1. Start by logging into the EMC

2. Under the Event Emails tab, select Edit Coaching Emails.

Customize Your Email

1. Select the template you want to send, and Copy it to make it editable.

2. Click Edit next to the new version of your email template.

3. Work through the Related Actions:
   a. Message Information: Please do not change the message name
   b. Envelope Information: Update to staff person’s name and cancer.org email address
   c. Stationary: This has been set already
   d. HTML Content: Update the body of your email to include your desired information.
   e. Plain Text Content: Click the green Convert to Plain Text button.

4. Send your Review Email in both the HTML and Plain Text version verify that the content and links are all correct.

5. Click Approve and Finish.

Set Up Email Audience

1. Once you have Approved your email, click Begin Delivery.

If you have any questions, please open an event support case.
2. **Email Audience**: Select the correct audience based on the email type.
   - **Engagement Email**: Should go to current participants, sharing event information and tips on being a successful fundraiser.
   - **Recruitment Email**: Should go to past participants, inviting them back to your event.

**Setting up Current Participant audience for an Engagement Email:**

1. Select the **Current Event Participants** radio button, click **Next**.
2. Click **Add All >>** to email all current event participant groups, click **Next**.
3. Apply any optional filters on the recipient list, click **Next**.
4. Proceed to **Review Delivery Details** to set up your email delivery.

**Setting up the Past Participant audience for a Recruitment Email:**

1. Select the **Previous Event Participants** radio button, click **Next**.
2. Click **Add All >>** to email all past participant groups, click **Next**.

*If you have any questions, please open an [event support case](#)*
3. On the summary page, click Manage Do Not Email Groups under Related Actions.

4. Choose the radio button for Current Event Participants, click Next.

5. Click Exclude All >>, then click Finish.

6. Proceed to Review Delivery Details to set up your email delivery

### Set Up Email Delivery (Review Delivery Details)

1. If you wish to send your message immediately, click the **Send Immediately** button.

2. To schedule the delivery for a later time, click on Schedule under Related Actions.
   a. Select the date and time you want the message to send and click **Finish**.
   b. Verify that your delivery date/time is correct and click the **Send At Scheduled Time** button.

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*If you have any questions, please open an event support case*