BRITISH ROWING

Club email

TEAMWORK | OPEN TO ALL | COMMITMENT

Club Email

Emailing club members Page 1
Setting automated emails Page 6

There are a variety of reasons you'll need to contact your club members, ranging from membership admin' to event information (and everything in between!)

The ClubHub system provides an email feature which is linked to individuals' membership profiles, saving you the job of entering email addresses, and allowing you to communicate with all members, and sub-sets of your membership.

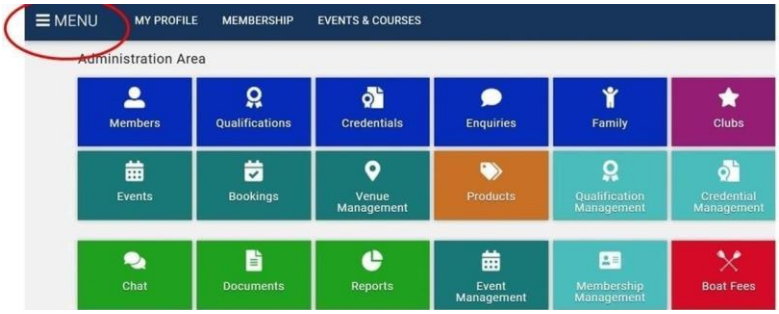
The system also allows you to set up automated emails, to be sent out at key "trigger" points. For example, you might wish to send automatic acknowledgements when people purchase memberships, or you might wish to send renewal reminders.

Emailing your members is simple - here's how:

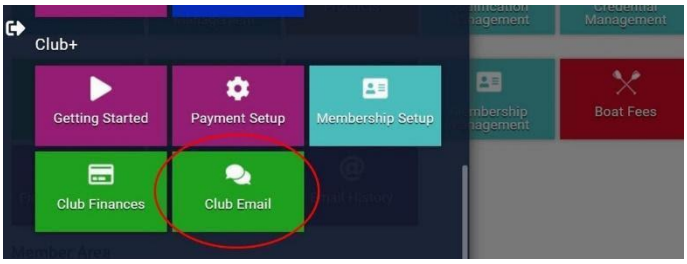
Section 1: Emailing club members

1. To access the CLUB EMAIL tile, you will need to have been assigned the CLUB EMAIL role by the current Club Admin. Once you have been granted access to club email, sign into your British Rowing account via the British Rowing home page

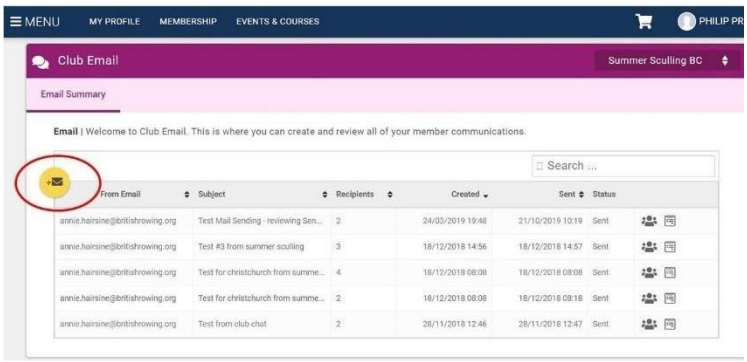
2. Select MENU



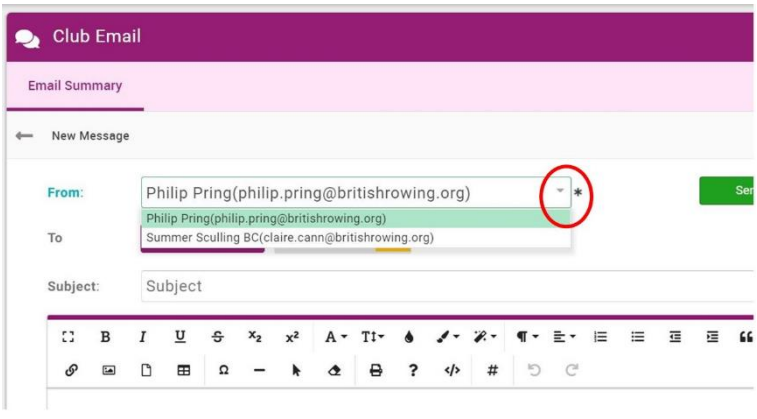
3. In the CLUB+ area, select the CLUB EMAIL tile



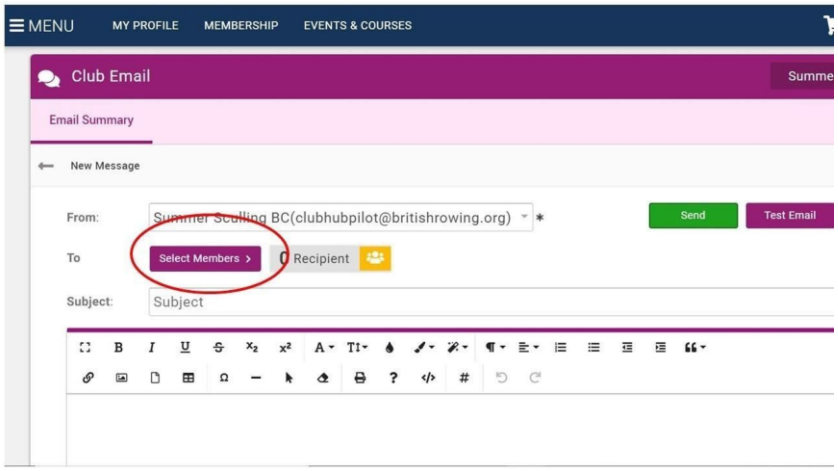
4. You will then be presented with the club email "dashboard" where you will be able to view a list of sent emails. To compose a new email, select the mail icon as shown below



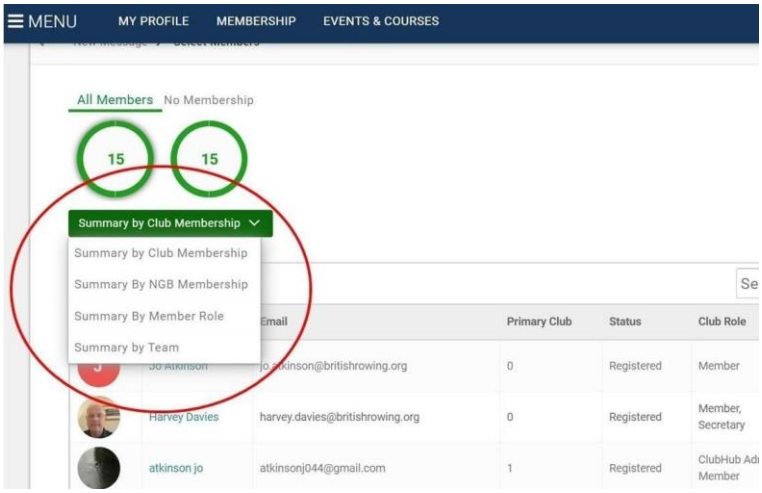
5. First, by selecting the arrow in the FROM box, you can select from whom you wish your email to be sent.
   You will be given 2 options: 1. The email associated with your own profile, and 2. The email associated with the club (to edit this email please select the CLUB DETAILS tab.



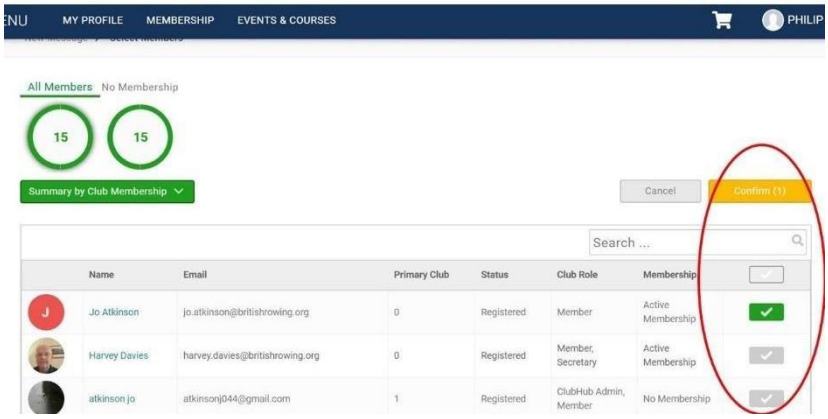
6. From here you can choose who you want to send your email to (recipients). You can select individuals, multiple individuals and teams. The first step is to press SELECT MEMBERS as shown below



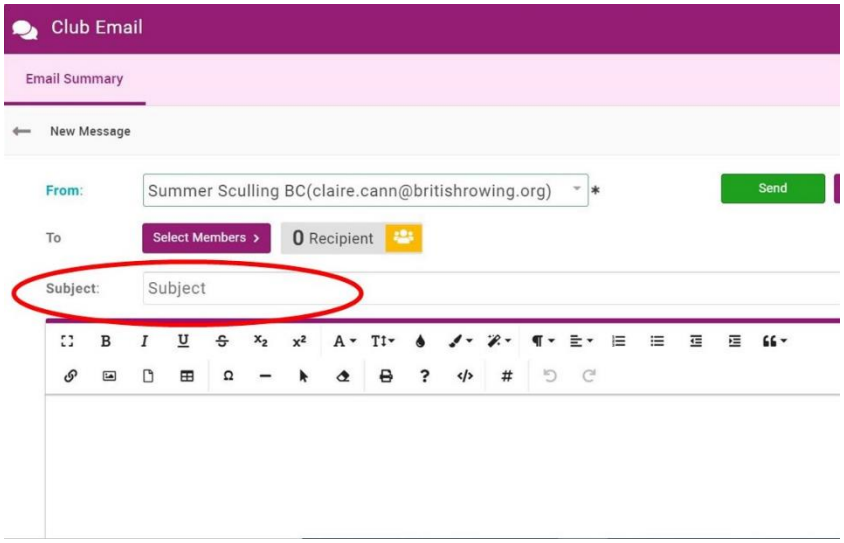
7. A useful tool when selecting individuals or groups of individuals is the SUMMARY BY… button. Here you can display members broken down by club membership, NGB membership, member role and teams. You can further break down these lists by using the green circles as shown below



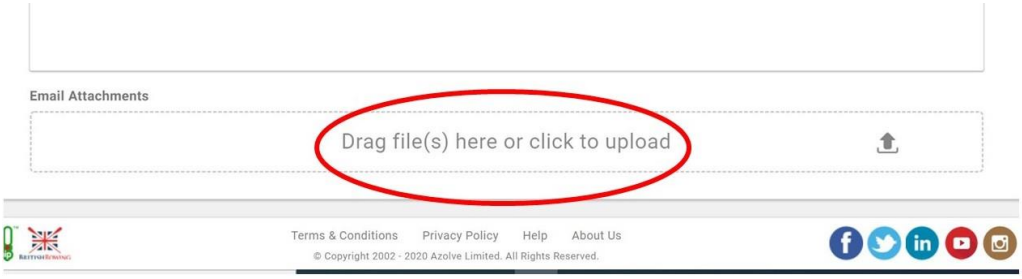
8. Once you have selected how you wish your members to be presented, you can now select individual members to whom you wish to send your email. If you wish to send your email to all members within a given group, you can select the ALL MEMBERS box as shown below. Remember to select CONFIRM once you have made your selections



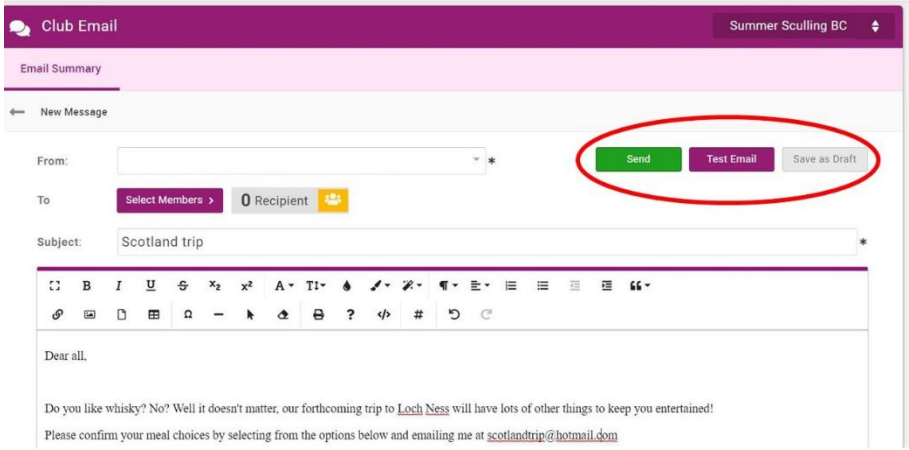
9. You can now give your email a title and add the text of your message as shown below



10. To add attachments scroll to the bottom of the page and select the button as shown here



11. Finally, you can now select whether to SAVE your email draft, TEST the email (in which case you will be given the option to enter a test email address to send your draft email to), or to SEND it to your chosen recipients



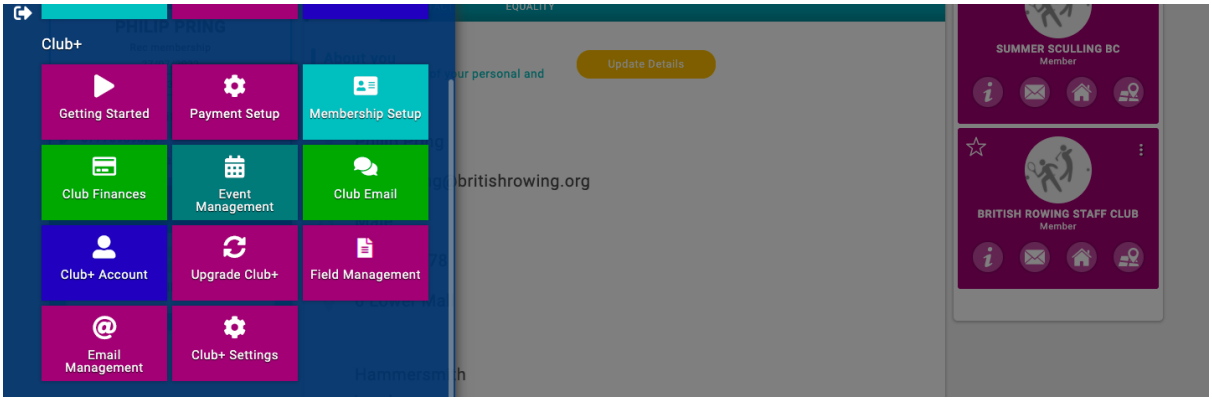
12. If, after sending an email using the Club Email feature within ClubHub, you wish to receive replies, make sure to add a reply email within the body of your email.

Section 1: Sending automated emails

13. In addition to topical emails, you may wish to send automated emails on for a variety of reasons. It might be for example, that you want to acknowledge payments received, or you may wish to send reminders when individuals' memberships are up for renewal.

14. Setting up automated emails is easy, here's how:

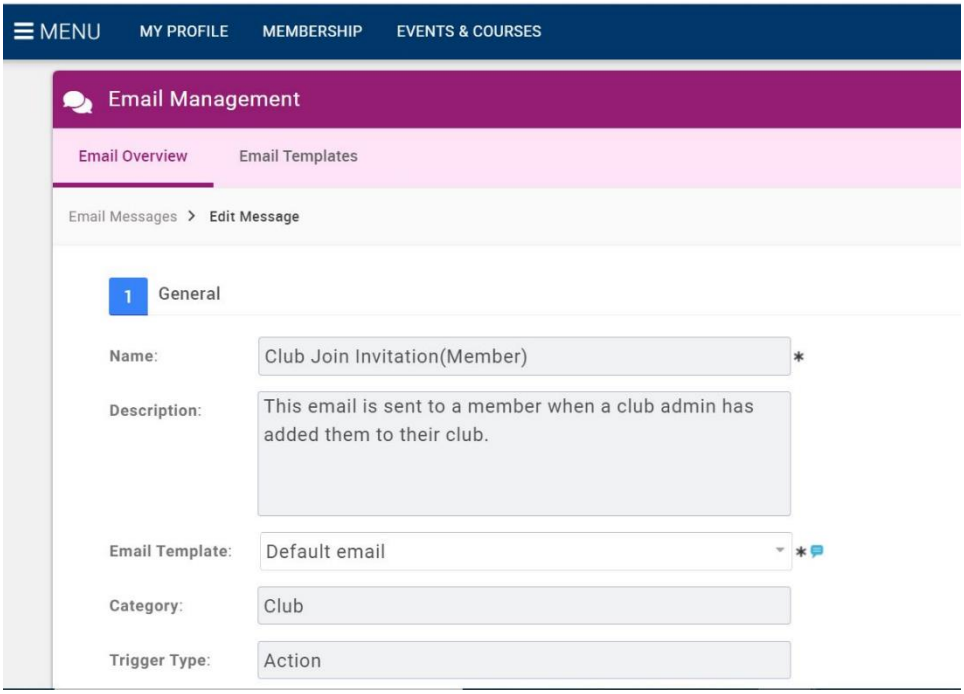
15. Begin by signing into your British Rowing account and selecting MENU as before. This time select the EMAIL MANAGEMENT tile to proceed.



16. The list below shows the default automated emails available to you within the EMAIL MANAGEMENT tile.

Club join invitation (member)
Join notification (club)
Event booking
Invitee
Family link request
Expiry reminder (6 months before)
Expiry reminder (2 months before)
Expiry reminder (1 month before)
Expiry reminder (2 weeks before)
Expiry reminder (1 week before)
Expiry reminder (1 day before)
Expiry reminder (on day)
Expiry reminder (1 day after)
Expiry reminder (1 week after)
Expiry reminder (2 weeks after)
Expiry reminder (1 month after)
Expiry reminder (2 months after)
Expiry reminder (6 months after)
Membership expiry (by user)
Membership acknowledgement (on purchase)
Invoice request
Mandate confirmation
Mandate cancelled
Payment reminder (schedule)
Receipt
Recurring payment failure
Refund

17. The following screenshots provide an explanation of each section of an automated email, to help you understand what content is required, what will be displayed to the recipient, and how each email gets "triggered."



18. "NAME"

    This is for administrative use and lets you as the Club Admin know what the email is for (in this case the email is sent when the Club Admin adds an individual to the club membership list).

    "DESCRIPTION"

    This explains what the email's purpose is, and indicates how the message is "triggered."

    "EMAIL TEMPLATE"

    This refers to the visual design of the email. Document 2.27 explains how to create new templates, and you can select one of these templates by clicking the dropdown menu here.

    "CATEGORY"

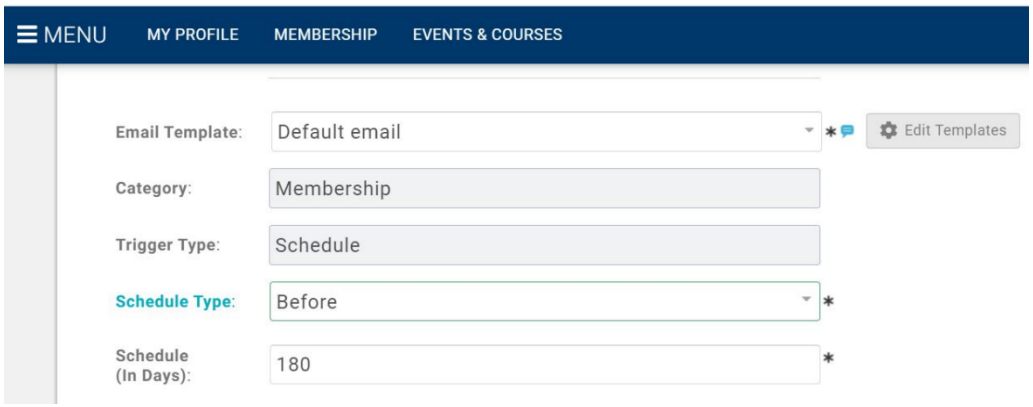
    This refers to the subject of the email, and cannot be edited. Examples include "CLUB" and "MEMBERSHIP."

    "TRIGGER TYPE"

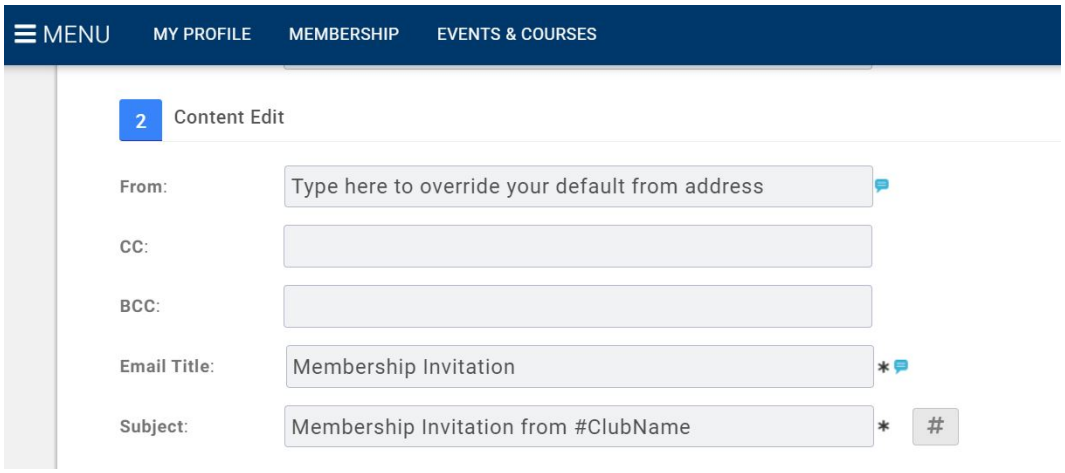
    This refers to the factor that lead to the email being sent, and cannot be edited. Examples include "ACTION" (meaning that some action was taken eg joining the club).

"SCHEDULE" (meaning the email was linked to a time-specific event, eg 6 months before membership expiry).

19. In addition to ACTION-triggered emails, SCHEDULE-triggered emails will provide you with the option of deciding how soon before/after an event you wish the email to be sent, as shown below



20. The next section covers information relating to the sender, email title and subject



21. **"FROM"**
This will contain the default email linked to your club, which can be edited in your CLUB PROFILE tile (see document 2.2 EDITING CLUB DETAILS). Alternatively, you can enter another email address in the box as shown above.

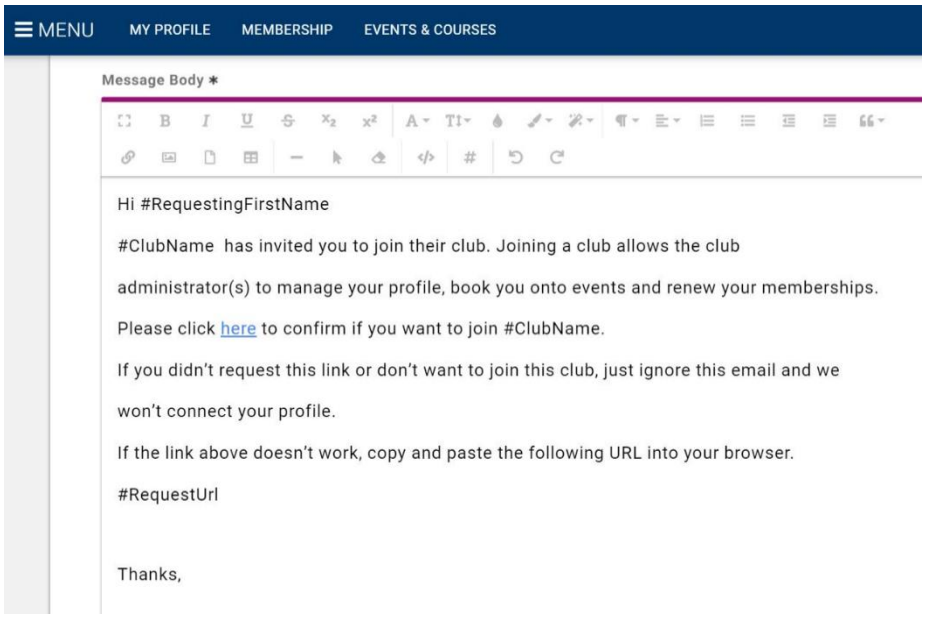
Underneath the FROM email you can enter the email addresses of any individual you wish to copy and/or blind copy to your email.

"EMAIL TITLE"
This appears in the content of your email as a header, unless switched off in the template.

"SUBJECT"
This refers to the topic of the email and cannot be edited.

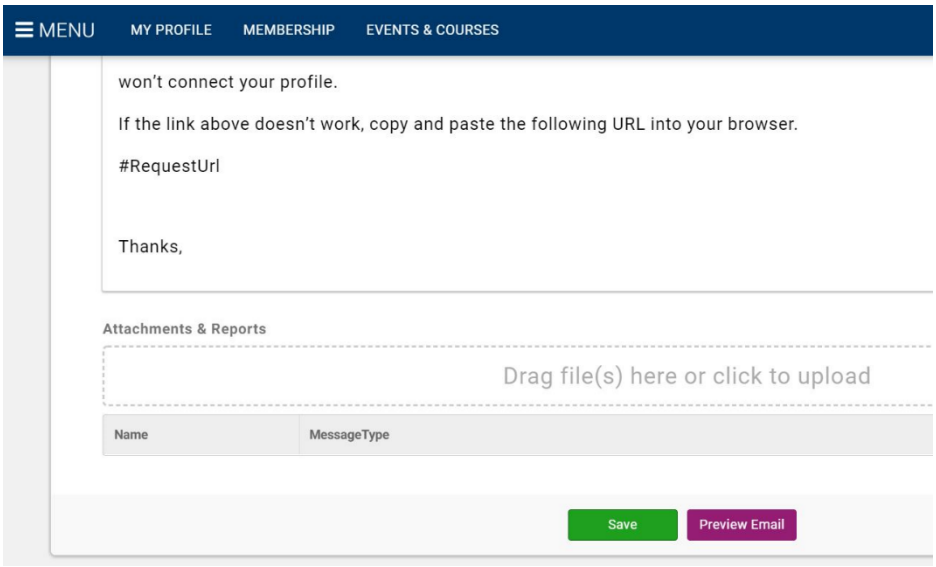
22. The next section refers to the main body of text within your email. Where there are # symbols and generic titles such as "CLUB NAME," these will automatically be replaced by such things as your club's/member's name.

23. Similarly, where URL links are shown, these will automatically be replaced with those shown in your CLUB PROFILE (see document 2.2 EDITING CLUB DETAILS).



24. Finally, when editing automated emails you can add attachments. These could include updated club rules, membership benefits etc.

25. When editing your automated emails remember that you can PREVIEW the email by selecting the button as shown below. Remember to select SAVE when you have finished editing your email.


MENU
MY PROFILE
MEMBERSHIP
EVENTS & COURSES
won't connect your profile.
If the link above doesn't work, copy and paste the following URL into your browser.
#RequestUrl
Thanks,
Attachments & Reports
Drag file(s) here or click to upload
Name
MessageType
Save
Preview Email