

Customizing Sumac Newsletter Templates

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| <p>In this video, I will show you how to save the newsletter templates from our website, and how to download SeaMonkey and use it to customize the templates for your needs.</p> | |
| <p>The first thing you're going to want to do is save the newsletter template to your desktop.</p> | <p>Showing newsletter template page on our website.</p> |
| <p>So choose the one you want, and then click View/Save</p> | <p>Scrolling down, click View/Save</p> |
| <p>Right click if you're on a PC, and click save as and be sure to choose "Web Page HTML Only", then click Save, and there it is.</p> | <p>Pointing at saved file.</p> |
| <p>Next if you don't have SeaMonkey downloaded already, your going to want to download it. This is the program we'll use to edit the template. So you go to www.seamonkey-project.org and we find this download, and there it is downloading.</p> | <p>Showing SeaMonkey website, web address, and click to download program.</p> |
| <p>Once SeaMonkey is finished downloading, just double-click it, and choose run.</p> | <p>Double click download and choose run. Click Next through prompts and then Finish.</p> |
| <p>Now you'll see SeaMonkey here on our desktop. We'll double-click to open it up.</p> | <p>Go to desktop and double-click on SeaMonkey.</p> |
| <p>You don't want it to be your browser, and you don't want it to be your email, so you can un-click those.</p> | <p>Un-click browser, and email, then click OK.</p> |
| <p>The first time you run SeaMonkey, you're going to want to go to Edit/Preferences and click on Appearance. Now we want to use this in Composer mode, not in Browser or Mailgroups, or Address Book, so we want to make sure that only Composer is checked, and click OK.</p> | <p>Go to Edit/Preferences and click on Appearance. Click on Composer mode, and click OK.</p> |
| <p>Close SeaMonkey, and open it up again. And now we're going to have it in composer mode, which is what we want. Now we'll want to open up the template that we saved to the desktop, so go to File/Open File/Desktop, and scroll down the HTML document. That's what you want to look for HTML. And open it up, and there it is.</p> | <p>Close SeaMonkey, and open it up again. Go to File/Open File/Desktop, and scroll down the HTML document. Click Open.</p> |
| <p>Now we can edit the template that we just opened up. It's really important to add a personal greeting</p> | <p>Add code <<c_First_Name>> to beginning of template.</p> |

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| <p>to your newsletter, and Sumac Nonprofit Software gives you the codes you can insert, so when you send your newsletter, it automatically fills in the first name for each recipient.</p> | |
| <p>So this code right here would fill in the first name, so i was Mary, it would say “Mary”.. if it was Jenny, it would say “Jenny.”</p> | <p>Highlight code.</p> |
| <p>And then you can fill in your headline</p> | <p>Highlight Headline, and type “We did something great!”</p> |
| <p>And then you can fill in this information as well... maybe a little tip, or some story... some stories about some of the clients your helped. And you can link to your website as well.</p> | <p>Highlight block of text, and point to “Here” link.</p> |
| <p>Right now this link, actually if you copy it here, it goes to an article on our website that tells you about how to write a story, and this link right here goes to an article that tells you about some idea for newsletter content form some of the experts.</p> | <p>Highlight “Here” link and click “Link” Highlight “Brilliant Non-profit Newsletter Ideas from the Experts”</p> |
| <p>So once you’re done with these two links and you don’t need this information anymore, you can just delete this.</p> | |
| <p>Changing pictures is really easy too. For example, you don’t want to have this logo here. You’re going to want to have your own logo, so just click on the image, and then put in the exact URL where your logo is hosted on your website. Remember that in order to change pictures, you must have the pictures hosted on your website somewhere, and you put in the exact URL here.</p> | <p>Click on logo. Show Image Properties window.</p> |
| <p>Now if you want to change the background colour, I’ll show you how to do that. Click on any one of these boxes. You’ll see these two boxes up here. One is for the text colour and one if for the background colour. You’ll see that it says “Choose colour for background.” Click there and choose your colour. You can also enter HTML colour if you have that code, and click ok. And there it is. I’ll click Undo.</p> | <p>Scroll down, and click on black background, then click “Choose colour for background.” Choose colour, highlight HTML code, and click OK. Choose Edit/Undo</p> |
| <p>To add links in your newsletter, just click on one of the places where you want to add a link. For example, this is the Facebook one. So we’ll click Link, and you would write in your exact link to</p> | <p>Click Facebook icon, and click Link, then click OK</p> |

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| <p>your page. Right now it just says Facebook.com/charity for an example, but you're going to want to replace this with your own.</p> | |
| <p>You're going to want to do the same thing with the DONATE NOW button if you decide to keep it. Click on the DONATE NOW button, and click Link, and enter the exact URL of the page that you want to send them to, and click OK.</p> | <p>Click on the DONATE NOW button, click Link, and click OK.</p> |
| <p>If you want to add an extra column or row, it's really easy. Just click inside, and you'll see little arrows here up and down. If you want to add a row below, click here. If you want to add a column to the right, click there. You can see it added it in there.</p> | <p>Add row and column, and type in text.</p> |
| <p>You can also add a link to make your newsletter open in a web browser. Because some people may not be able to see the email properly, and some older clients don't display HTML at all, it's best to duplicate your email on your website and add a link to it, so they can open it in a browser. To do this, highlight this area and click Link, and enter the exact URL of the place where your newsletter or email is duplicated on your website.</p> | <p>Highlight "Open in your browser" link, click Link.</p> |
| <p>Finally, you're going to want to give your newsletter subscribers and opportunity to unsubscribe, so if you scroll down to the bottom, you'll see an unsubscribe link. Just highlight it, click Link, and enter the exact URL of the page on your website where you give them the opportunity to unsubscribe.</p> | <p>Scroll to bottom, highlight "Unsubscribe" link, and OK.</p> |
| <p>You can do the same thing with the Subscribe link. Add a link here to a page on your website where people can subscribe to your newsletter. This way, if someone forwards this newsletter to colleague or a friend, they can subscribe to your newsletter.</p> | <p>Highlight "Subscribe" link, and OK.</p> |
| <p>When you're finished customizing your newsletter, you can click on Preview here to see what your newsletter will look like. And when you're all done, be sure to test. Make sure to test your newsletter template several times before using it. If you use Sumac, you can test it out by sending it to yourself, and some of your</p> | <p>Click "Preview"</p> |

colleagues who use different mail programs and operating systems. Make sure it looks good, and fills in the names correctly. When you're happy with it, you can send it out.