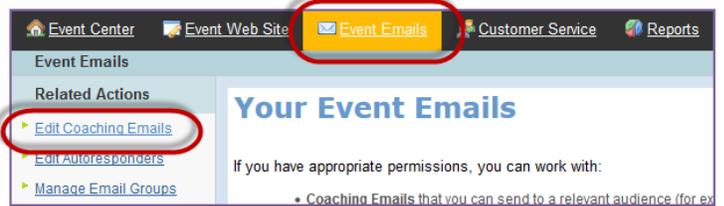




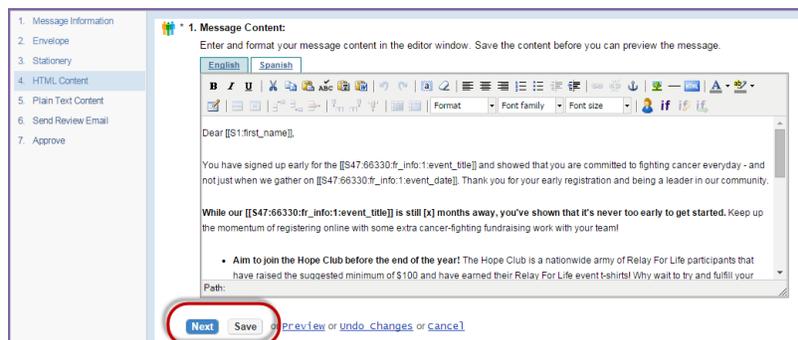
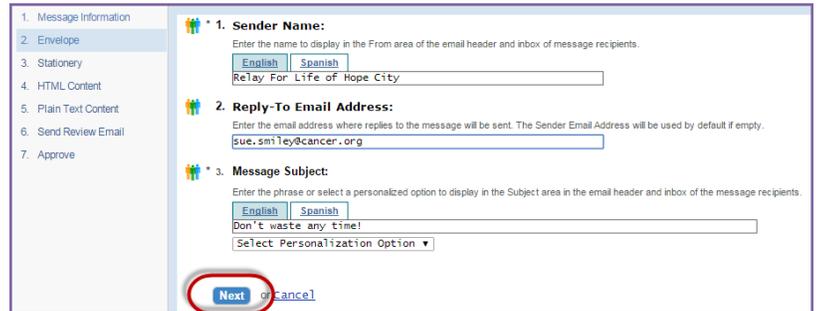
## Quick Email Guide

1. Start by logging into the EMC
2. Under the **Event Emails** tab, select **Edit Coaching Emails**.

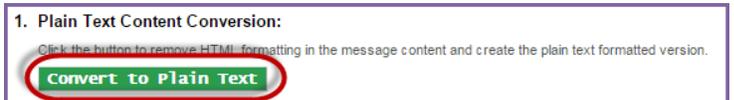


### Customize Your Email

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** **Approve** and **Finish**.

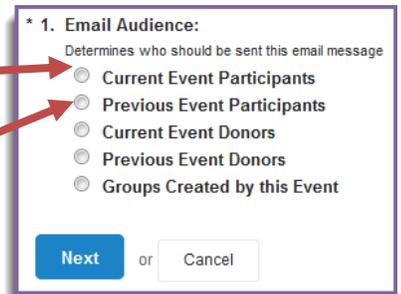


### Set Up Email Audience

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

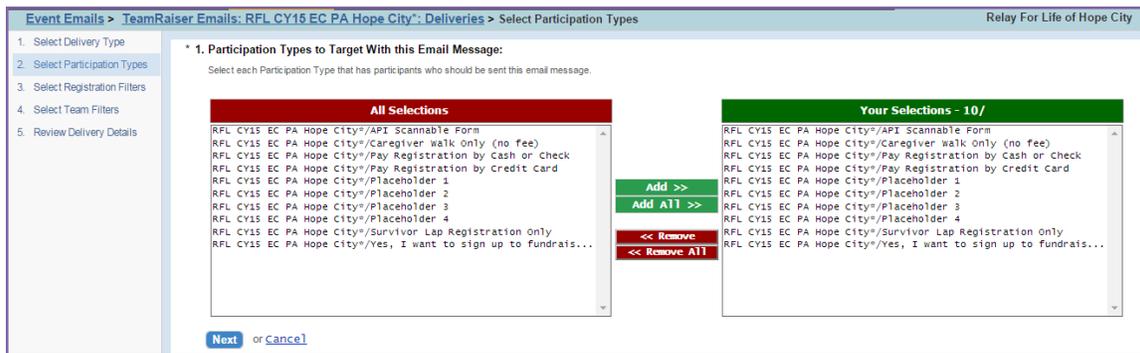
*If you have any questions, please open an [event support case](#)*

- 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:**

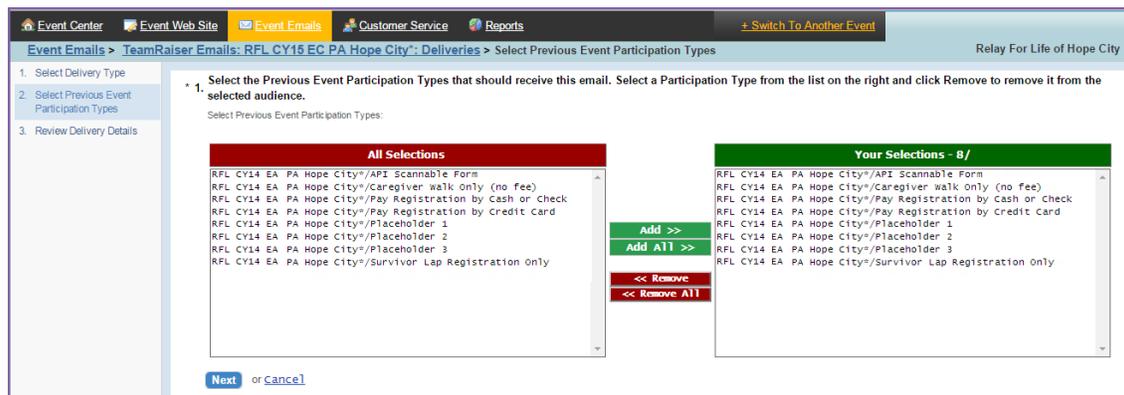
- Select the **Current Event Participants** radio button, click **Next**.
- Click **Add All >>** to email all current event participant groups, click **Next**.



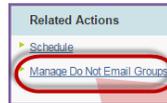
- Apply any optional filters on the recipient list, click **Next**.
- Proceed to [Review Delivery Details](#) to set up your email delivery

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

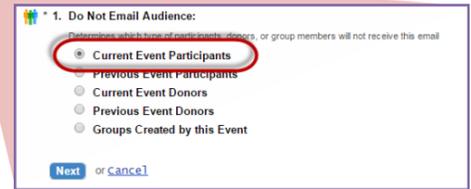
- Select the **Previous Event Participants** radio button, click **Next**.
- Click **Add All >>** to email all past participant groups, click **Next**.



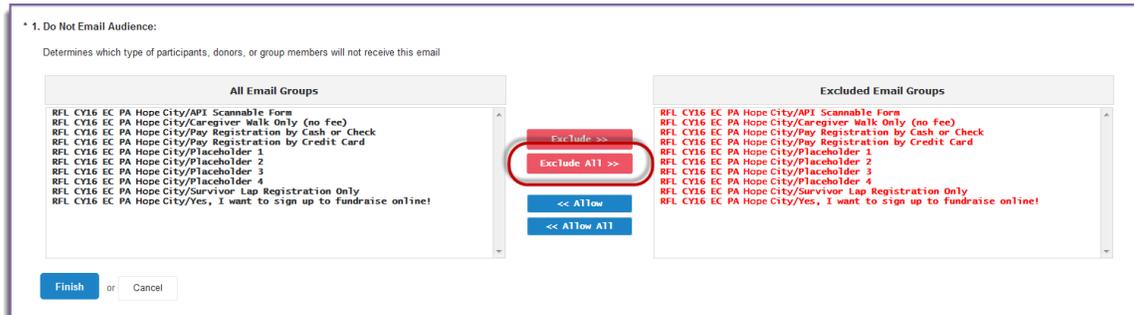
3. On the summary page, click **Manage Do Not Email Groups** under Related Actions.



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.

