

Sending an Email to Your Chapter Through Neon



Instructions

Log into Neon.

<https://www.z2systems.com/np/clients/vnps/login.jsp>

If you do not yet have a login, please contact us at vnps.org@gmail.com.

OVERVIEW

In Neon, you will:

- First create the email to be sent, and save it.
- Then, you will either schedule the email to go out at a specific time or right away.
- You will have the option to send it to the Audience (set of members) of your choice.

Choose **Communications > Email Audiences**.

You don't need to do anything first with the email audience, but if this is your first time sending an email from Neon, have a look at this page.

Note that your audience has been created for you ahead of time! You don't need to worry about 'addressing' the email; Neon will dynamically – real-time – pull a list of the active members of your Chapter for you. *So, you can move onto creating your actual email.*

CREATE YOUR EMAIL

Choose **Communications > Email Campaigns**.

To those in Marketing, a 'Campaign' is something more complex, for our purposes just think of it as an 'email'.

When you visit this page, you'll see a list of past Campaigns; the list will grow over time as we make more use of Neon and send communication from it.

For now, choose **Build New Campaign Email**, the tab at the top, left.

Campaign Emails [Help](#)

Build New Campaign Email | Upload Campaign Email | Campaign Email Settings

Email Drafts

Action	Name	Update Time
View Edit Delete Mark as Ready	VNPS Invite for Online Account	08/22/2017
View Edit Delete Mark as Ready	Draft PT President Message	07/16/2017


2 Total | << | < | Page (1 of 1) | > | >> | 20 Per Page

Emails Ready to Send

Published emails made from V2 templates are available to be copied below.

Action	Name	Update Time	Updated By
View Delete	South Hampton Roads Campaign	08/15/2017	Suzanne Dingwell
View Delete	Potowmack Wakefield Park with the Grass Bunch	07/17/2017	Mark Murphy
View Delete	VNPS Early Bird Registration Reminder	07/07/2017	Bob Yacovissi
View Delete	VNPS Annual Meeting Registration, 2017	06/08/2017	Bob Yacovissi
View Delete	BY Login Test	05/09/2017	Bob Yacovissi

On the next screen, choose the option, **Standard – Customize content framed by a saved email template**. Basically, this means ‘Use a template that has already been established to create my new email’.

 Campaign Email


Standard – Customize content framed by a saved email template.

V2- Choose from a template library with predefined layouts and styles.

Select template: [Build / Upload a new email template](#)

Preview:

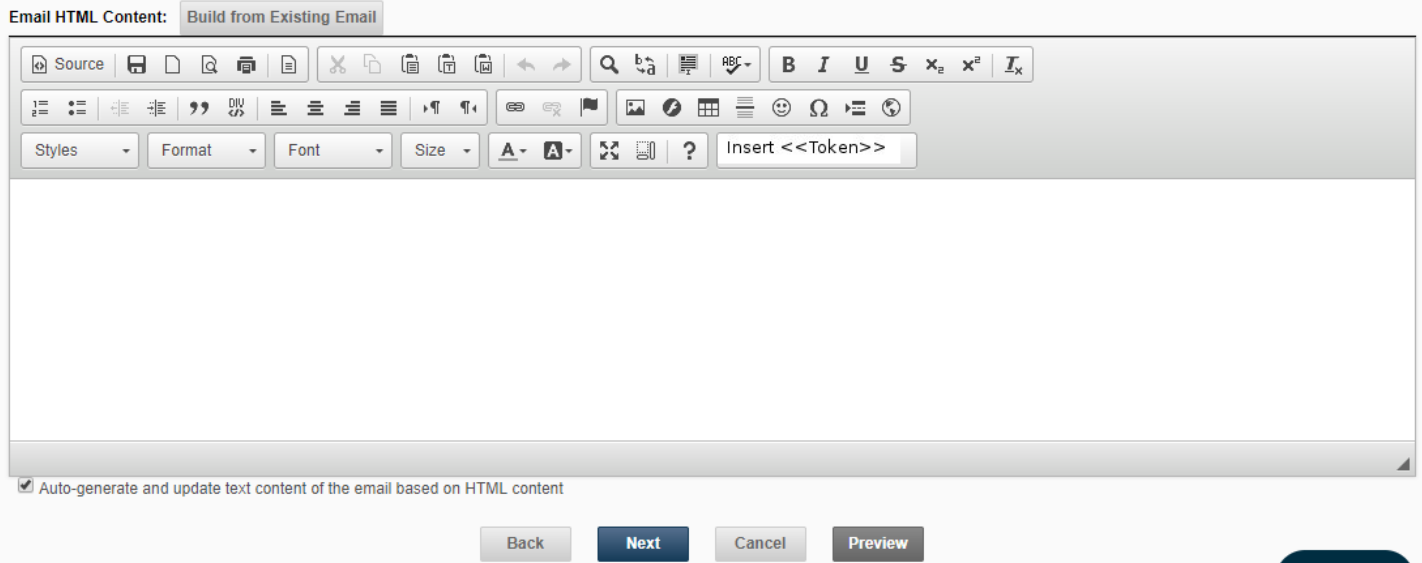
If you're having trouble viewing this email, you may [see it online](#).



Select template: **Default**.

Click **Next**.

On the next page, you'll see a standard word-processing format. Don't worry about a header, logo, footer, etc., as *that will be included on the email template that you've selected*. Just enter the verbiage you'd like to send to your audience in the space provided.



Enter your email's content. You can either write it here in Neon, or copy and paste it from where you wrote the note offline (i.e. in Word).

IMPORTANT! If you copy and paste content from another source, you'll want to be sure to bring it over 'clean', with no formatting. So, be sure to copy in the content in Plain Text.

To do this, look for the options in the top, center of the formatting bar:



The center option – that looks like a clipboard with a 'T' on it – allows you to 'Paste as Plain Text'. Choose this, then do your pasting, and the content will be clean and ready for formatting.

Formatting Your Content

Now that your content has been pasted in, you can use the options in the bar at the top to format it as you'd like.

Once your formatting is complete, choose **Next** at the bottom of the screen.

The next screen ensures you have an 'Unsubscribe' Token on the page.

What is this?

In any email campaign, by law the recipient must be allowed to tell you they don't want to receive any more emails from you.

So, every email must have an option to 'Unsubscribe'.

Email Text Content:

To ensure that your email can be read by text-only email clients, a text-only version will be sent along with the HTML version. It is best practice to send quality content in the text-only version of your email because you cannot control which version your recipients will choose to receive.

Additionally, the <<Unsubscribe URL>> token must be present in the text-only version of your email. Even if you intend to send a blank text-only email you must include this token.

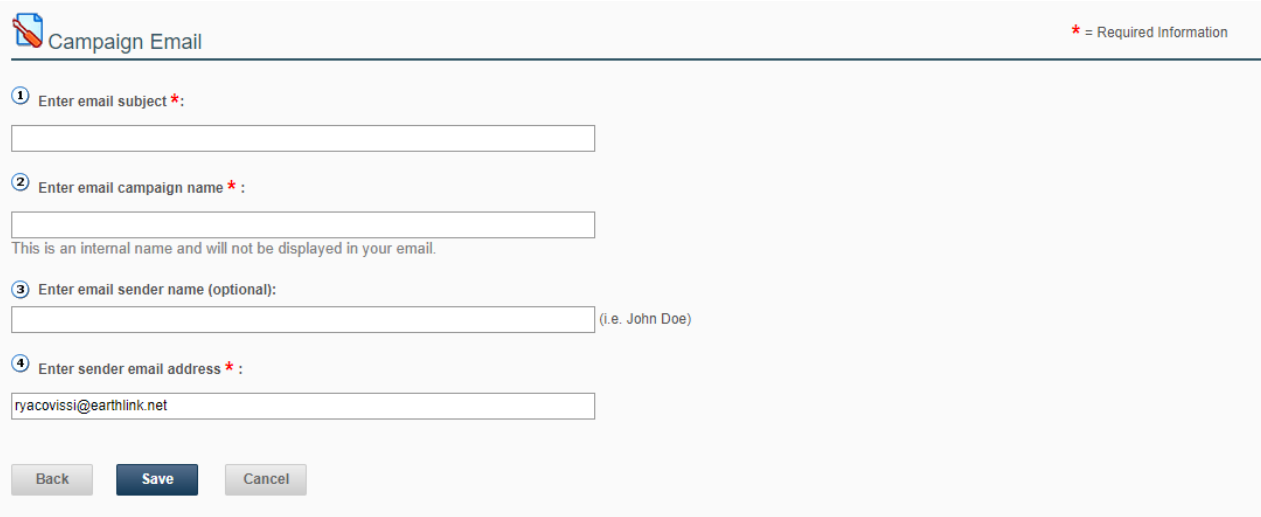
adfafd <<Unsubscribe URL>>	<input type="button" value="Add Token"/>
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By default, unless it's been removed, this option will be present. So, on this page you can just choose **Next** to move ahead.

On the next page, enter your email Subject, name the Campaign something meaningful, like 'Blue Ridge Fall Meeting Email'. *This Campaign name is for YOU to identify it in the list, and isn't seen by the recipient.*

Enter the Sender's name, i.e. 'Jane Doe, Chapter President'.

Enter the Sender's email address. You can use info@vnps.org if you'd like (recommended).



* = Required Information

① Enter email subject * :

② Enter email campaign name * :

This is an internal name and will not be displayed in your email.

③ Enter email sender name (optional):
 (i.e. John Doe)

④ Enter sender email address * :


Choose **Save** to save your campaign. It's now created, and ready to send to the appropriate audience. Save will not send your campaign! That's done in the next step.


Note that you can send your email at any time, so if you'd like to pre-stage campaigns to send out in the future, Neon allows you to do that Just choose a future date, and the email will go out at 5am CT on that date.

TEST YOUR CAMPAIGN

After you choose Save, note that you can do a test of the campaign. We strongly recommend testing it to be sure all links work, that the formatting is as you'd like it, etc.

Enter your own email, and that of anyone else you'd like to have test/preview, and click 'Test' to send it to those email addresses. This does not send it to your full audience, only to those emails you've entered for testing.



 Campaign Email : SAMPLE FOR DOCUMENTATION

To make sure the email is created or uploaded correctly, you may send a test email to yourself.

Enter email address: [Test](#)

When the email is ready, publish the email by clicking the Ready to Send button.

[Edit](#) [Save Draft](#) [Ready to Send](#)

Find an error in the Test? Go back to the Campaign and make changes by selecting 'Edit' on this page.

When your tests look good, and your email is ready to go, choose [Ready to Send](#) to send right away, or schedule the email.

Want to save the email to work on it some more later?


No problem!


Just choose [Save Draft](#).

This will save your Campaign under 'Communications > Email Campaigns'. It will appear at the top under 'Email Drafts'.

SENDING YOUR CAMPAIGN

After you choose 'Ready to Send', you'll see the next screen asking you to choose your Audience and to schedule the email. Choose [Setup Email Schedule](#).



 Your information has been successfully submitted.

To select email audience and set up broadcast date, please click the button to proceed. [Setup Email Schedule](#)

You will see a complete list of all the pre-established email lists. Choose the appropriate one, then click 'Continue'.

Communications / Send Campaign Emails / Select Email

1. Select email > 2. Select audience > 3. Schedule > 4. Review & Send > 5. Result

Select Audience

[Continue](#) [Back](#)

Select	Audience Name	Status	Active	Bounce	Error	Unsubscribe	Updated on	Updated By
<input type="radio"/>	VNPS Members	Available	1359	0	0	1	08/22/2017	Bob Yacovissi
<input type="radio"/>	Template for Email Audiences	Available	0	0	0	0	08/22/2017	Liesl Lukacs
<input type="radio"/>	South Hampton Roads	Available	64	3	0	0	08/15/2017	Bob Yacovissi
<input type="radio"/>	Upper James River	Available	37	0	0	0	08/15/2017	Liesl Lukacs
<input type="radio"/>	Prince William Wildflower Society	Available	138	0	0	0	08/15/2017	Liesl Lukacs
<input type="radio"/>	Potowmack	Available	403	0	0	0	08/15/2017	Liesl Lukacs
<input type="radio"/>	Pocahontas	Available	112	0	0	0	08/15/2017	Liesl Lukacs
<input type="radio"/>	Piedmont	Available	147	0	0	0	08/15/2017	Liesl Lukacs
<input type="radio"/>	Northern Neck	Available	112	0	0	0	08/15/2017	Liesl Lukacs
<input type="radio"/>	New River	Available	49	0	0	0	08/15/2017	Liesl Lukacs
<input type="radio"/>	John Clayton	Available	108	0	0	0	08/15/2017	Liesl Lukacs
<input type="radio"/>	Jefferson	Available	192	0	0	0	08/15/2017	Liesl Lukacs
<input type="radio"/>	Blue Ridge Wildflower Society	Available	108	0	0	0	08/15/2017	Liesl Lukacs
<input type="radio"/>	VNPS Email Addresses	Available	1479	64	0	0	07/06/2017	Bob Yacovissi
<input type="radio"/>	BY Login Test	Available	8	0	0	0	05/08/2017	Bob Yacovissi

15 Results Per page of 1 pages

Next, either choose **Send Immediately**, or schedule the appropriate time for your email to be sent.

Note that all emails will go out on the day selected at 5am Central Time.

Click **Continue**.

Communications / Send Campaign Emails / Select Email

1. Select email > 2. Select audience > 3. Schedule > 4. Review & Send > 5. Result

Schedule Email

Send immediately

Send on:

Your emails will be sent at 5:00AM Central Time on the selected date.

[Continue](#) [Back](#)

Take one last look at the details. If they are right, you are ready to send.

Ready to send or schedule?

Click **Send**.

Your email will go out to your audience immediately (with a bit of delay to process the send), or will be queued up to send on the date that you selected.

Communications / Send Campaign Emails / Select Email

1. Select email > 2. Select audience > 3. Schedule > 4. Review & Send > 5. Result

Review & Send

Email	SAMPLE FOR DOCUMENTATION	Change Preview Send Test Email
Audience	BY Login Test	Change
Schedule	08/24/2017	Change

[Send](#) [Back](#)

You are finished!