

ClubExpress Email Creation Process

The following uses the newsletter as the example. The techniques are common to the creation of all ClubExpress emails.

Login to SLOBC Member website

Click on **Control Panel** at the top

Click on **Communications** tab

Click on **Emailing** under Admin Functions

Click on **Add Emailing** to the right

Click on **Edit Basics**

Basic Email Information

Enter basic information regarding the emailing on this page. Click 'Save' when finished (note: you will have to also click one of the action buttons on the main emailing page to make these changes go into effect.)

Category **SLO Coaster**

Allowed on 'View Email' Page

From Email Address *

From Name *

Send Now On This Date *

Subject *

Content HTML Plain Text

Options Set Urgent Flag

Track Opens (This will only work with HTML emails, not plain text emails.)

Personalization Allowed (Replacement tags can be placed in the content of the email.)

Fill in Form: Choose Category, enter From Email & Name and appropriate Send and Subject

Click **Edit Distribution List**

Choose **Everyone** from the Use Saved Distribution List

Click **Save**

Click on the **Templates** tab

Click on and drag the **SLO Coaster** custom template into the working area

Click **Save and Continue** at the bottom of the page

Proceed to edit and add to the template. Make sure that you Save regularly to ensure that your work is not lost.

Email Categories

Based on the Email Template used, the following table shows the folder in which to store the email and the related images/web graphics.

Email Template	Email Folder	Web Graphic Folder
SLO Coaster	SLO Coaster	Newsletter
SLOBC General Meeting Email	SLOBC General Meetings	Events
SLOBC Events Email	SLOBC Events	Events
Volunteering Email	Volunteering	Volunteering
Clothing Email	Clothing	Clothing
President Email	President	Administration
Membership Email	Membership	Administration
Weekly Rides Email	Weekly Rides	Administration
Webmaster Email	Webmaster	Administration
		Email Headers
		Newsletter Masthead
		Default Folder

Adding Text to a Text Block

You can enter text directly into a text element. Navigate to the desired text block. Click on the **Pencil** tool and then click in the text block and start typing.

Text may come to you in a variety of forms. In all cases, the text should not be just copied and pasted into the text block. If you do this you will bring in formatting that will conflict with the template elements and hinder your ability to reformat the text.

Print a copy of the document you will be inserting to have a record of any formatting within the document – Bold, Links, etc. This will be your guide as you format the document for the email.

Highlight the text in the original document to select it

Copy the selected text

Navigate to the element into which you want to add the text

Click on the **Pencil** tool to edit the text in the element

Select the existing text in the element to be replaced OR

Place cursor where you want the new text to appear

Choose **Edit > Paste and Match Style** from the browser's menu

Click **Save** to close the Text Edit window

Click **Save and Continue** at the bottom of the page

Proceed to make formatting adjustments – titles, links, etc.

Remove Formatting

If for any reason text includes unwanted formatting, use the **Format Stripper** tool at the top right of the element **Text Editing** window . Click on the icon to see the options.

I have found that although this tool can solve many problems, there are times when it cannot completely eliminate unwanted formatting. When this occurs, try deleting and retyping the section or use the Paste to Match Style process described above.

Formatting A New Text Block

The first choice with any needed block is to copy an existing one by clicking on the clipboard symbol and move it into position. If you need to add a new text element, follow the following process.

Open the email document

Click on the **Elements** tab

Click and drag the desired element into the working area

Move it vertically by clicking on the upper left corner of the element and dragging it to the appropriate location in the document sequence

Click in the element to turn it Blue and open the Element Style tab

Enter the style setting as shown and then click Apply

Formatting Text Within A Block

Once a text block is formatted and text is entered or pasted as described above, local text specifications can be set. For example, The Title of an article can be selected and 24 px chosen from the drop down menu.


Use a line feed between paragraphs – use the Return/Enter key to add a line between paragraphs.


If you want two lines to stay together – to be treated as a single paragraph – but start on separate lines, use a Soft Return by holding down the Shift key while pressing the Return/Enter key.


Sometimes text comes over with Soft Returns between paragraphs. When this happens, place the cursor at the beginning of the paragraph and hit Delete twice and then Return once. This will remove the soft return and create a new paragraph.


Elements **Templates** **Element Style**


Make style changes to the row you have selected. Click "Apply" after you have made your changes to apply them to the row you are working on.


Background Color
#ffffff 


Border Thickness
None 


Border Color
#ffffff 


Font
Arial 

Text size
16px 

Alignment
Left 

Line Height
1.3 

Text Color
#000000 

Padding
10 

Apply **Reset**

Formatting Images

Images used in the newsletter should be either 350 or 700 pixels wide and may be any height. They should be stored in the appropriate folder under Web Graphics under the Website tab.

Open the submitted image and check its pixel dimensions. Depending on its width, decide how wide to make it. It's always better to make an image smaller.

Crop the image to enhance its impact

Choose Image > Image Size

Set resolution to 72 Pixels/Inch

Set Width to 350 or 700 pixels

Let Height be calculated

Set Resample to automatic – let program set

Click OK and let the program resample the image

Save the image on your computer in a folder that you can find and recognize. I would suggest that you name it the same as the ClubExpress folder it will be stored in: e.g, Newsletter.

Placing an Image

Click on image element to turn it blue

Click on the Pencil icon

Select Insert Image

Click on Upload New File

Click **Browse** and navigate to the folder on your computer containing the desired file.

Highlight the file name

Click Choose at the bottom of the window

Type in short descriptive text for Title

Select Newsletter from the dropdown menu for the destination folder.

Click Save

In the Select an Image popup window, select appropriate folder and then click Show Files

Highlight the image you want to use and click Select. The image will appear in the email.

Inserting A Link

Click on the pencil icon to edit an element.

Click to locate a link location within the text or choose the text that you want to be the link.

Click on the Insert Link icon.

The Build a Link popup window will open.

Select the **Link Type** from the drop down list: **External Page** or Email.

Copy the desired link from your browser and paste into **External Link**.

Set Link Properties to **Text** and **Same Window**.

Enter the **Link Text**. What you enter here will replace any text that you selected prior to clicking the Insert Link icon

Click **Save**. The Link will be inserted using the standard link format: Red, Bold, Underlined. You will likely need to add spaces around the link depending on your original cursor location or selection.

Note: The text link will look bold but the base setting for the element will assign it a normal weight. You need to select the link text and click on bold to have it appear as bold in the final document.

Creating an Email or Button link follows a similar process. See next page.

After you click Save for a button, a gray button will appear. Select the text within the button and make larger (18 pixels minimum) and make text color white. Note, the text will not turn white even though you specified it as white.

Click Save to exit Editing.

Note: The button will appear gray with black text. When you preview the email, the link will look gray with white text and a thin red band at the bottom. When you send yourself a test email, the button will be red with white text.

Build a Link

The "Link Type and Address" panel allows you to create various types of links: to a page within your web site; to an external web page; to an email address; or to an anchor within the current web page. First, select a link type. One or two additional choices will appear based on the selection you have made. Make your selection, then go to the "Link Properties" panel to specify the appearance of the link. A link may be displayed as text or an image. Enter the link text, or select an image, as appropriate. For web page links, you can specify whether the destination will appear in a new window or in the current window.

Link Type and Address

Link Type: External Page

External Link: <http://slobc.org/wildflower/index.html>

Link Properties

Link Display Type: Text Button Image

Link Text: SLOBC Wildflower Century

Target Window: Same Window New Window

Save ✓ Cancel ✕

Build a Link

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Link Type and Address

Link Type:

Email Address:

Link Properties

Link Display Type: Text Button Image

Link Text:

Build a Link

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Link Type and Address

Link Type:

External Link:

Link Properties

Link Display Type: Text Button Image

Button Text:

Target Window: Same Window New Window

Typical Email

A typical simple standard email will look like this.



Call For 2020 Lighthouse Jersey Designs

This is the first call for 2020 Lighthouse Century Jersey design submittals. If your design is chosen, you will receive a free jersey and your design will be worn by hundreds of riders throughout California.

All design concepts must be completed and submitted in digital form by **April 1, 2020**. Lets see what you can create.

Go to [Jersey Designer](#) for information and a description of the process and requirements. Ideas must be presented in the standard jersey format.

Email Paul Hershfield at clothing@slobc.org with any questions.
