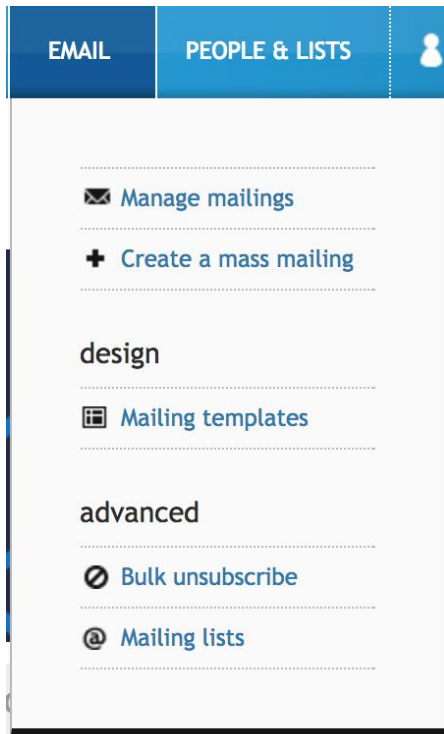


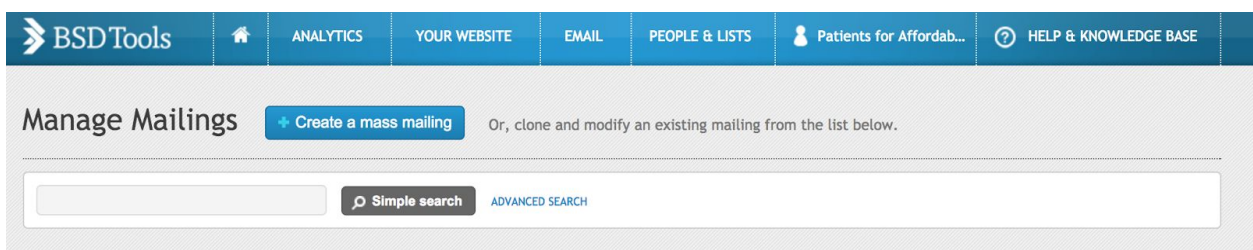
1) Log into BSD

URL here: <https://pfad.cp.bsd.net/ctl/Core/AdminLogin?m=success>

2) Click "Email" in the top navigation bar and "Manage email" in the drop-down menu



3) Click "Create mass mailing"



4) Before the body of the email:

Mailing name: 170307 EMAIL NAME HERE

Mailing template: TEMPLATE

**Don't touch** Description, Tags, Add a Campaign Source Code

5) Recipients:

While you're building the email, set the recipients to your personal email address. This is a precaution we take in case there's a freak accident and BSD sends your email.

The search is: Include → All are true → Email is → [YOUR EMAIL]

#### 6) *From, reply-to, subject line, pre-header text*

Whoever you need it to be from. Reply-to should always be info@ unless you need them to bounce back to your personal inbox. Subject can be whatever you want.

Pre-header text is the text that shows up before you open an email. For the below, their pre-header text -- "Imagine a better state of the state" -- was too short, because you see Friends, next. So make it longish and interesting.

#### 7) *Body of the email*

Click "Source" and format your text this way -- it'll help make sure nothing breaks

#### 8) *HTML*

##### **Code for Salutations:**

%%FIRSTNAME(Friends)%% → you can make "friends" whatever generic language you want

Each paragraph should have <p> tags </p> around it. The opening <p> tag should be: <p align="left" style="font-family: Arial; line-height: 23.8px; font-size: 17.5px;">

##### **Example:**

```
<p align="left" style="font-family: Arial; line-height: 23.8px; font-size: 17.5px;">Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi in ipsum eros. Nullam ut est a mi vestibulum imperdiet. Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Nullam vestibulum vulputate odio ac elementum. Vestibulum tristique, orci sit amet vestibulum ornare, nisl dolor eleifend velit, et feugiat quam erat ac urna. Nulla facilisi. Sed ullamcorper interdum mi, non hendrerit ligula dignissim a. Cras pharetra risus orci, a viverra ex posuere eu.</p>
```

##### **Hyperlinking text:**

```
<p align="left" style="font-family: Arial; line-height: 23.8px; font-size: 17.5px;">
```

```
<a href="URL FOR THE LINK TO GET TICKETS HERE"><strong>TEXT YOU WANT  
HYPERLINKED HERE</strong></a></p>
```

#### **RSVP button for the bottom of the email:**

```
<p>  
  <strong style="font-size: 17px; text-align: center;"><a href="URL FOR THE LINK TO  
GET TICKETS HERE" style="font-family: sans-serif; font-size: 18px; background-color:  
rgb(12,166,153); border-top: 1px solid rgb(12,166,153); border-bottom: 2px solid  
rgb(12,166,153); width: 275px; margin: 12px auto; border-radius: 4px; color: white;  
text-decoration: none; padding: 12px 5px 11px; display: block; text-transform: uppercase;  
letter-spacing: 0.075em;">RSVP &raquo;</a></strong></p>
```

#### *9) Plaintext*

Unlike in NGP, BSD doesn't auto-set your plaintext -- so you have to set it yourself. Copy and paste the text and clean it up by hand, always making sure your links work in the plaintext preview.

#### *10) Preview and getting it sent*

Be sure to preview your HTML version of the email and click through each of the links. Then, let me know what the targeting for the event should be and we can work together on getting it out