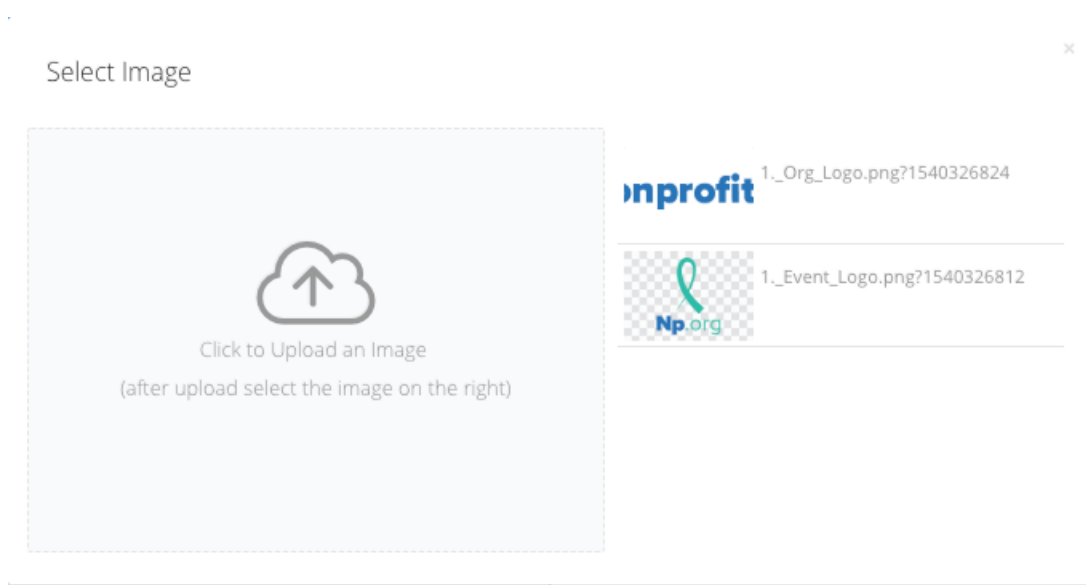
Images

Double click on the image to upload a logo. More editing options will pop up to the right. Use the **Link to Page** to link the image to a URL. You can change the **Alt Text**, **Alignment**, and **Width** of the image within the element.



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.

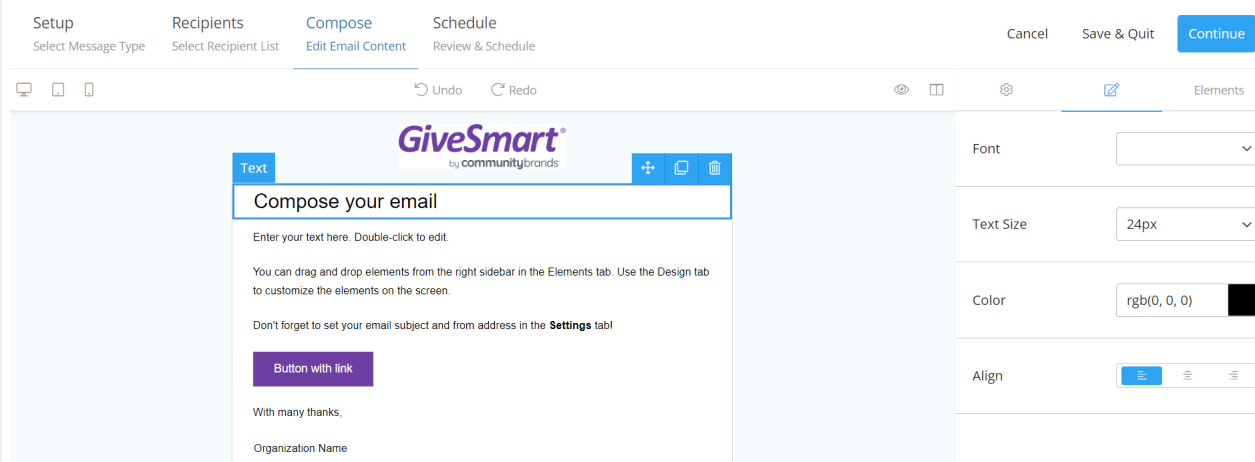


A single click will select the image and place it in the email. If you double-click it, it will close the select image screen. You can also click the X in the upper right to close the Select Image screen after choosing the desired image.

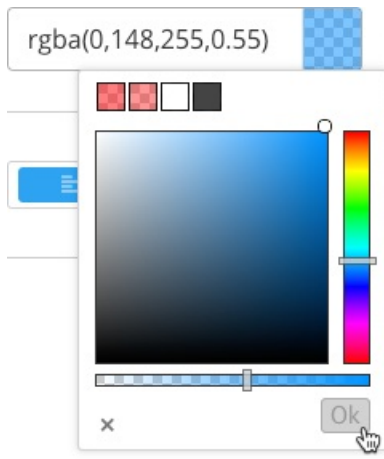


Text

Format the text using the options on the right. You can change the **Font**, **Text Size**, the **Color** and the **Alignment** within the element.



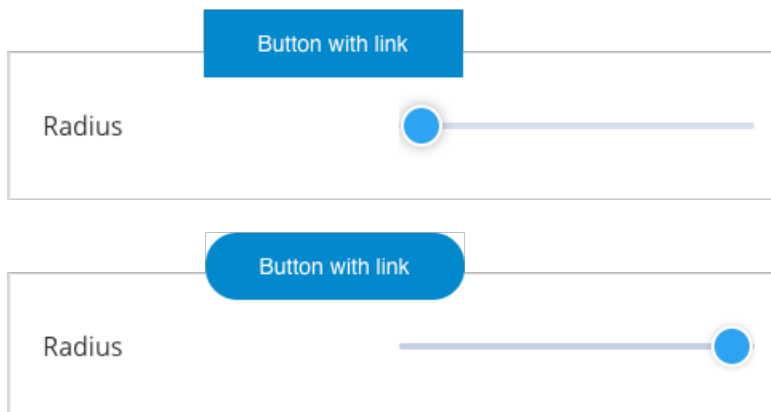
Enter a color using a hex code, rgba code, or click on the color square to manually adjust the color and its transparency.



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

Control how square or round the button is with the **Radius** slider.



Social

The social icons show 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.

The screenshot shows the GiveSmart email editor. At the top, there are tabs for 'Setup', 'Recipients', 'Compose', and 'Schedule'. The 'Compose' tab is active, showing 'Edit Email Content'. On the right, there are buttons for 'Cancel', 'Save & Quit', and 'Continue'. Below the tabs, there are icons for 'Undo' and 'Redo'. The main area is a preview of an email with the 'GiveSmart by communitybrands' logo. The email content includes a 'Compose your email' section with instructions, a 'Button with link' button, and a 'Social' section with icons for Facebook, Twitter, Instagram, and LinkedIn. On the right sidebar, under the 'Elements' tab, there is a 'Display' field containing 'facebook|twitter ins', and fields for 'Facebook href', 'Twitter href', 'Instagram href', and 'LinkedIn href', each with an empty text input box. At the bottom of the sidebar is a 'Radius' slider.

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>

The screenshot shows the 'Design' settings panel in the GiveSmart editor. It has three tabs: 'Settings', 'Design' (which is selected), and 'Elements'. The panel contains several settings: 'Display' with a text input containing 'facebook twitter instagram'; 'Facebook href' with a text input containing 'https://www.facebook.com'; 'Twitter href' with a text input containing 'https://www.twitter.com/'; 'Instagram href' with a text input containing 'https://www.instagram.coi'; 'Linkedin href' with a text input containing 'https://www.linkedin.com/'; and 'Radius' with a horizontal slider.

Background

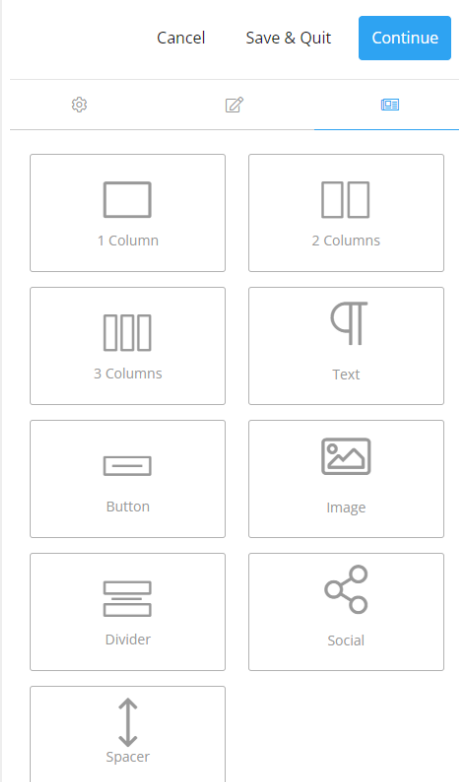
Click anywhere on the background to then be able to change the email background color.



Elements

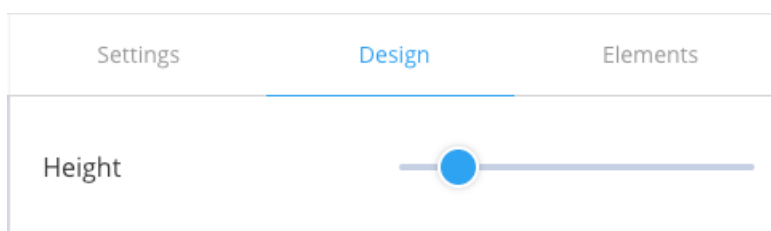
If you delete something from your email design by accident, or you want to add something different, click on the **Elements** icon to add **Images**, **Buttons** as well as **Spacers** and **Dividers**.

Simply drag the element you wish to add to the place you want it within the email itself.



Spacer

The Spacer adds additional white space to your email. When selected, adjust how tall the spacer will be.







Divider


The Divider element adds a horizontal line in your email. When selected, adjust the:

- **Width** of the divider across the email
- **Thickness** of the line created
- **Style** of the line, whether Solid, Dashed, or Dotted
- **Color** of the line

Cancel Save & Quit Continue

Width 

Thickness 

Style SOLID DASHED DOTTED

Color

Controls



Undo Redo



When designing your email, view how the email will look on a desktop, tablet, or mobile device using the controls in the upper left.

Undo or Redo a change with the controls in the upper middle.

Use the eye on the upper right to preview the email.

Show or hide the element grid lines on the email, to essentially view it in edit vs. preview mode.

Settings

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

Cancel

Save & Quit

Continue



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

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.

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.

Setup

Select Message Type

Recipients

Select Recipient List

Compose

Edit Email Content

Schedule

Review & Schedule

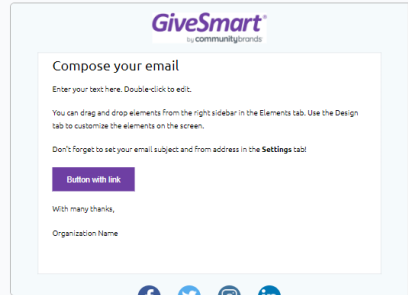
Cancel

Save & Quit

Schedule

Your message will be sent to **1** list with **2** recipients

Email



Edit

Send Now

Schedule for later

09/22/2023

04:47 PM

Eastern Time (US & Canada)

Send Now

Schedule for later

09/22/2023

Sep 2023						
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

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

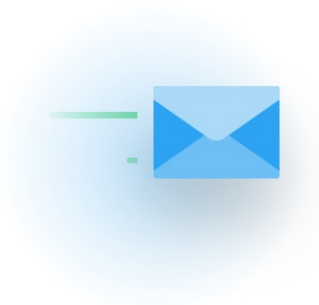
If everything is ready, click **Schedule** in the upper right to send or schedule your email to send.

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! "Support Our Students" has been scheduled!
It will be sent on Friday, September 22nd, 2023 at 4:52 PM.

[Back to Communication Center](#)

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