

Policy Name:	ANSW IMG HTML Email Procedure
Date of Issue:	December 2014 (Version 1.0)
Coverage:	ANSW and Members
Date of Review:	November 2015
Controlling Body:	ANSW – Board of Management
Accountability:	General

ANSW looks to present a professional brand for both its self and member clubs utilising the capability of the IMG system allows easy email tracking over time and a professional image when using HTML coding for email.

As part of the value offering to member clubs ANSW has provided a HTML template clubs can use for emailing members.

1. Create a header image jpg 600x100 pixels (club Logo)
2. Resize a photo to 600x250pixels (Cool Picture at the top)
3. Create call to action buttons or images for the left column 160 pixels wide
4. Open IMG > Tools > Images - load the ALL the images into IMG
5. Tools > Email Templates > Add – type the Title for your reference and the subject line for the email that will be sent.
6. Select the Plain Text Tab and type MEMBERFIRSTNAME, and the subject line and who the email is from – if the HTML fails people can see that you tried to send something through.
7. Open the HTML tab > click on the source button on the menu bar
8. Copy the HTML code and past it into the email > press the source button again and the email will form up without the images.
9. Open another browser by holding Ctrl & clicking on the Tools tab >Image Gallery > Images
10. View the first image and copy the “Email Specific URL”
11. Go back to the email and click the image so that it’s highlighted > click the image icon from the menu bar and replace the existing URL with the image URL you just copied.
12. Repeat this for each image – each image has a unique URL
13. Save your email template as you go. – this will force you to reopen it
14. From the Email Templates > view your email and copy the “Web Version Link” URL
15. Edit your email again > HTML > at the very top find the text “view it in your browser” highlight this and click the LINK icon on the menu bar - past the URL you just copied. This allows people to see a web version if something crashes.
16. ADD - Update ALL other links from images etc that you would like to add by highlighting the text or image and clicking on the LINK icon and adding the destination URL e.g. Facebook or ANSW etc.
17. Change the contact information at the bottom of the email.

18. Oh and write whatever text / message you want Be careful with copy past ensure you use the "Paste as Plain Text" icon from the menu to keep the same formatting.
19. Save your email > View > HTML – this will show you what the email looks like. Test all the links here – edit as you need to & re test.
20. You're now ready to send great looking emails to everyone in the data base....

CODE

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<html>
<head>
<meta http-equiv="Content-Type" content="text/html; charset=utf-8">
<title>Archery NSW two-column HTML e-mail Template</title>
</head>

<body style="margin-top:0;margin-bottom:0;margin-right:0;margin-left:0;padding-top:0;padding-bottom:0;padding-right:0;padding-left:0; background-color:#ffffff;" >

<table width="100%" border="0" cellspacing="0" cellpadding="0" style="background-color:#ffffff;">
<tr>
<td align="center">

<table width="600" border="0" cellspacing="0" cellpadding="0">
<tr>
<td style="padding-top:8px;padding-bottom:8px;padding-right:0;padding-left:0;" ><p style="font-family: Cambria, Georgia, 'Times New Roman', Times, serif;font-size:11px;font-style:italic;color:#000000;text-align:center;" >Having trouble viewing this e-mail? <a href="<!--ADD the web based link here-->" style="color:#000000;">View it in your browser.</a></p></td>
</tr>
</table>

<table width="600" border="0" cellspacing="5" cellpadding="0" style="background-color:#ffffff;">
<tr>
<td align="center"><p><a href="<!--ADD a link here-->"></a></p></td>
</tr>
</table>

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<tr>
<td align="center" valign="top"><a href="<!--ADD a link here-->"></a></td>
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</table>

<table width="600" border="0" cellspacing="0" cellpadding="0" style="background-color:#ffffff;" >
<tr>

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<td width="179" style="padding-left:20px; padding-top:15px; padding-right:0px; padding-bottom:15px; vertical-align:top; background-color:#eeeeee; border-right:1px solid #cccccc;"><p>

</p><p>
<a href="<!--ADD a link here-->">
</p><h3 style="font-family:Arial, Helvetica, sans-serif;font-weight:100;font-size:14px;text-transform:uppercase;line-height:18px; color:#333333;text-align:left;">This Email</h3><ul style="margin-left:15px;padding-left:0px; font-family:Arial, Helvetica, sans-serif; font-size:12px; margin-right:15px;font-weight:100;color:#333; text-align:left;"><li style="list-style-type:disc;margin-bottom:5px;line-height:18px;">2015 YNAC<li style="list-style-type:disc;margin-bottom:5px;line-height:18px;">Bookings<li style="list-style-type:disc;margin-bottom:5px;line-height:18px;">Early Bird RateTravel</td><td width="355" valign="top" style="padding-left:15px; padding-right:30px; padding-top:15px; padding-bottom:15px; background-color:#ffffff;"><h3 style="color:#00746F;font-family:Cambria, Georgia, 'Times New Roman', Times, serif; font-weight:100; font-size:20px; line-height:20px; border-bottom:1px solid #ddd; text-align:left;"><a href="<!--ADD a link here-->" style="color:#00746F; text-decoration:none;">2015 Youth National Archery Championships 7th -11th April</h3><p style="color:#666; font-family:Arial, Helvetica, sans-serif; font-size:12px; line-height:18px;text-align:left;">Hi MEMBERFIRSTNAME,</p><p style="color:#666; font-family:Arial, Helvetica, sans-serif; font-size:12px; line-height:18px;text-align:justify;">2015 Youth Nationals will be hosted by Penrith City Archers in Western Sydney, NSW from the 7th - 11th of April, official practice being the Tuesday after Easter Monday. Its shaping up to be a great event with all three disciplines being held at the one location. Penrith City Archers have gone to great lengths to make sure this is a great event.</p><p style="color:#666; font-family:Arial, Helvetica, sans-serif; font-size:12px; line-height:18px;text-align:left;"><a href="<!--ADD a link here-->" style="color:#00746F;">» Read more</p><h3 style="color:#00746F;font-family:Cambria, Georgia, 'Times New Roman', Times, serif; font-weight:100; font-size:16px; line-height:20px; border-bottom:1px solid #ddd;text-align:left;"><a href="<!--ADD a link here-->" style="color:#00746F; text-decoration:none;">Event Program</h3><p style="color:#666; font-family:Arial, Helvetica, sans-serif; font-size:12px; line-height:18px;text-align:left;">Compound and Recurve will work on alternates for Target and Field for the first two days.</p><p style="color:#666; font-family:Arial, Helvetica, sans-serif; font-size:12px; line-height:10px;text-align:left;">Tuesday 7th - Official Practice and Opening Ceremony</p><p style="color:#666; font-family:Arial, Helvetica, sans-serif; font-size:12px; line-height:10px;text-align:left;">Wednesday - Target & Field</p><p style="color:#666; font-family:Arial, Helvetica, sans-serif; font-size:12px; line-height:10px;text-align:left;">Thursday - Field & Target</p><p style="color:#666; font-family:Arial, Helvetica, sans-serif; font-size:12px; line-height:10px;text-align:left;">Friday - Match Play</p><p style="color:#666; font-family:Arial, Helvetica, sans-serif; font-size:12px; line-height:10px;text-align:left;">Saturday - Clout & Presentation Dinner</p><p style="color:#666; font-family:Arial, Helvetica, sans-serif; font-size:12px; line-height:10px;text-align:left;"><a href="<!--ADD a link here-->" style="color:#ffffff;">» Read more</p><h3 style="color:#00746F;font-family:Cambria, Georgia, 'Times New Roman', Times, serif; font-weight:100; font-size:16px; line-height:20px; border-bottom:1px solid #ddd;text-align:left;"><a href="<!--ADD a link here-->" style="color:#00746F; text-decoration:none;">Book NOW Early Bird Rate Close22nd February</h3>

<p style="color:#666; font-family:Arial, Helvetica, sans-serif; font-size:12px; line-height:18px;text-align:left;">Penrith City Archers have worked hard to deliver YNAC at great prices so book early and save. Entry jumps by \$50 in Febuary.</p>

<p style="color:#666; font-family:Arial, Helvetica, sans-serif; font-size:12px; line-height:18px;text-align:left;"><a href="<!--ADD a link here-->" target="new">Register for 2015 Youth Nationals NOW</p>

<p style="color:#666; font-family:Arial, Helvetica, sans-serif; font-size:12px; line-height:18px;text-align:left;"> </p></td>

</tr>

</table>

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<tr>

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<table width="600" height="88" border="0" cellspacing="0" cellpadding="0" >

<tr>

<td style="text-align:left;padding-left:20px;padding-top:20px;padding-bottom:20px;padding-right:20px;"><p style="font-family:Helvetica, Arial;font-size:11px;color:#fefefe;line-height:16px;"><a href="<!--ADD a link here-->" style="color:#fefefe; text-decoration:none;">CONTACT US

<a href="<!--ADD a link here-->" style="color:#fefefe; text-decoration:none;">Archery Australia

1/171A Tower St | Panania, NSW 2213

E-mail: <a href="<!--ADD a link here-->" style="color:#ffffff; text-decoration:none;">info@archery.org.au

Phone: +61 2 97722995 |

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</body>

</html>