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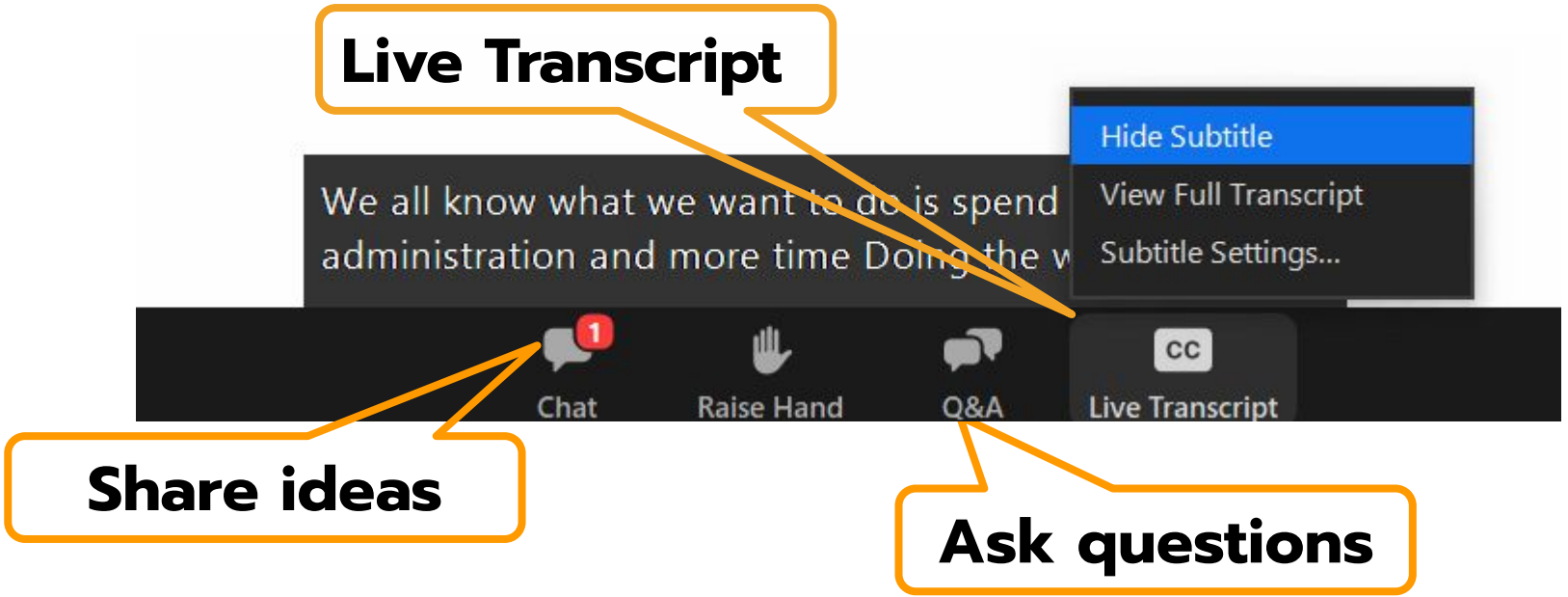
Welcome to Bloomerang Academy

Thank you for joining us!

Housekeeping



Housekeeping

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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. Our support team is amazing!

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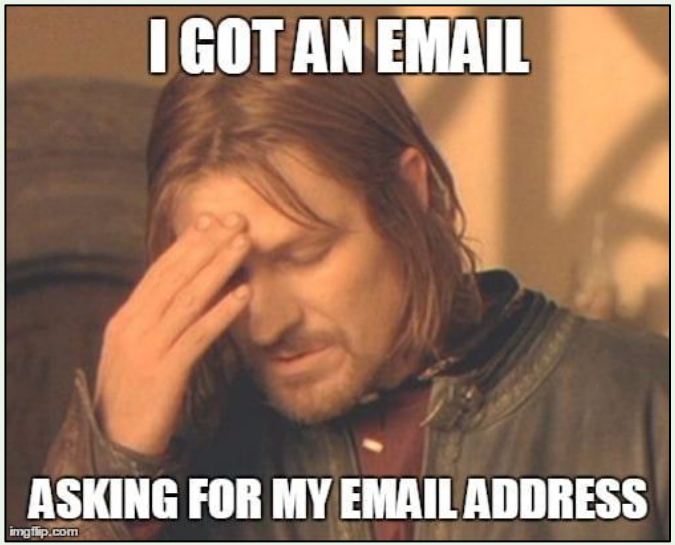
UPDATED: Creating Emails Part 1

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

- Gain a solid foundation to begin creating emails in Bloomerang
  - What features exist in our Design area with our new updates
  - How to find things in the Communication area with our new updates
  - Basics of sending an email
    - Send Now
    - Schedule for Later
  - Basics of Email Tracking

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Set Your Organization Up for Successful Email Communication

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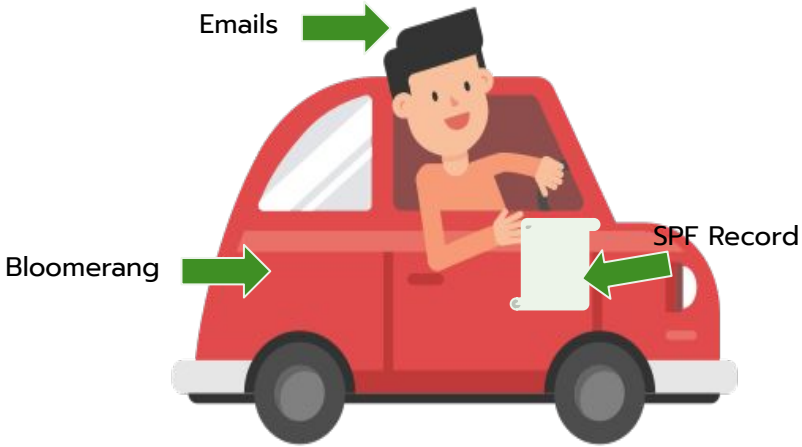
What is SPF?

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.

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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!

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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!

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Email Deliverability

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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

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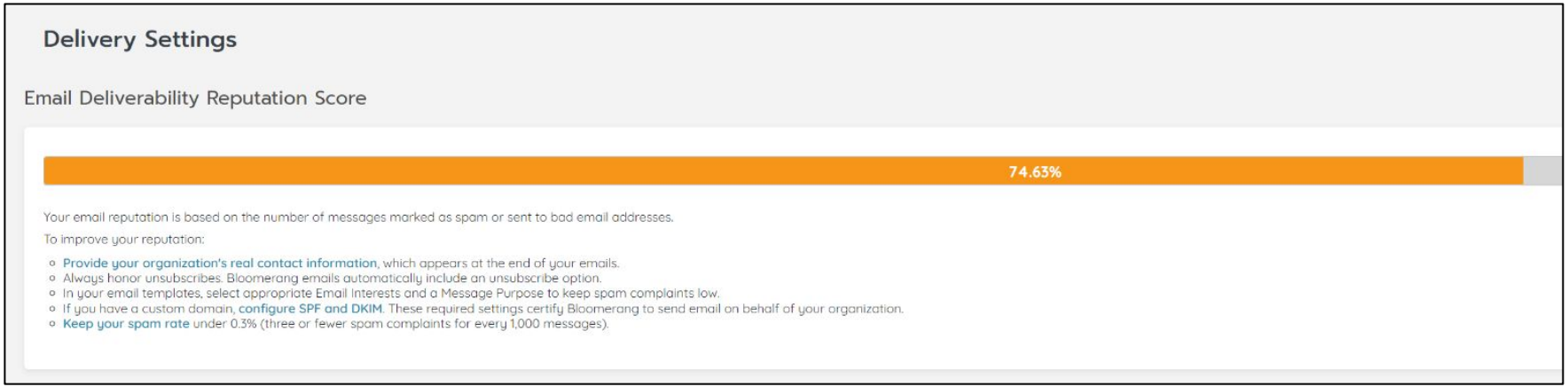
Your reputation is based on the number of messages marked as spam or sent to bad email addresses. If your domain has a poor sending reputation (even if you have an SPF record set up), your recipients' spam filters are less likely to let your emails in. **A good sender reputation score is 80% or higher**.



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**.

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Organization Settings

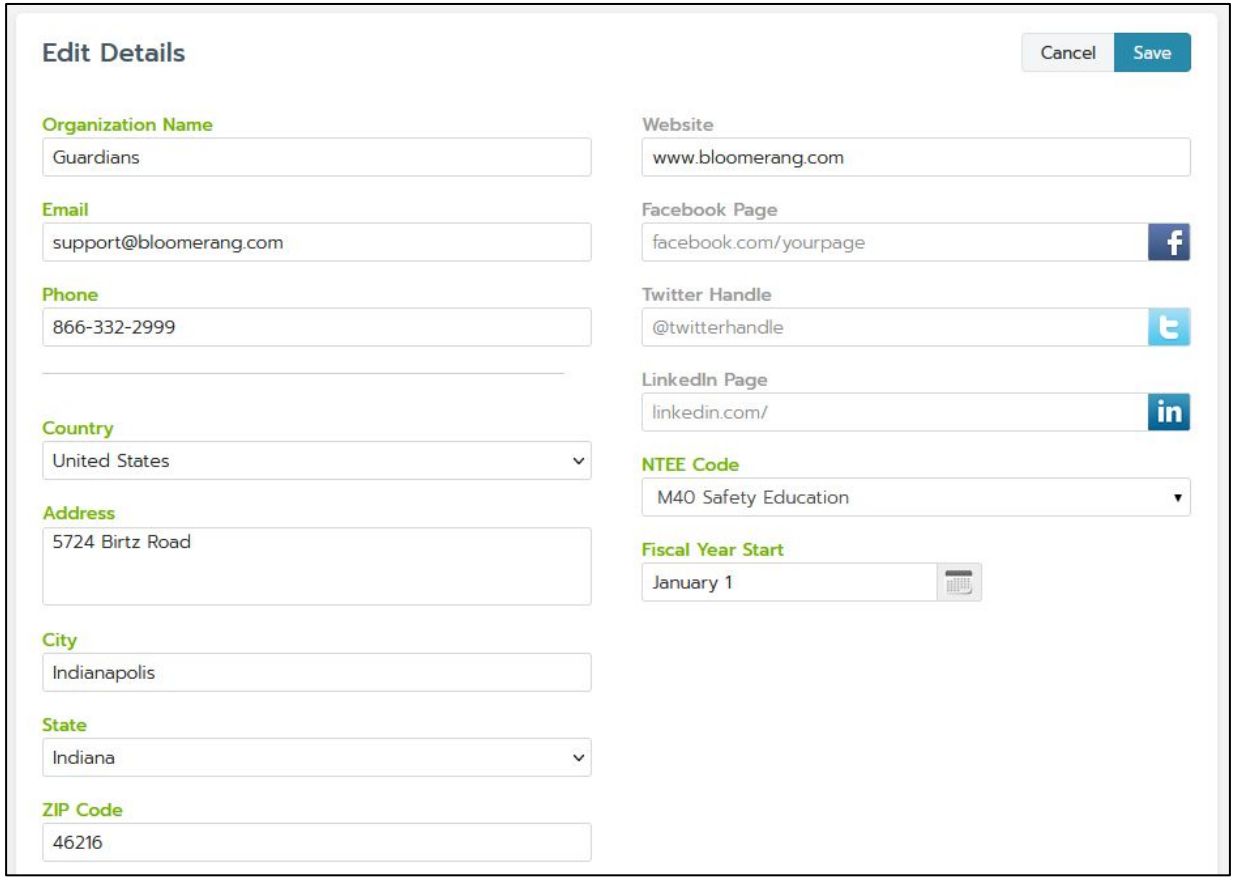
To access in Bloomerang:

- Click “Settings”
- Click “Organization”

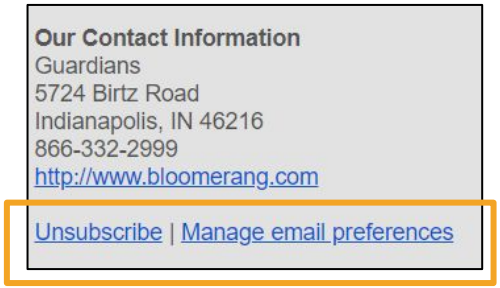
This information will appear at the bottom of your mass emails. It is required by law.

Our Contact Information
Guardians
5724 Birtz Road
Indianapolis, IN 46216
866-332-2999
http://www.bloomerang.com

Unsubscribe | Manage email preferences

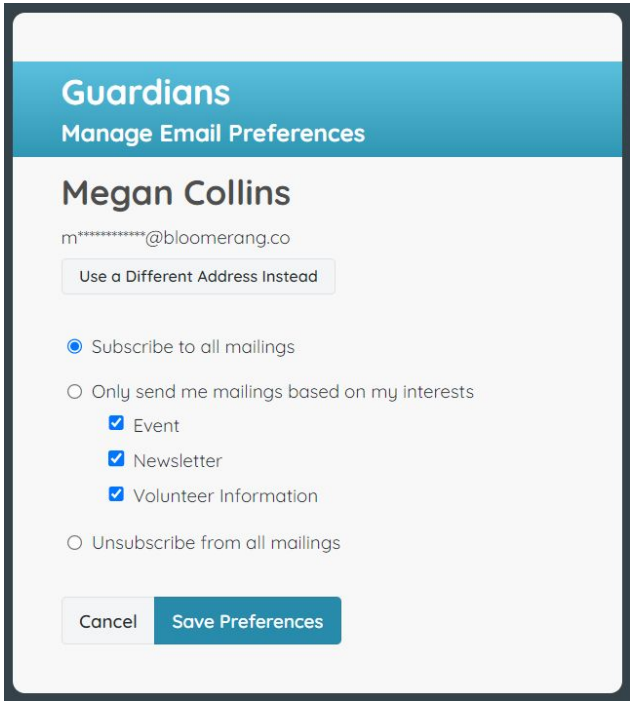


What does the constituent see?



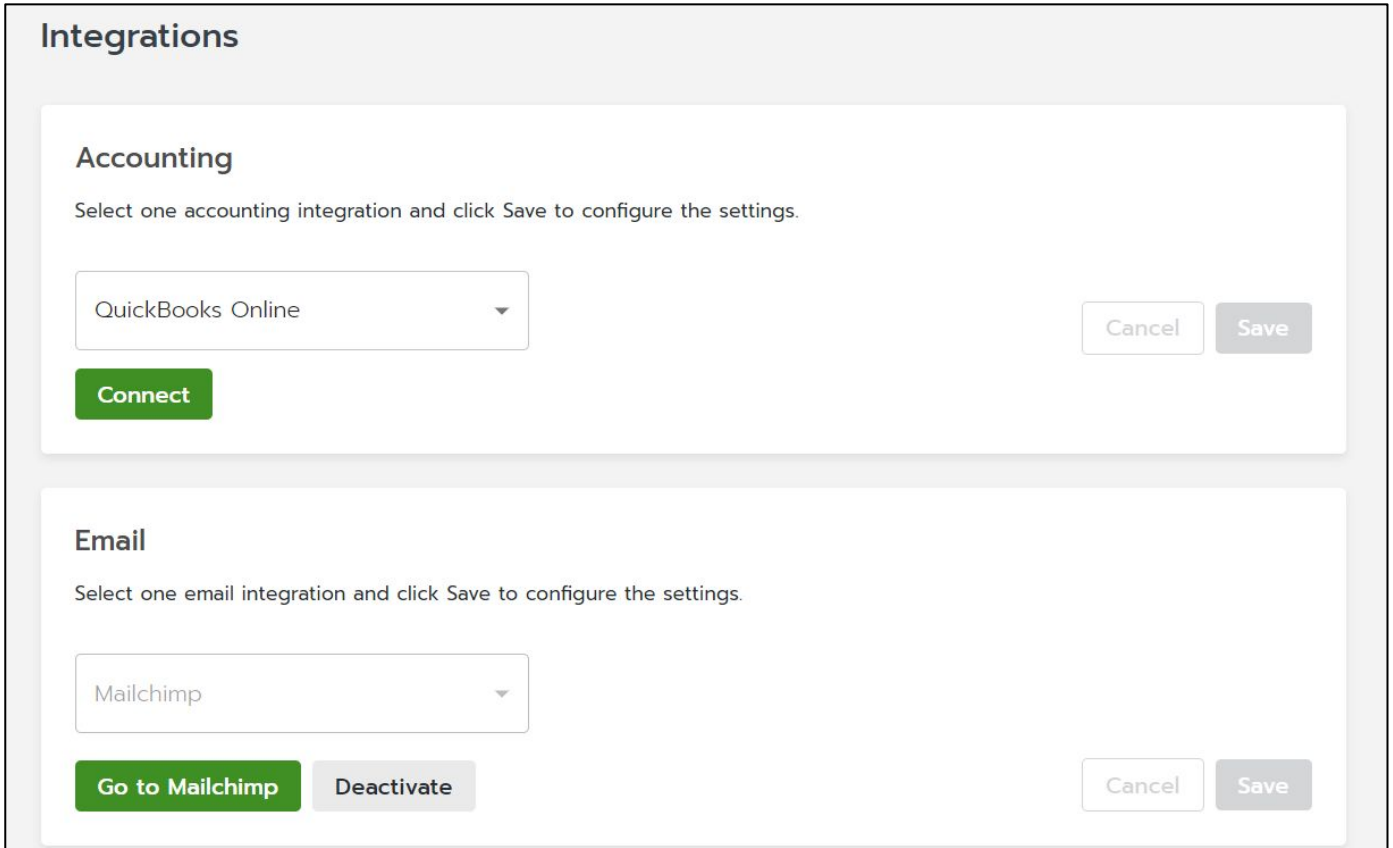
Email interests should be clearly defined and easy for your constituents to interpret.

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



Email integrations

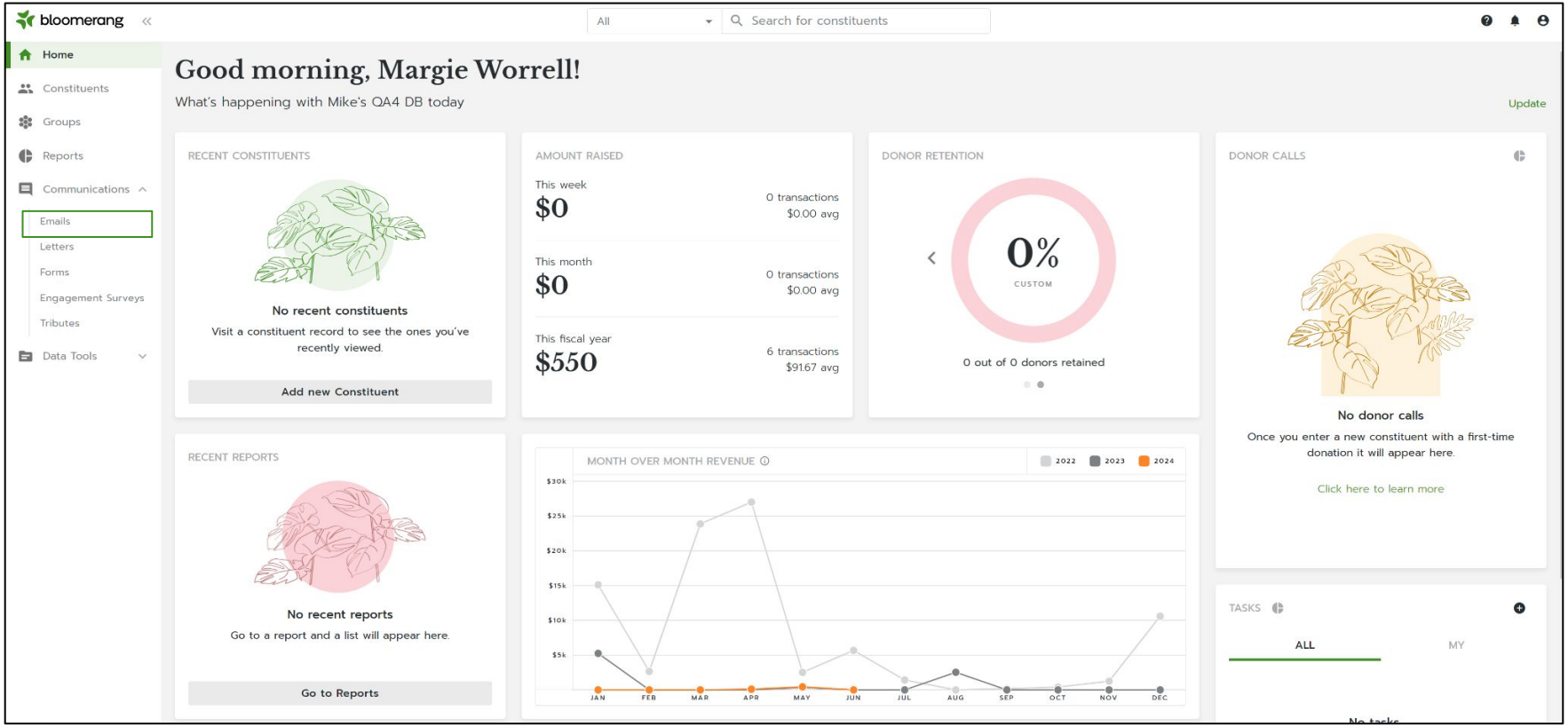
If you integrate Mailchimp or Constant Contact with Bloomerang, here is where you will find that access.



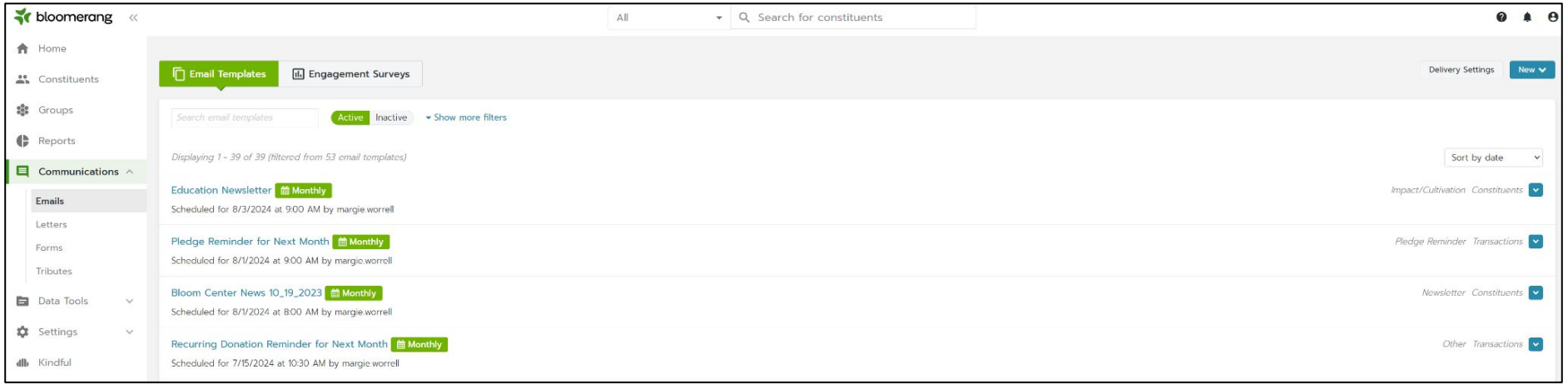
Creating Emails in Bloomerang

Start with Communications

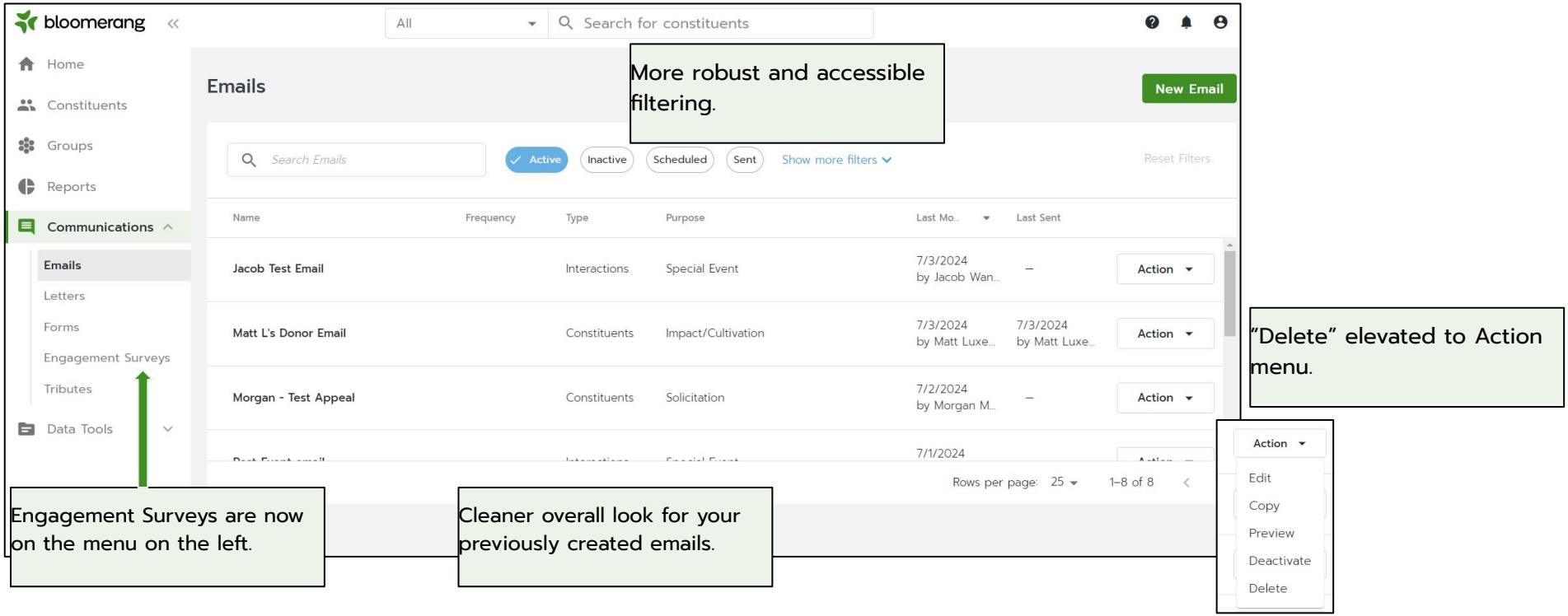
Click on Email to get into your email feature



Email home page before...



Email home after updates...



More robust and accessible filtering.

"Delete" elevated to Action menu.

Engagement Surveys are now on the menu on the left.

Cleaner overall look for your previously created emails.

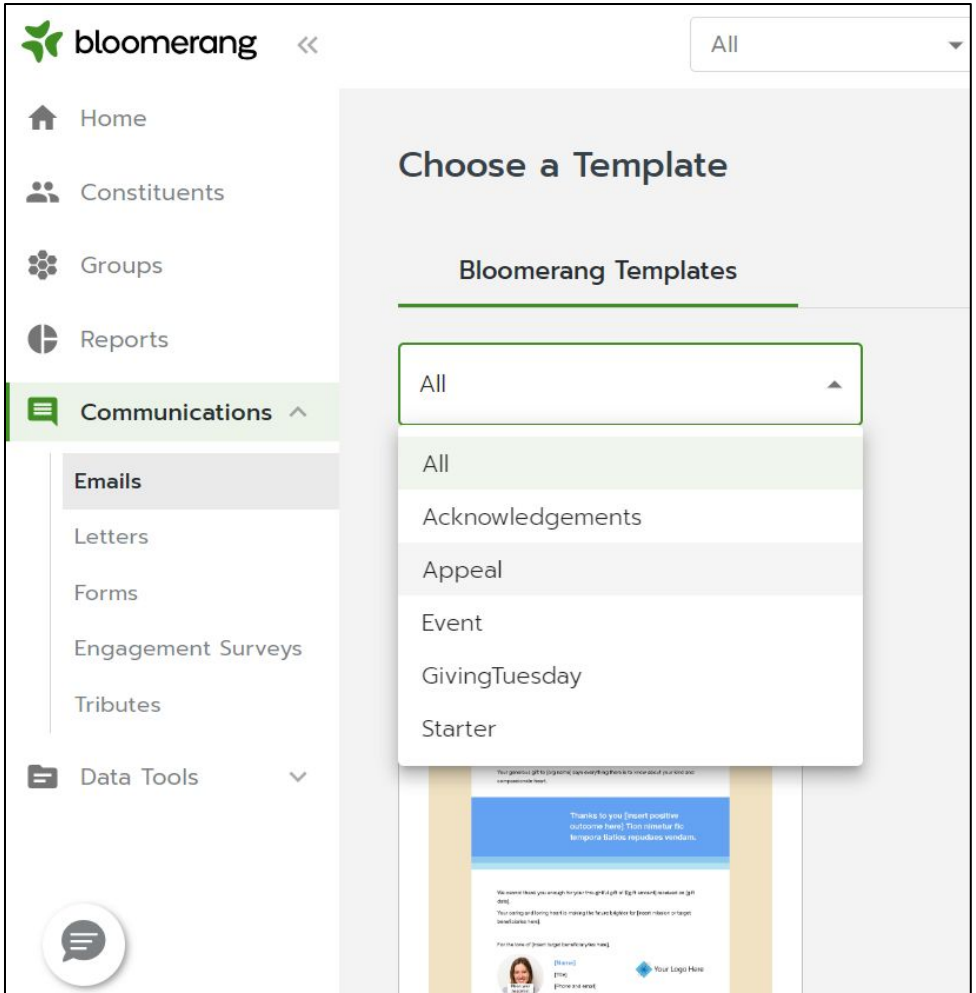
Starting a New Email

New Email

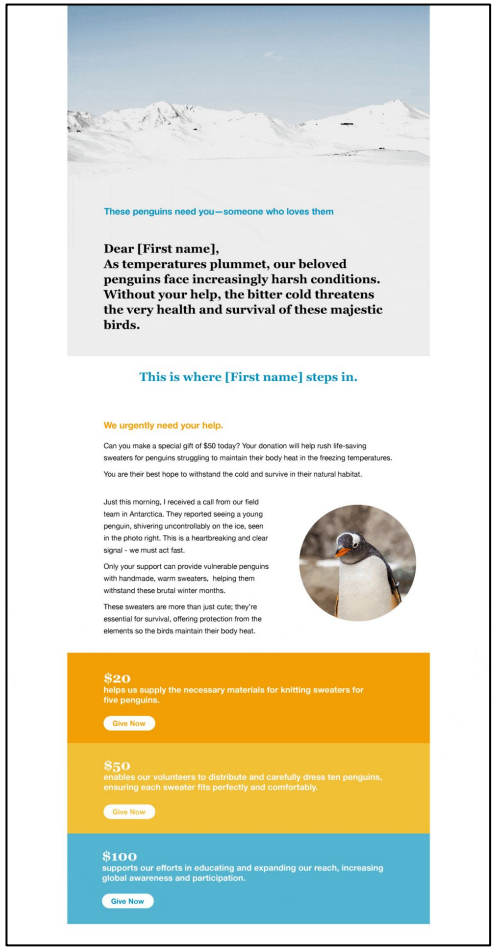
First order of business is to choose a template from our updated template area.

We now align our template types to our purposes of acknowledgement, appeal or event emails. We also have Starter templates which are similar to the templates we had previously.

If you select All, you will see all templates available.



New Refreshed Templates



Fresh Library of Email Templates!

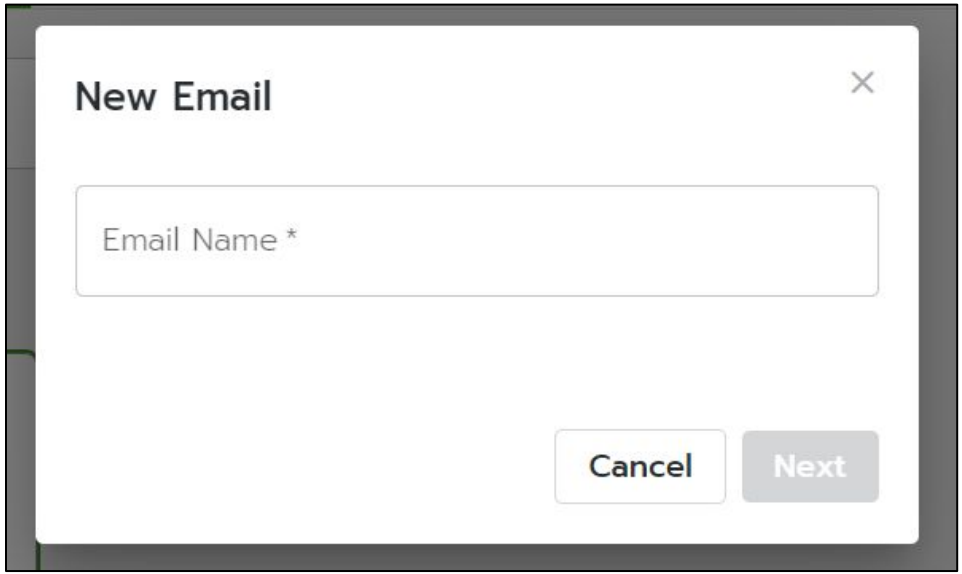
Professionally designed using donor psychology principles and best practices, these templates include sample content to kickstart your fundraising campaigns and maximize donor engagement.

Easily brand them with your organization's colors and logo. Built with accessibility in mind, they ensure a great experience for users of all abilities. Plus, mobile optimization guarantees a flawless display on any device.

Check out Creating Emails Part 2 for design content!

Next you will name your email

Similar to our past structure, this name will be used on your email list and will only be seen internally.



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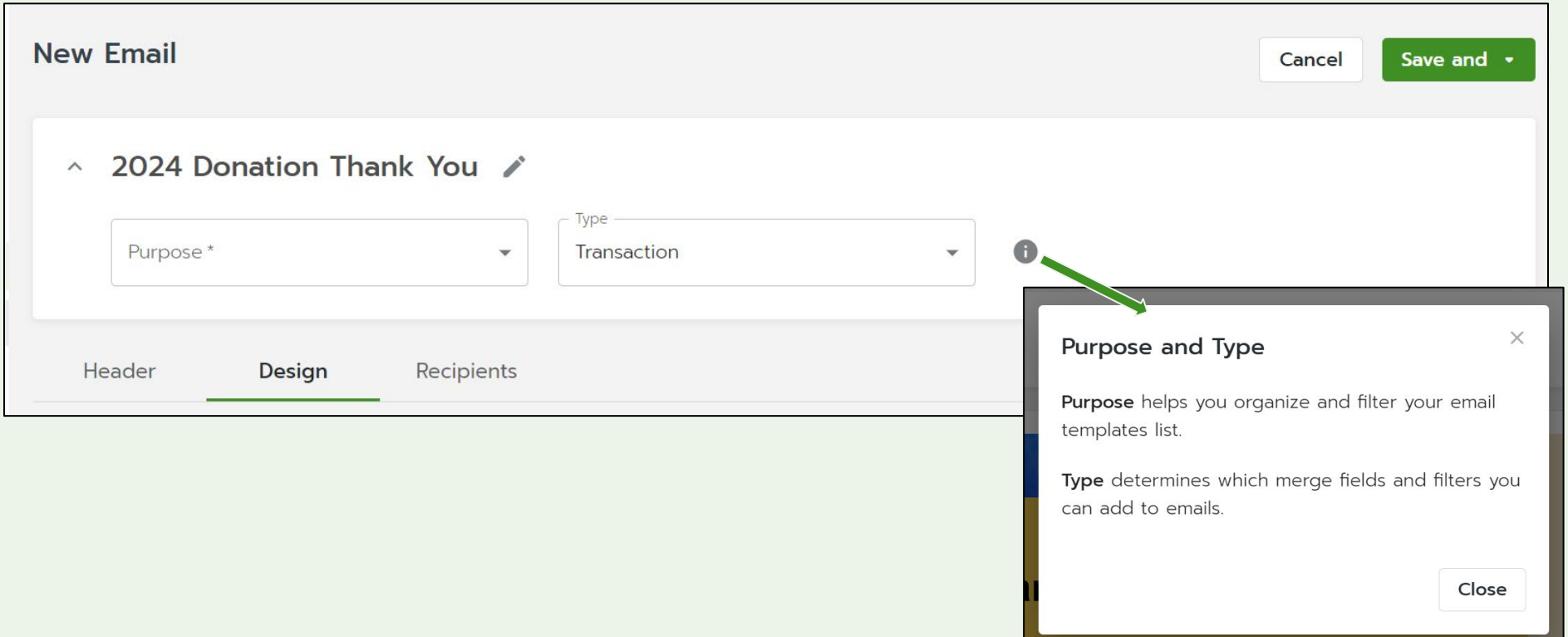
Add your Purpose and Type

This is now pulled into the Design tab area



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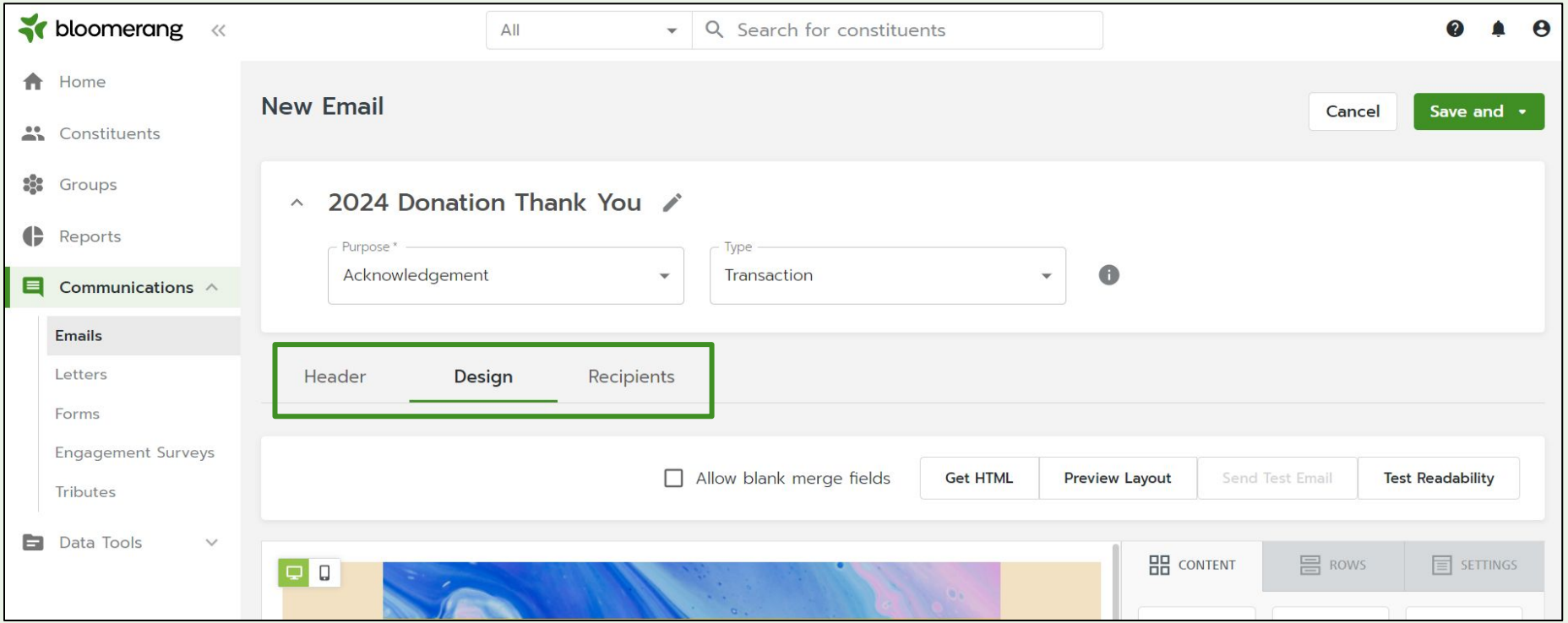
Tabs help you create and send your email

We will explore these in the demo portion! Let's check out **Design Updates**.

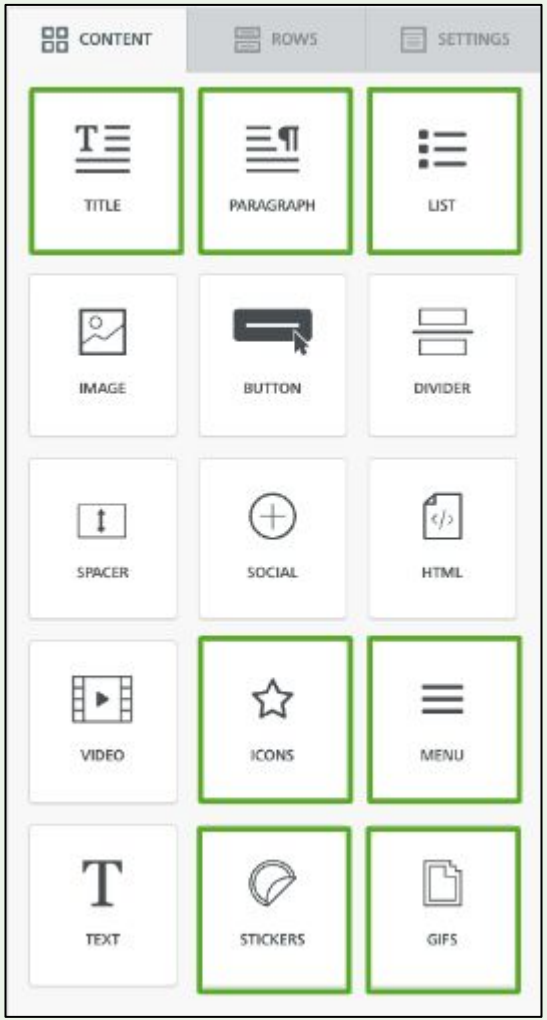


New look for merge fields

Before...

Descriptive merge fields replace intimidating code with simple, human language. Highlighting makes them easy to spot, and you can select, replace, and style them in a single click. Plus, you can preview your email with sample content.

After...



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Seven new content blocks

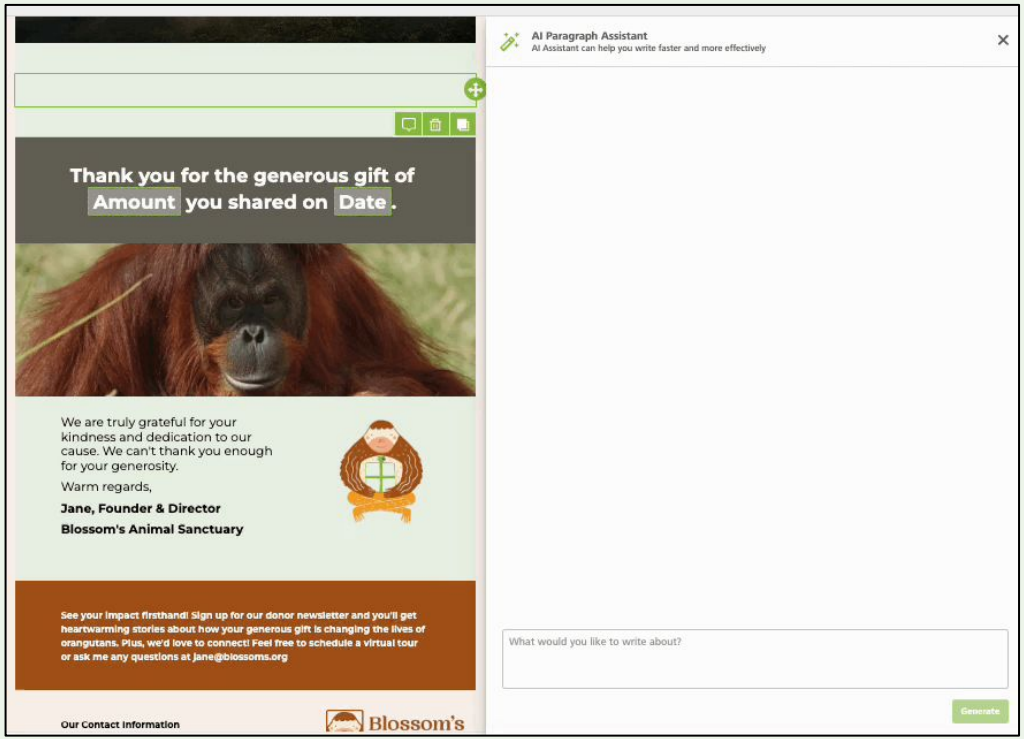
Seven additional content blocks expand your options for creating eye-catching emails. Take your email designs beyond basic text and images and drag and drop your way to more engaging content that readers can't resist.

Gives you more ways to control your content.

1. Title
2. Paragraph (replaces Text block)*
3. List
4. Menu
5. Icons
6. Stickers
7. Gifs

***PRO TIP:** The Text block does not have robust AI functionality, so we recommend using the new paragraph block instead.

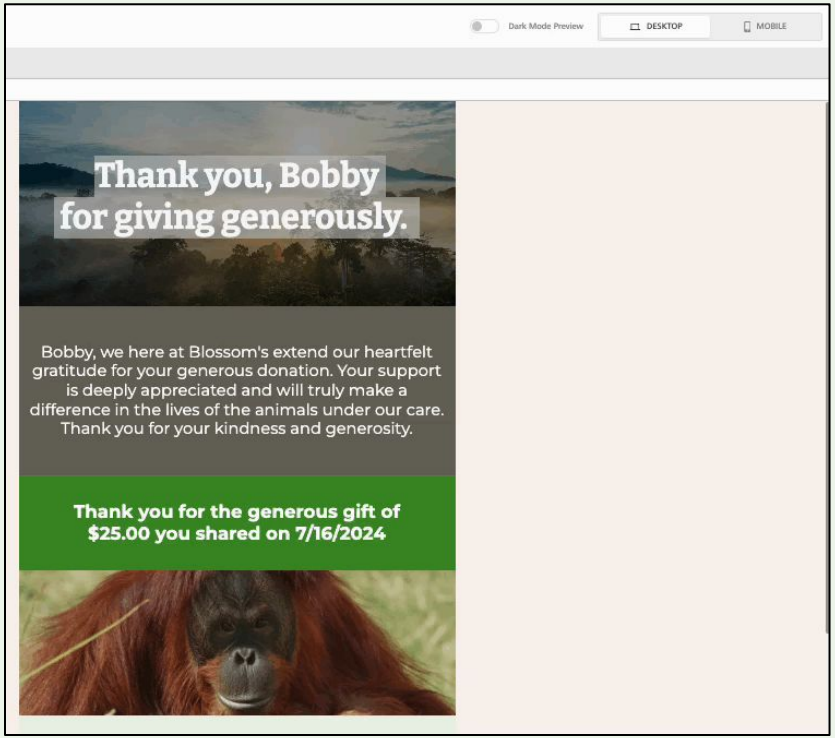
AI Content Assistant



Don't let writer's block slow you down.
Write like a pro with less effort. Our new AI feature is built-in right where you need it to help you write engaging emails in record time. Think of it as your idea-generator, copywriter, and proofreader all in one.

Our AI feature makes it easy to optimize your writing with pre-built prompts OR you can enter your own prompts - all that you can choose to apply.

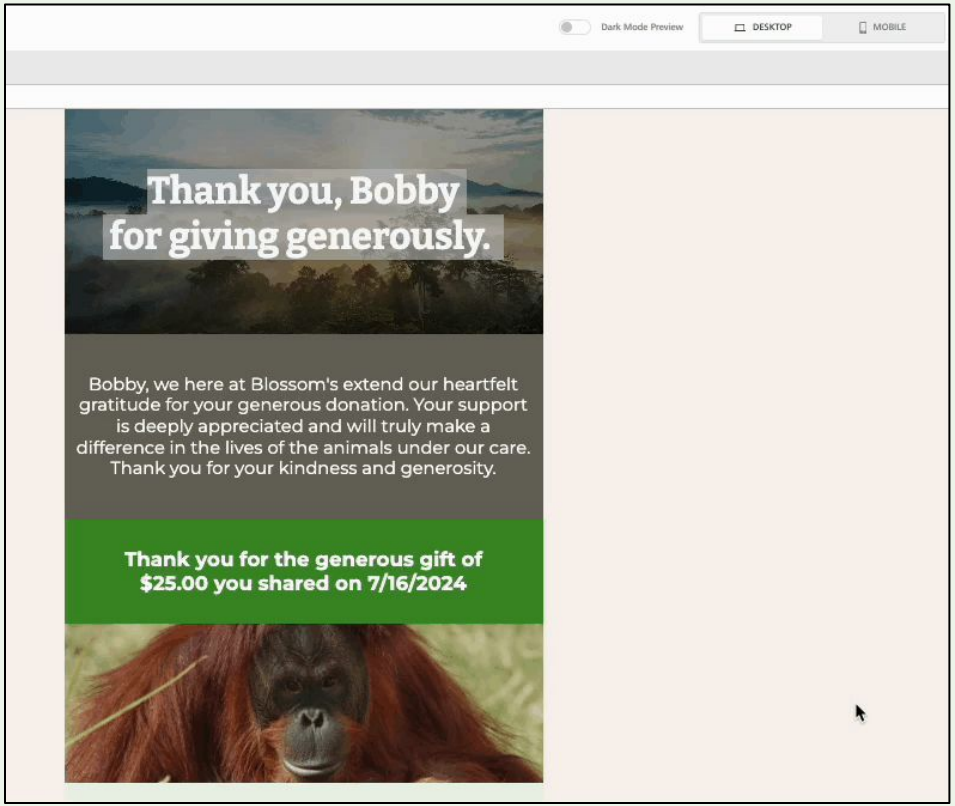
Mobile Design Mode



Ensure emails look great on both desktop and mobile devices with ease while editing.

Customize layouts, adjust content, and perfect your design effortlessly from any device, ensuring your emails look great on both desktop and mobile.

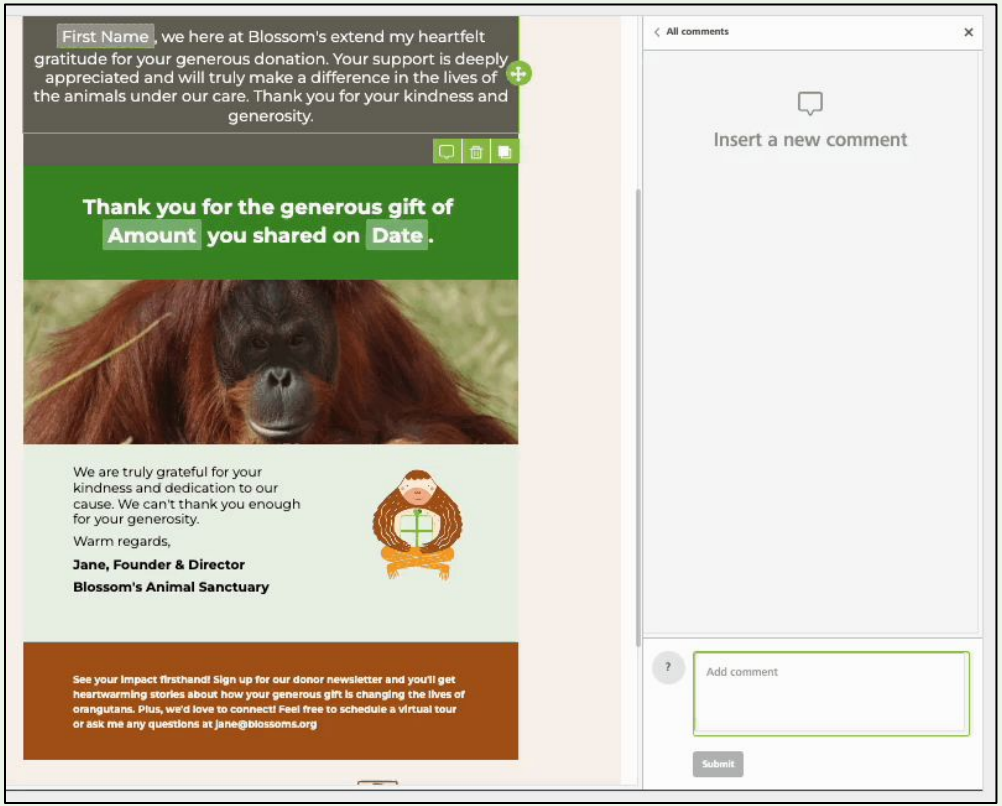
Dark Mode Preview



We added a new **'dark mode preview'** toggle so you can see how designs will look on devices with dark mode enabled.

This helps ensure users who prefer dark mode on their desktop and mobile devices can read the emails you send with ease, including enhanced accessibility for users with visual impairments.

Commenting



Collaborate on email. Teammates can leave comments and suggestions right there. Discuss changes, approvals, and ideas – all on the design itself. This keeps everyone informed, even during handoffs or with new team members. Faster reviews, smoother workflow, and saved time.

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Row Styling

Row styling options empower you with the design principles of the pros, giving you total control over backgrounds, borders, and column formatting to achieve pixel-perfect layouts on any device while saving you hours of design time.

- **Backgrounds:** Choose row colors or images and the content area within it.
- **Borders:** Add borders or soften the edges of your content area for a touch of style.
- **Layout:** Control how your content is positioned within the row, including vertical alignment.
- **Mobile Optimization:** Fine-tune how your row appears on mobile devices. You can choose to hide it entirely on mobile, reverse the order of content blocks, or prevent content from stacking.
- **Column Structure:** If your row uses columns, you can adjust their background, padding, and borders.
- **Content alignment:** Perfectly align content position to the top, middle or bottom of the row.

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Ten new web-safe fonts

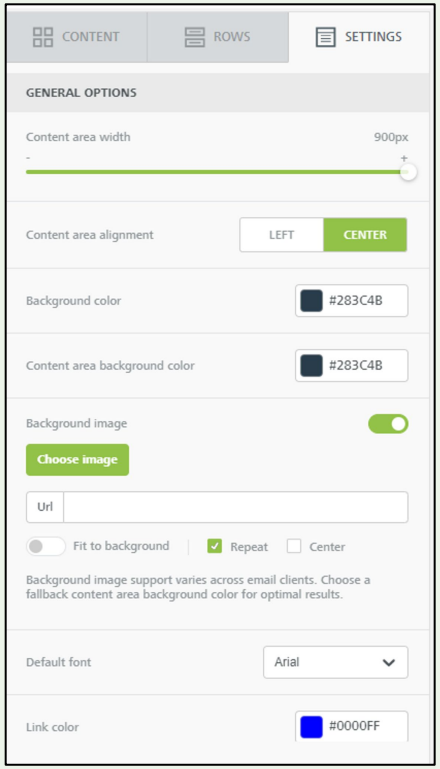
EB Garamond

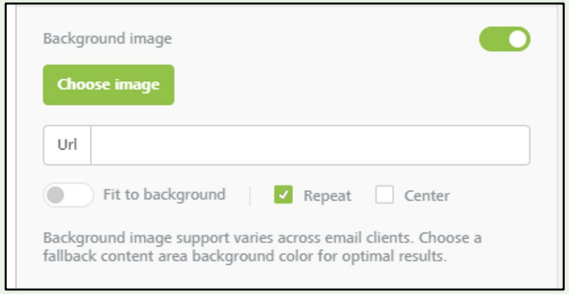
1. Playfair Display
2. EB Garamond
3. Oswald
4. Poppins
5. Inter
6. Raleway
7. Pacifico
8. Nunito Sans
9. Merriweather Sans
10. Whisper

Now there are 10 new fonts to give you more options.

Web-safe fonts render consistently across platforms, ensuring your email looks exactly as you designed it.

Background image





Add a background image to your email design for optimal visual appeal without the struggle of getting it just right.

Simply upload the image you want, size it for a perfect fit, and apply effects to create a unique visual style. These enhancements make it easy to create unique, engaging designs while ensuring a time-saving, efficient process.

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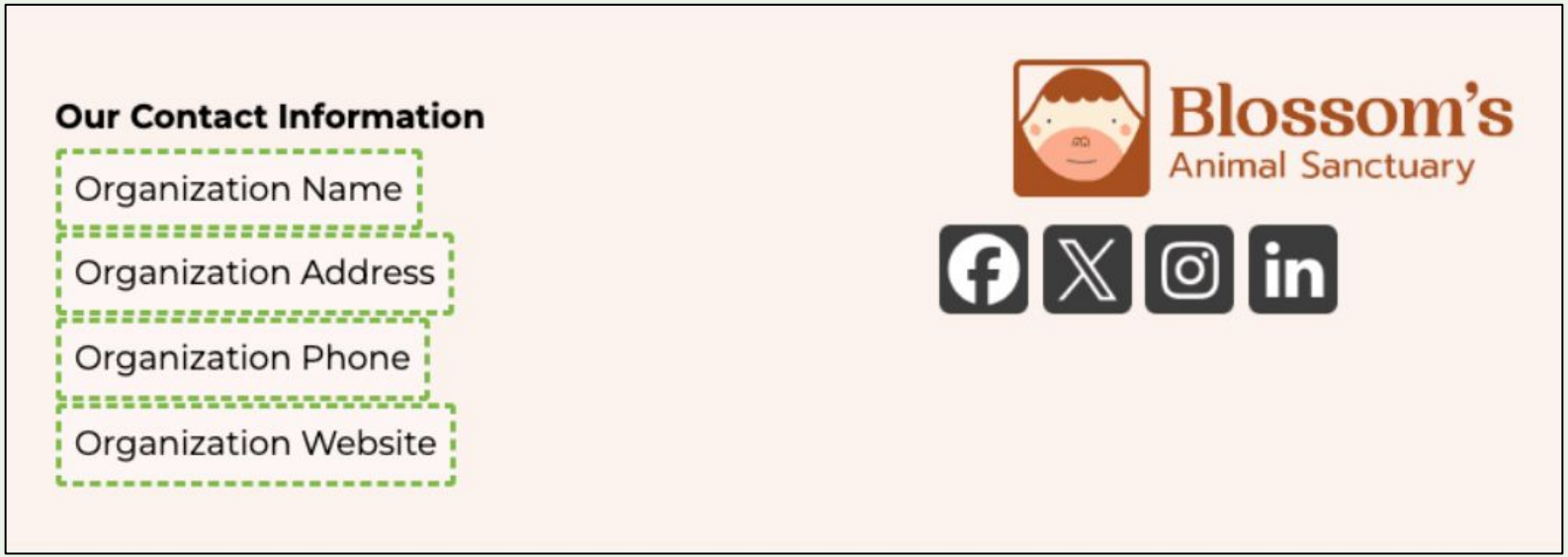
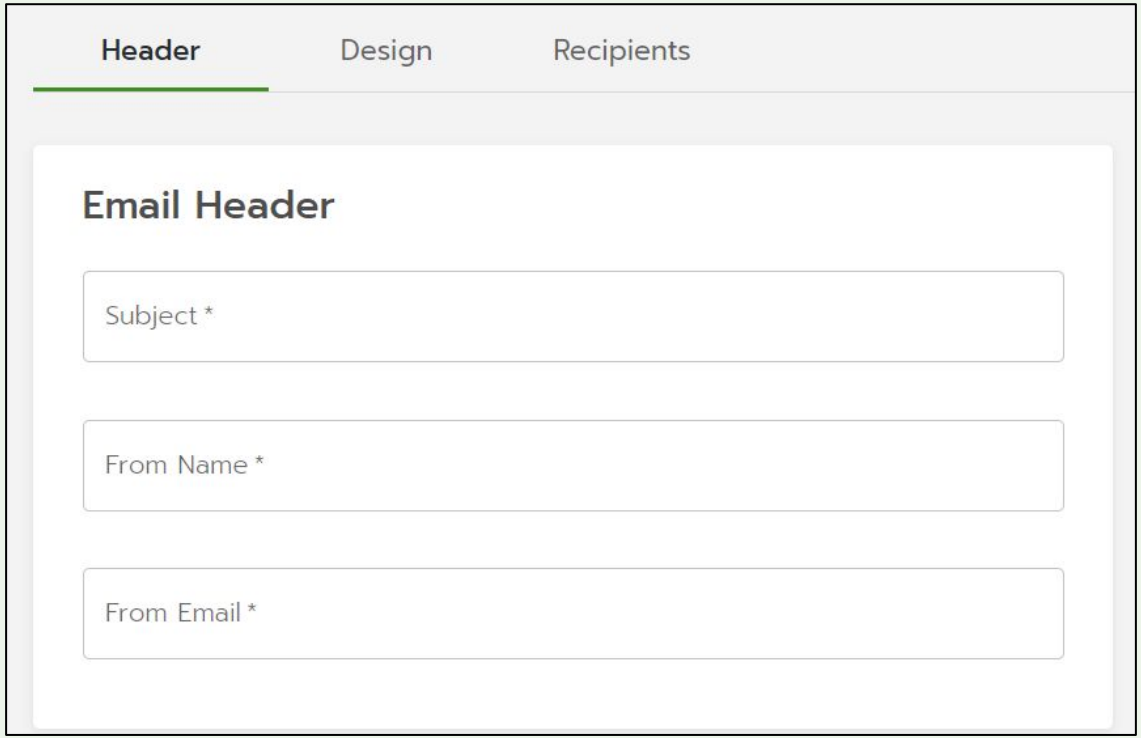
Editable Contact Us block

Now you can edit your email's Contact Us block with contact information and location-specific details, while maintaining a consistent brand look.
It also supports Can-Spam compliance, reminding you to ensure your emails are legitimate and transparent with clear unsubscribe options.



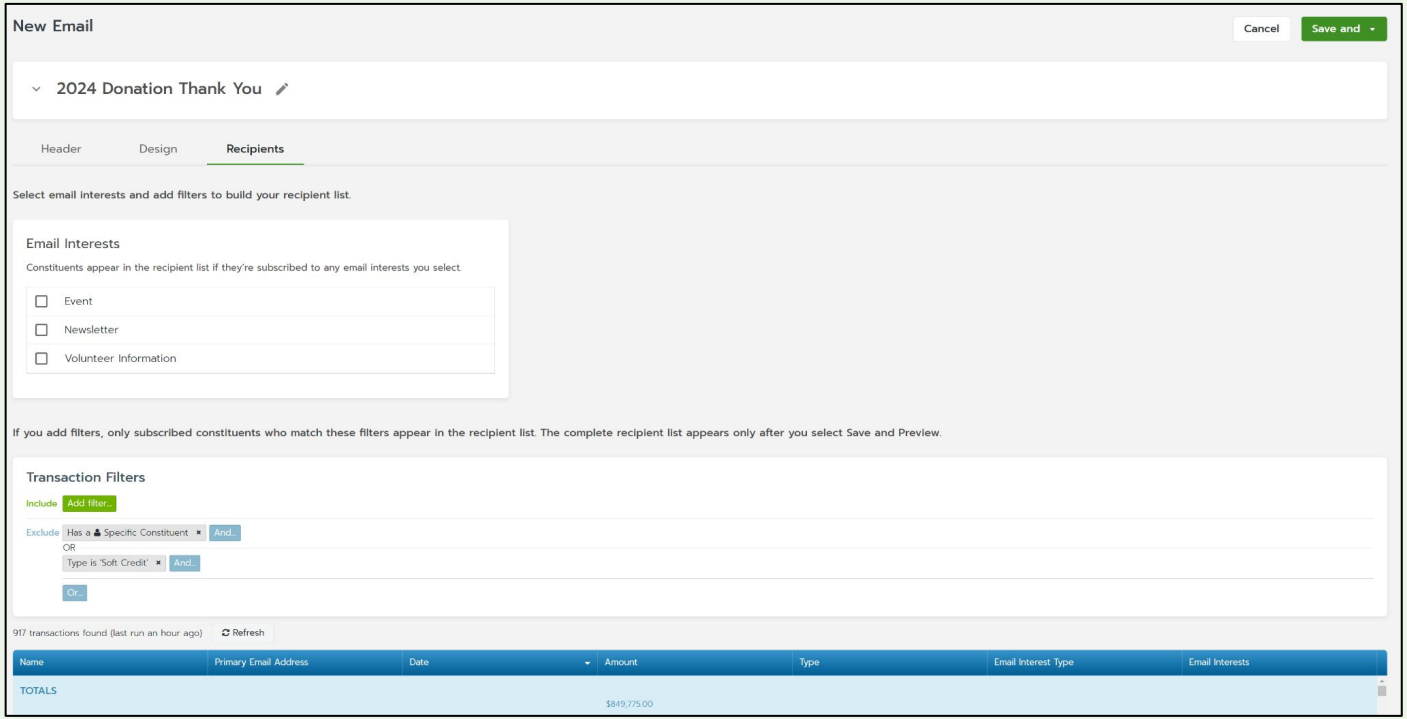
Header: What your reader will see

Add your Subject, From Name and From Email here.



Recipients: Filtering for your recipients

Email Interests is embedded here since it impacts who this message will go to



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Into the Demo Database we go!

Resources

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Knowledgebase

[Set Up SPF and DKIM for Email Delivery]

[Set Up Required Authentication Settings for Bloomerang Emails]

[Monitor Your Spam Complaint Rate]

[Create and Preview Emails]

[Edit Administrative Settings for Emails]

[Filter Emails]

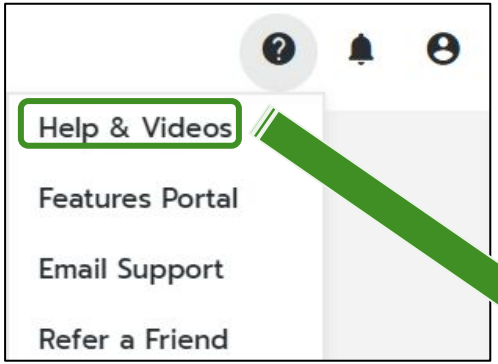
[View and Manage Emails]

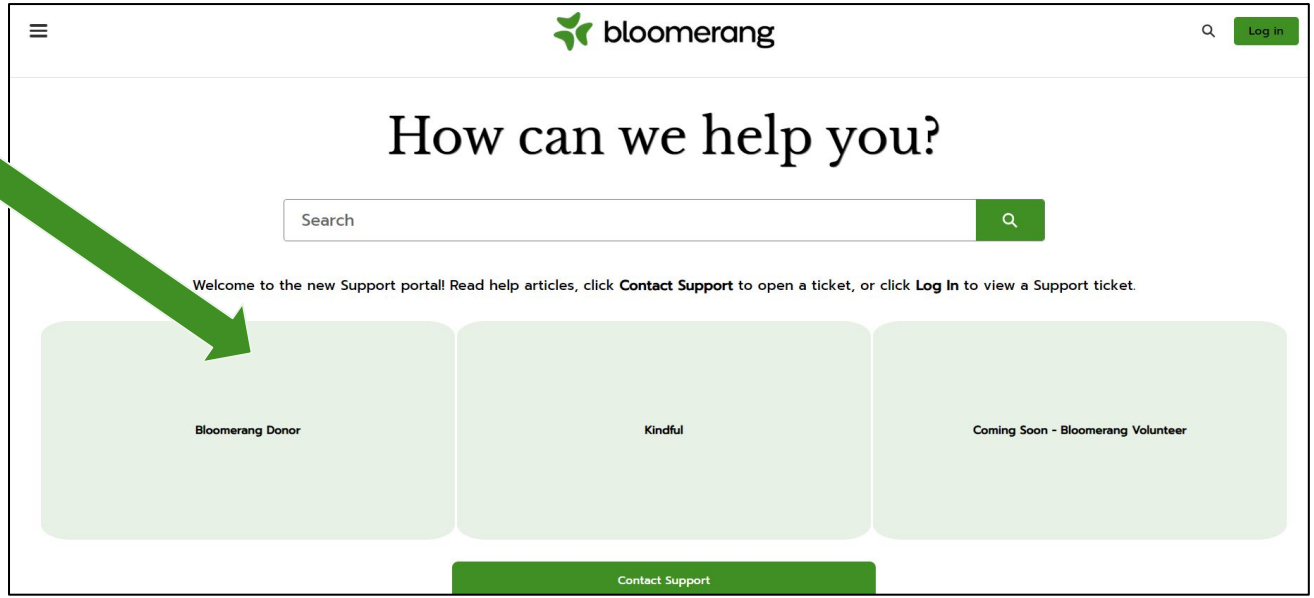
[Email Interests]

[Send or Schedule Emails]

Resources

Bloomerang Knowledgebase and Support Portal





Live Chat to get online assistance immediately

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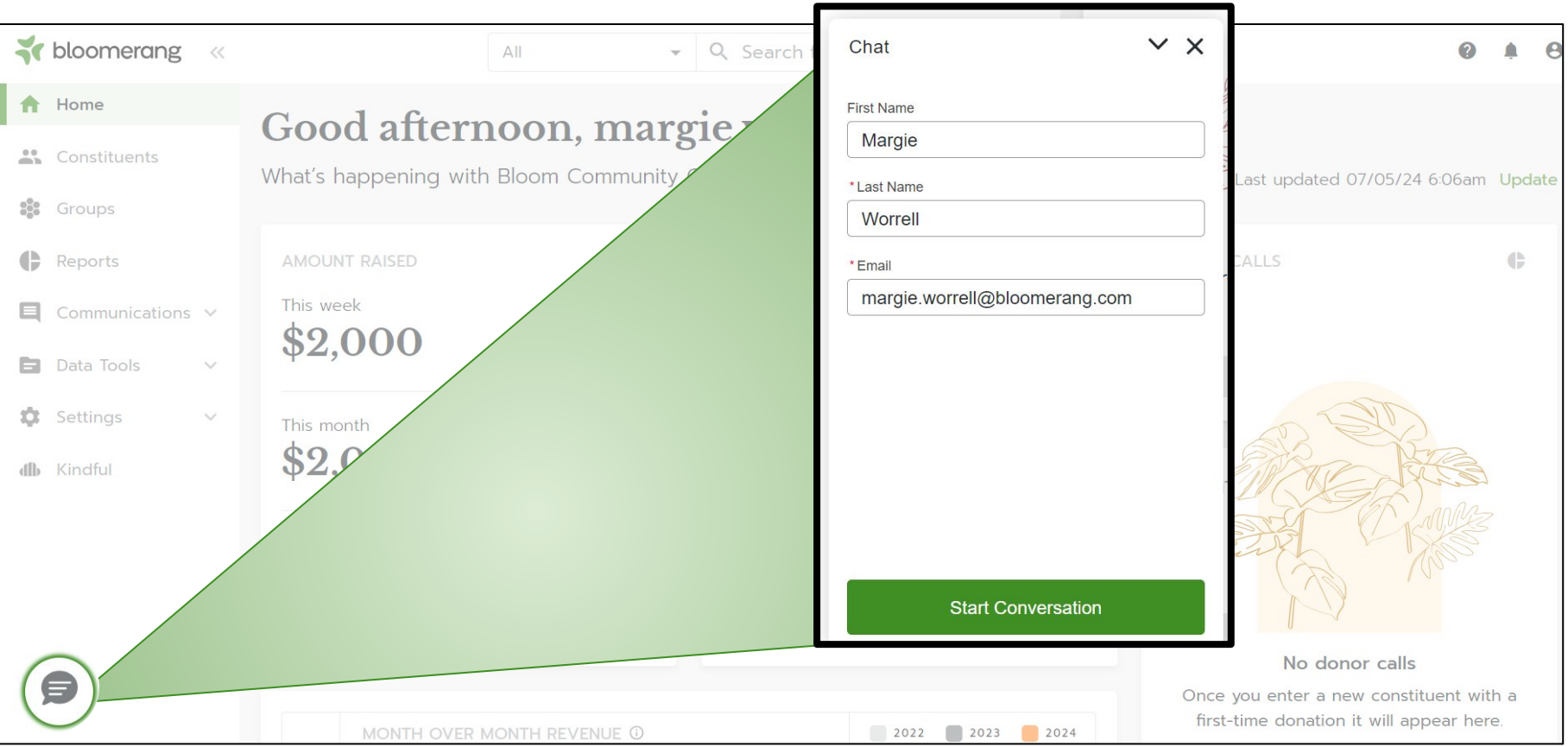

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Thank you for attending!

Visit our website to see more upcoming Bloomerang Academy webinars!