


Large, vibrant green Monstera leaves with characteristic splits, positioned in the top-left corner of the slide.

# Welcome to Bloomerang Academy

Thank you for joining us!

Drop into the chat and tell us where you are joining us from  
and what the weather is like where you are!

Large, vibrant green Monstera leaves with characteristic splits, positioned in the bottom-right corner of the slide.

# Housekeeping

**Live Transcript**

We all know what we want to do is spend  
administration and more time Doing the v

Hide Subtitle

View Full Transcript

Subtitle Settings...



Chat



Raise Hand



Q&A



Live Transcript

**Share ideas**

**Ask questions**

# Housekeeping

Dial in audio access: **+1 669 900 6833**

We will share the slides and recording of this session with you via email later today.

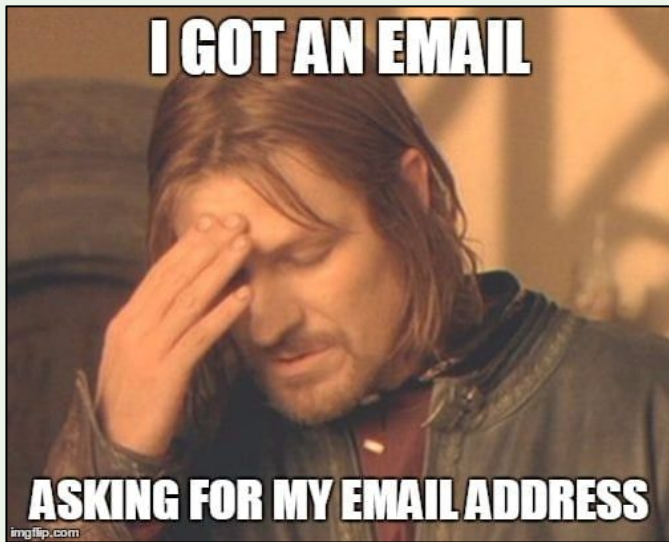
Any questions we are not able to answer live or in the Q&A will be addressed after the session via a follow-up.

If you need further assistance, please reach out to [support@bloomerang.com](mailto:support@bloomerang.com). Our support team is amazing!

# Creating Emails Part 1



# What will we cover today?



- Set your organization up for successful email communication
  - Understand what an SPF record is and how it pertains to Bloomerang
  - Have reasonable expectations for a good deliverability rate and sending reputation
  - Verify your Organization Settings
  - Use best practices for Email Interests
- Gain a solid foundation to begin creating emails in Bloomerang
  - Understand how email templates function
  - Choose appropriate filters
  - Understand your template-specific settings
  - Familiarize yourself with basic design options
  - Know what sending options are available

# **Set Your Organization Up for Successful Email Communication**



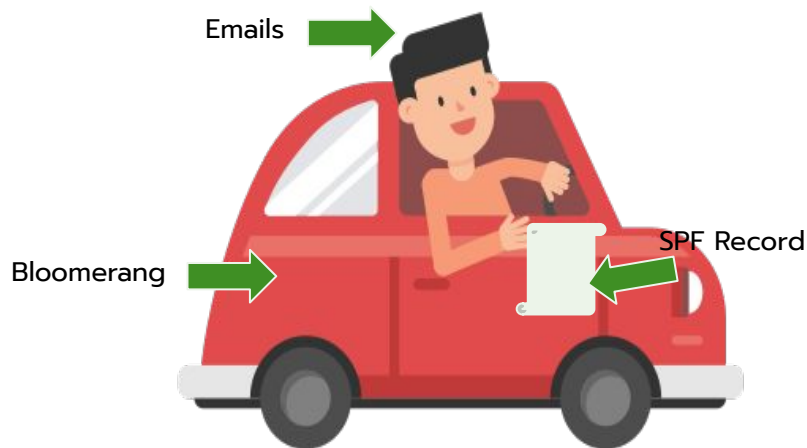
# What is SPF?

**Sender Policy Framework** is a protocol designed to restrict who can use an organization's domain as the source of an email message. SPF blocks spammers and other attackers from sending email that appears to be from a legitimate organization.

To send from your domain in Bloomerang, you need to authorize Bloomerang to send emails on your behalf.



# The Car Analogy



Your **email messages** are like your **passengers**. They have places to go and people to see!

**Bloomerang** is like your **car**. It's how your emails are going to get from Point A to Point B.

Your **vehicle registration** is like your **SPF record**. If you don't have it, you're going to get in trouble and have a hard time reaching your destination!

**You want to authorize Bloomerang to send emails on your behalf.**



# Do I have to set up my SPF record?

No, but it is **highly recommended** for optimal deliverability (just like it is **highly recommended** to register your vehicle in our analogy).

If your domain does not have an SPF record OR if Bloomerang detects that you haven't added our email provider to your existing SPF record, we will send your email from the **Bloomerang Mailman domain** instead which already has an SPF record set up.

This will appear like "**orgname@mailman.bloomerang-mail.com**" in your recipients' inboxes.

[Set Up SPF](#) This is the Knowledgebase area with articles which can walk you through the process of setting up your SPF. Check it out!

# How to Add or Update Your SPF Record

This depends on your domain name provider, also known as your web host.

- Don't know who your web host is? Find it [here](#).
- Need help editing your SPF record within your web host? Find guides [here](#).
- Comprehensive Bloomerang help documentation can be found [here](#).

**Stuck or confused?** Our Support Team will be happy to offer as much guidance as they can!

# Email Deliverability



# There is no such thing as 100% deliverability.

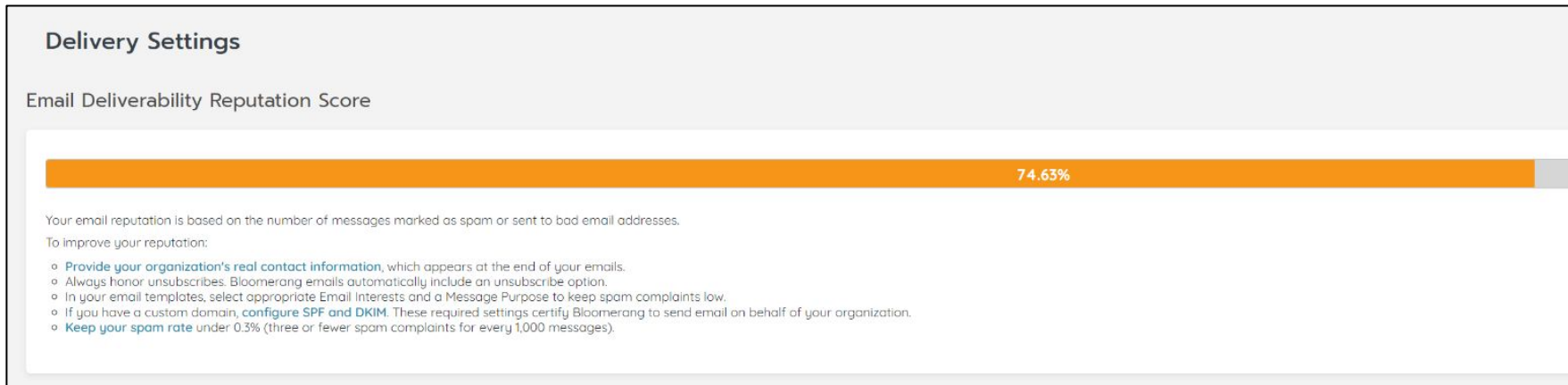
Not all of your emails will reach their target destinations and that's okay.

An acceptable deliverability rate is considered to be about **80% or higher**.

An EXCELLENT deliverability rate is considered to be **above 90%**.

# The importance of a good sending reputation

Your reputation is based on the number of messages marked as spam or sent to bad email addresses. If your domain has a poor sending reputation (even if you have an SPF record set up), your recipients' spam filters are less likely to let your emails in.



[Find out more about the three types of required email authentication: Sender Policy Framework \(SPF\), DomainKeys Identified Mail \(DKIM\), and DMARC \(Domain-based Message Authentication, Reporting and Conformance\).](#)

# How to foster a good sending reputation



- Only send **relevant information** to your constituents.
- Avoid an overabundance of **images and links**.
- **Honor unsubscribes** and don't opt constituents back into your lists.
- **If an email fails to reach its target destination, do not continue trying to send to that email address.**

# Organization Settings





To access in Bloomerang:

- Click “Settings”
- Click “Organization”

This information will appear at the bottom of your mass emails. It is required by law.

#### Our Contact Information

Guardians  
5724 Birtz Road  
Indianapolis, IN 46216  
866-332-2999  
<http://www.bloomerang.com>

[Unsubscribe](#) | [Manage email preferences](#)

CancelSave

### Edit Details

Organization Name

Guardians

Email

support@bloomerang.com

Phone

866-332-2999

Country

United States

Address

5724 Birtz Road

City

Indianapolis

State

Indiana

ZIP Code

46216

Website

www.bloomerang.com

Facebook Page

facebook.com/yourpage

f

Twitter Handle

@twitterhandle

t

LinkedIn Page

linkedin.com/

in

NTEE Code

M40 Safety Education

Fiscal Year Start

January 1

# Email integrations

If you integrate [Mailchimp](#) or [Constant Contact](#) with Bloomerang, here is where you will find that access.

## Integrations

### Accounting

Select one accounting integration and click Save to configure the settings.

QuickBooks Online ▼

[Connect](#)[Cancel](#)[Save](#)

### Email

Select one email integration and click Save to configure the settings.

Mailchimp ▼

[Go to Mailchimp](#)[Deactivate](#)[Cancel](#)[Save](#)

# Email Interests

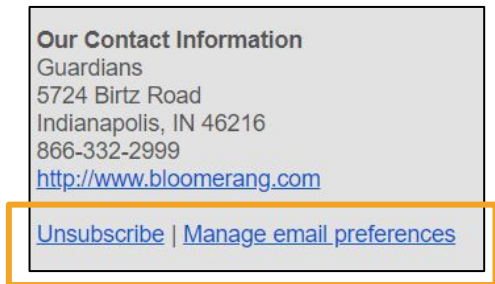


# Give your constituents the tools they need to maintain sustainable engagement.

Email Interests	
Displaying 1 - 4 of 4	
Event	<input type="checkbox"/>
Newsletter	Default <input checked="" type="checkbox"/>
Volunteer Information	<input checked="" type="checkbox"/>
Donor Surveys	Created for Engagement Surveys <input checked="" type="checkbox"/>
Displaying 1 - 4 of 4	

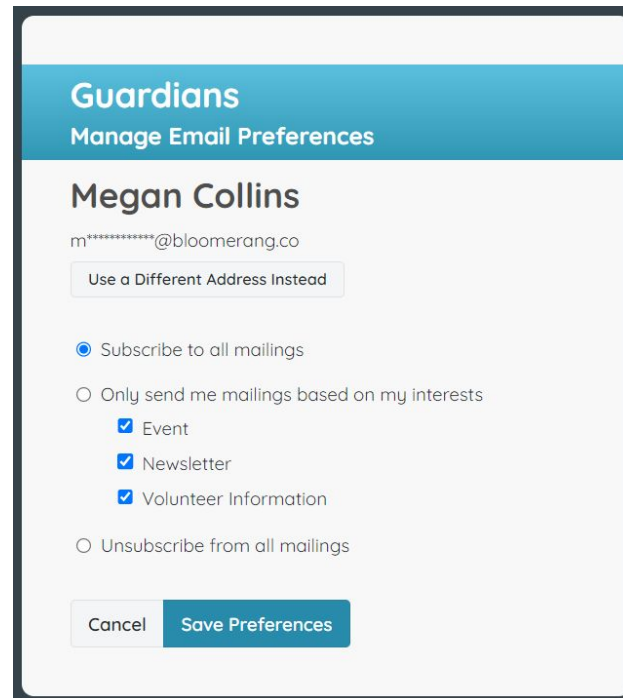
- To access:
  - Click "Emails"
  - Click "Delivery Settings"
  - Click "Email Interests"
- Tailor your interests to your organization
- This will be displayed to constituents when deciding which emails they want to receive

# What does the constituent see?



Email interests should be clearly defined and easy for your constituents to interpret.

Select email interests with intent when sending emails or your constituents are likely to just opt out entirely.



**Guardians**  
Manage Email Preferences

**Megan Collins**  
m\*\*\*\*\*@bloomerang.co

[Use a Different Address Instead](#)

☒ Subscribe to all mailings

☐ Only send me mailings based on my interests

- ☒ Event
- ☒ Newsletter
- ☒ Volunteer Information

☐ Unsubscribe from all mailings

[Cancel](#) [Save Preferences](#)

**Questions? Let's go into  
the database!**

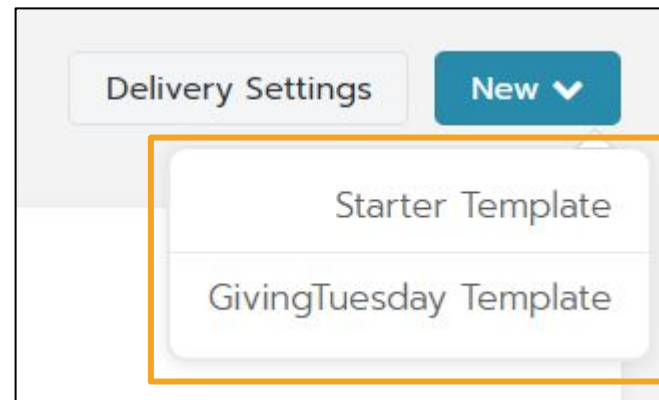


# **Gain a Solid Foundation to Begin Creating Emails in Bloomerang**





# Start with a template or a copy of a previous email



Education Newsletter  Monthly

Scheduled for 11/3/2023 at 9:00 AM by margie.worrell

2023 Giving Tuesday Donation Request  Once

Scheduled for 11/1/2023 at 12:00 PM by margie.worrell

Pledge Reminder for Next Month  Monthly

Scheduled for 11/1/2023 at 9:00 AM by margie.worrell

Impact/Cultivation Constituents 

Edit 

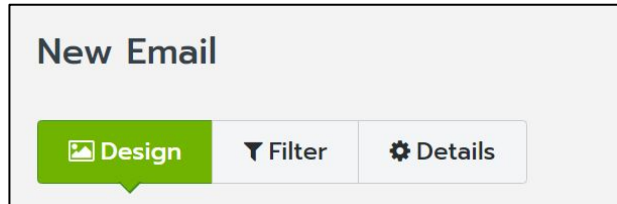
Copy 

Preview 

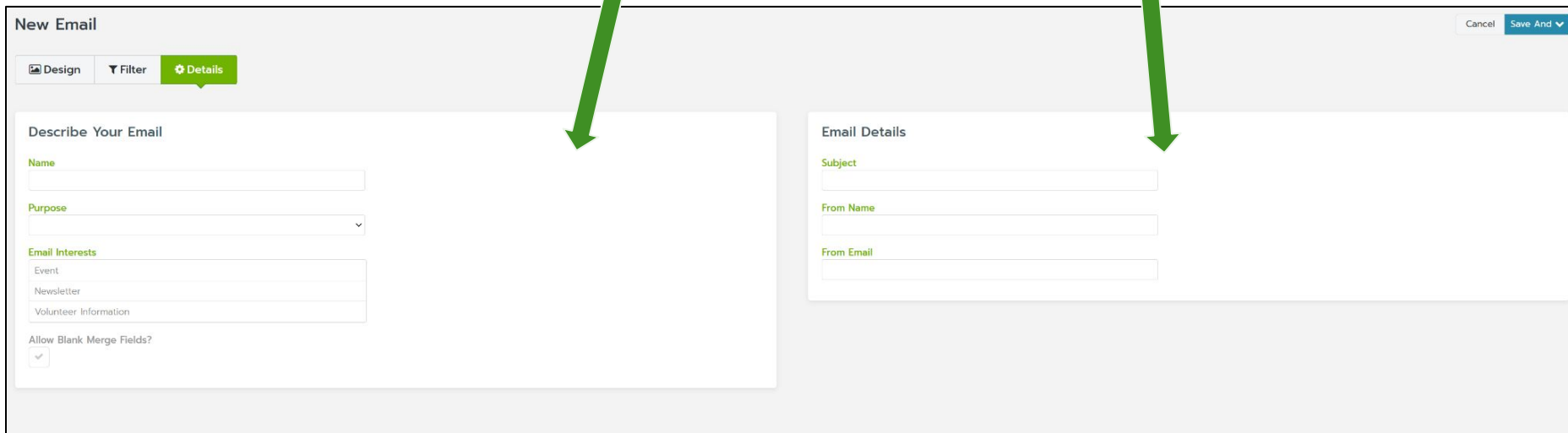
Deactivate 

Pledge Reminder

You will find tabs for **Design, Filter and Details**. Let's start with Details.



Under **Details**, the left side is **internal**. The right side is **what constituents will see**. Click SAVE.

A screenshot of the 'New Email' form. The 'Details' tab is selected. The form is split into two columns. The left column, titled 'Describe Your Email', contains fields for 'Name', 'Purpose' (a dropdown), 'Email Interests' (a list with 'Event', 'Newsletter', and 'Volunteer Information'), and a checkbox for 'Allow Blank Merge Fields?'. The right column, titled 'Email Details', contains fields for 'Subject', 'From Name', and 'From Email'. Two green arrows point from the text above to these columns. At the top right of the form are 'Cancel' and 'Save And' buttons with a dropdown arrow.

# The interest area does matter...

Constituents with no matching email interests will be pulled out and skipped when you get ready to send the email. Here is a snippet from the skipped recipients listing.

- **Bad email:** Address is not valid.
- **No matching email interests:** Your selected email interest for this email does not match with what the constituent has selected.
- **Opted out:** This constituent has opted out of all email types.

Amber Verllow	amber_verllow_660@demo.initlive.com	Bad email
Anna Adams	margie.worrell+anna@bloomerang.com	No matching email interests
Carl Otis Winslow	margie.worrell+carl@bloomerang.com	No matching email interests
AFC Richmond Foundation	margie.worrell+tedlasso@bloomerang.com	Opted out No matching email interests

**Design** is where the magic happens! You can make all kinds of amazing changes here. We will cover design more in **Emails Part 2**.

New Email

Design

Filter

Details

Use these tools to check your email prior to sending

Get HTML

Preview Layout

Send Test

Readability Test

CONTENT

IMAGE

+

SOCIAL

T

TEXT

ROWS

BUTTON

HTML

SETTINGS

DIVIDER

VIDEO

Together we give

GIVINGTUESDAY

During 2020 and beyond, you undoubtedly witnessed or experienced fear, sadness, worry, and frustration. But the world also demonstrated compassion, hope, and creativity. The pandemic has taught us that we are stronger together. Whether supporting community organizations, checking in on each other, celebrating and honoring essential workers, or getting to know our neighbors, generosity will continue to help the world get through tough times together.

\*\*\*Organization name\*\*\* is participating in GivingTuesday today. Today we celebrate the mission of \*\*\*insert mission here\*\*\* and honor all the work that would not be possible without supporters like YOU. Now more than ever your neighbors need your help. Even a donation of \$5 can make an impact. Click here [link] to make a difference today.

Not only do we need your support, your help is also needed to spread the word about this important work. \*\*\*insert ways supporters can solicit others to join this movement/other GivingTuesday events/etc\*\*\*

THANK YOU for making this important work possible. Without you, \*\*\*insert outcome here\*\*\* would not be possible. We're thankful to have you as part of our team.

Sincerely,

\*\*\*Signature block\*\*\*

Our Contact Information

{{(Organization Name)}}

{{(Organization Address)}}

{{(Organization Phone)}}

{{(Organization Website)}}

{{(Unsubscribe)}}

Drop content blocks here

**Filter** is where you decide who will receive this email. You can include or exclude constituents based on certain criteria.

New Email

Design

Filter

Details

Constituent

Filters

Include

Add filter...

Exclude

Status is 'Inactive' or 'Deceased'

And

Or

Change Filter Type

252 constituents found (last run 5 minutes ago)

Refresh

Name	Primary Email Address	Email Interest Type	Email Interests
Acme Corporation		All	
AFC Richmond Foundation	mangle-acorn@tedfesco@bloomerang.com	All	
Ra's al Ghul		All	
Talia al Ghul		All	
Alice's Restaurant		All	
Malory Archer		All	
Sterling Malory Archer		All	
Ares Macrotechnology		All	
Lucille Austero		Opted Out	
Aztechnology		All	
Bad Ticker Cardiology	test-cardio@bloomerang.co	All	
George Bailey		All	
Rocky Balboa		All	
Carlton Banks		All	
Philip and Vivian Banks		All	
Bosco Albert Baracus		All	

Do a **Readability Test** and **Send a test email** and TEST YOUR LINKS!!!

</> Get HTML

👁 Preview Layout

✈ Send Test

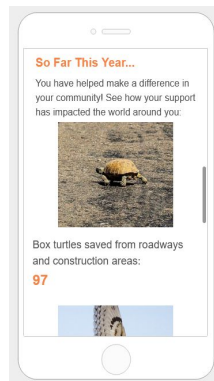
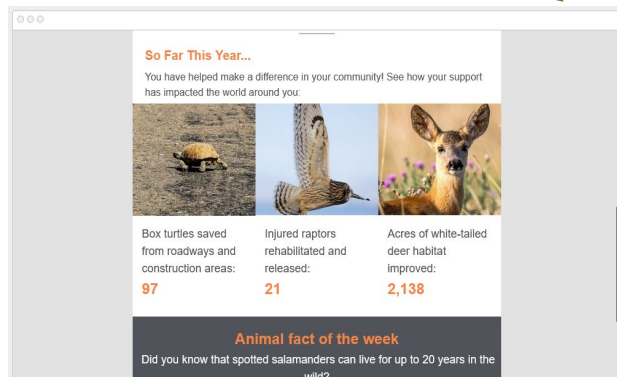
📋 Readability Test

# Tools for Testing

Edit Email
Academy Example Email
Delete
Cancel
Save And ▼

Design
Filter
Details

Use these tools to check your email prior to sending.
Get HTML
Preview Layout
Send Test
Readability Test



Readability Test Results

**The "You" Test**

You used "you" words 12 times and "we" words 7 times. Ideally, you should use twice as many "you" words as "we" words.

[Read More](#)

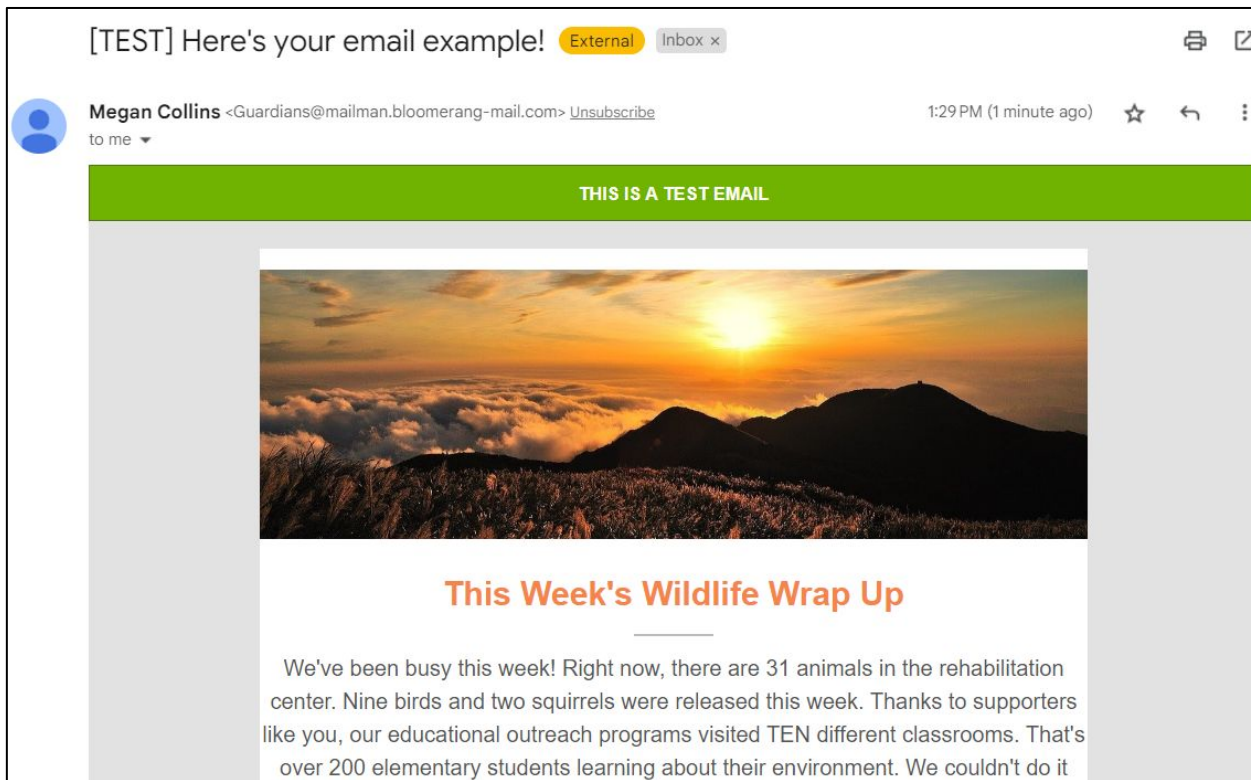
**Flesch-Kincaid Reading Level Test**

Your writing is at a 6th-grade reading level. It should ideally be between 6th and 8th grade.

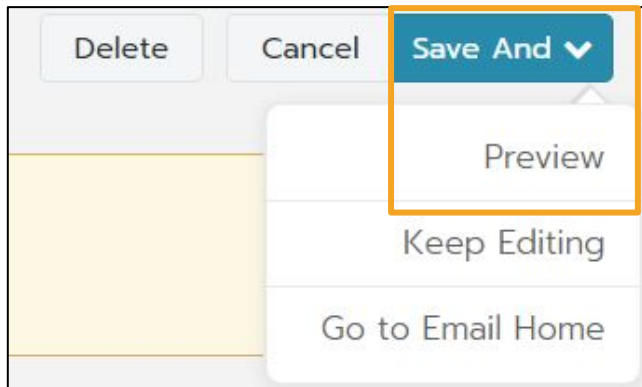
[Read More](#)



# Test Emails



# Preview your email here!



Preview Email

Giving Tuesday Donation Request

Cancel

Make Changes

Send

Constituents Found

11

Email Addresses Found

5

Email Addresses Skipped

-1

Emails to Send

4

Design Preview

Recipients

Skipped Recipients

Preview

<

>

To

Fam Beesly <marge.worrell-parbeesly@bloomerang.com>

From

Blossom Oranqutan <marge.worrell@bloomerang.com>

Subject

Giving Tuesday is November 29th

Together  
we give

GIVING TUESDAY


"It is better to give than to receive."

Bloom Community Center is participating in GivingTuesday this year. Today we celebrate the mission of providing help, care and support to our neighbors and honor all the work that would not be possible without supporters like YOU. Now more than ever your neighbors need your help. Even a donation of \$5 can make an impact. Click [here](#) to make a difference today.

Not only do we need your support, your help is also needed to spread the word about this important work. Please click on the social media buttons below to tell your friends about how they can help with our vital mission.

THANK YOU for making this important work possible. Without you, meeting the basic needs of our neighbors would not be possible. We're thankful to have you as part of our team.

Sincerely,

 Bloom Community Center

Our Contact Information

Bloom Community Center





5724 Birtz Road

Indianapolis, IN 46216

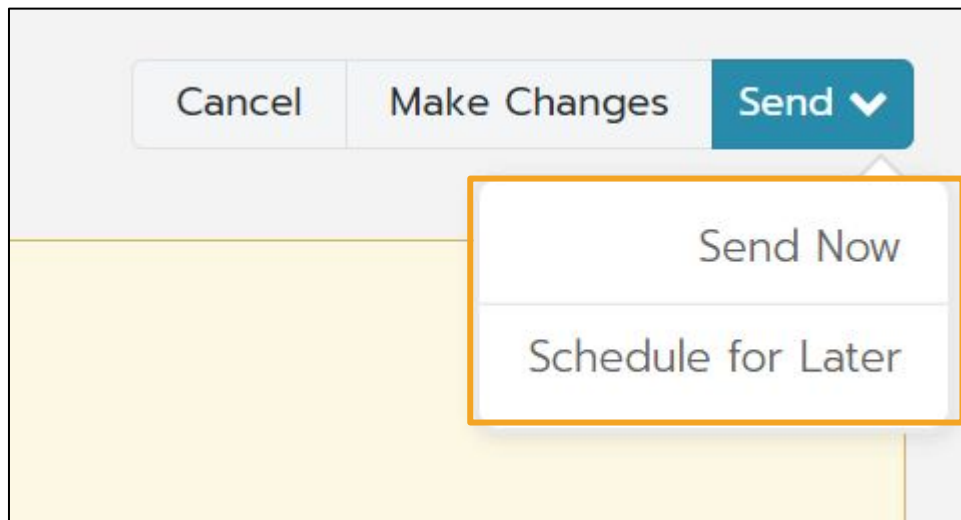
8663222999

<http://www.bloomerang.org>

Please share about our work on your social media channels! Thank you!



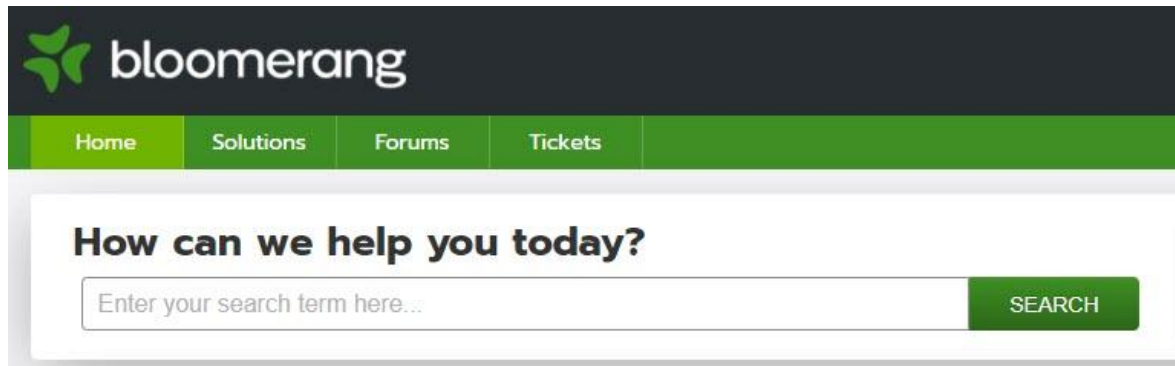
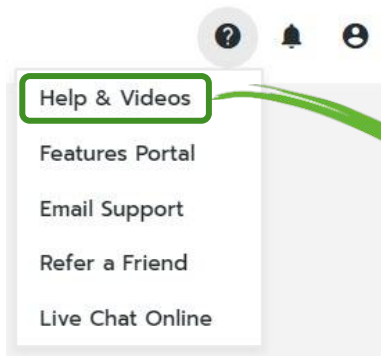
Send now OR schedule for later!



**Questions? Let's go into  
the database!**

# Resources

## Bloomerang Knowledgebase and Support Portal



# Resources

## Knowledgebase

[Set Up SPF and DKIM for Email Delivery](#)

[Set Up Required Authentication Settings for Bloomerang Emails](#)

[Monitor Your Spam Complaint Rate](#)

[Edit Email Structure and Settings](#)

[Edit Email Content](#)

[Send or Schedule Emails](#)

[Filter Emails and Letters](#)



## Other Resources

[Google & Yahoo's Email Update: Your Must-Do Checklist](#)

[10 Tips to Stop Your Emails From Going to Spam](#)





# **Thank you for attending!**

Visit our website to see more upcoming  
Bloomerang Academy webinars!

