EzyClub

GUIDE

Newsletters and notices

For the Communications role

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https://ezyclub.au/guides

Contents

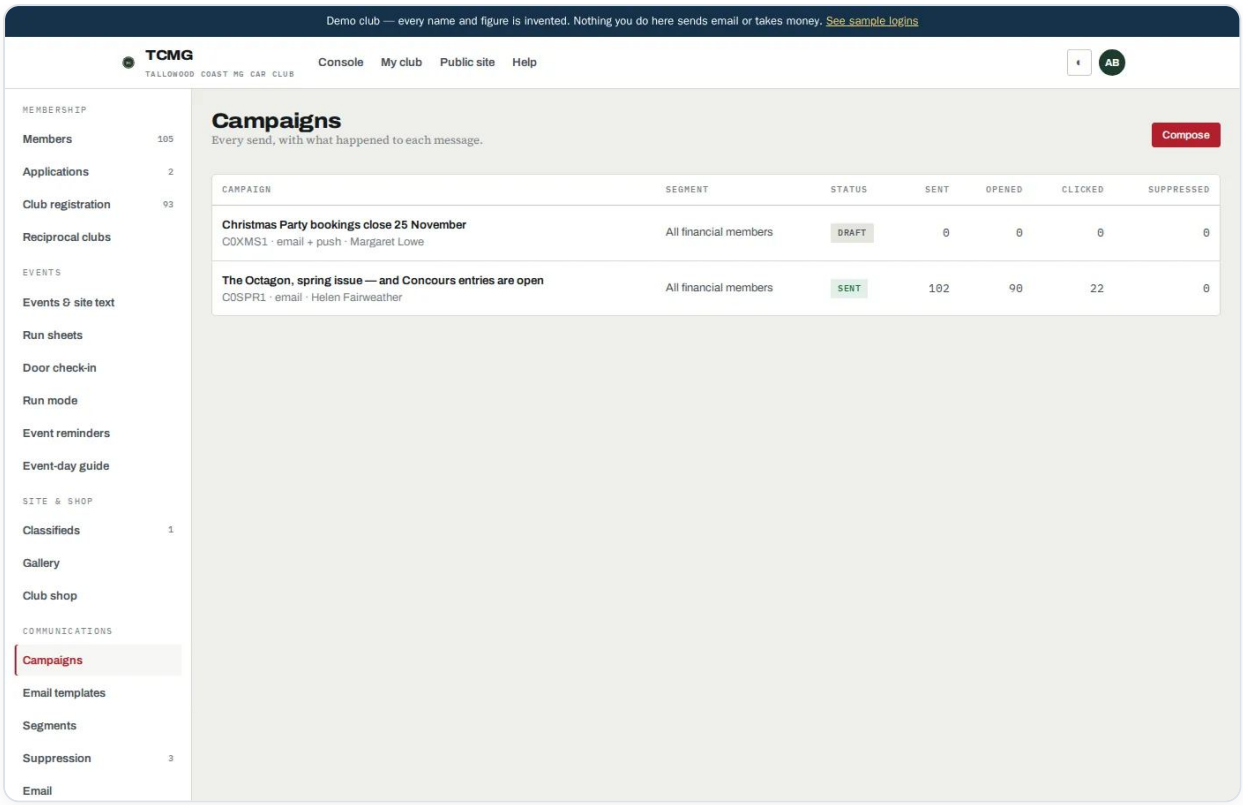
1. Campaigns
2. Writing a designed email
3. Writing a plain message
4. Segments: who it goes to
5. Sending, and the results
6. Test mode and the Email screen
7. Unsubscribes, bounces and the suppression list
8. Email templates
9. Sending limits and good practice
10. Quick answers

The Communications role sends the club's newsletters, notices and announcements to members by email and push notification, and looks after who must not be emailed. Everything is under **Communications** in the console sidebar.

> Receipts, renewal notices, sign-in links and event reminders go out by themselves and aren't campaigns. This guide is about the messages you write.

Campaigns

A **campaign** is one message to one group of members. **Communications → Campaigns** lists every campaign — drafts, scheduled and sent — with how many were sent, opened, clicked and suppressed.

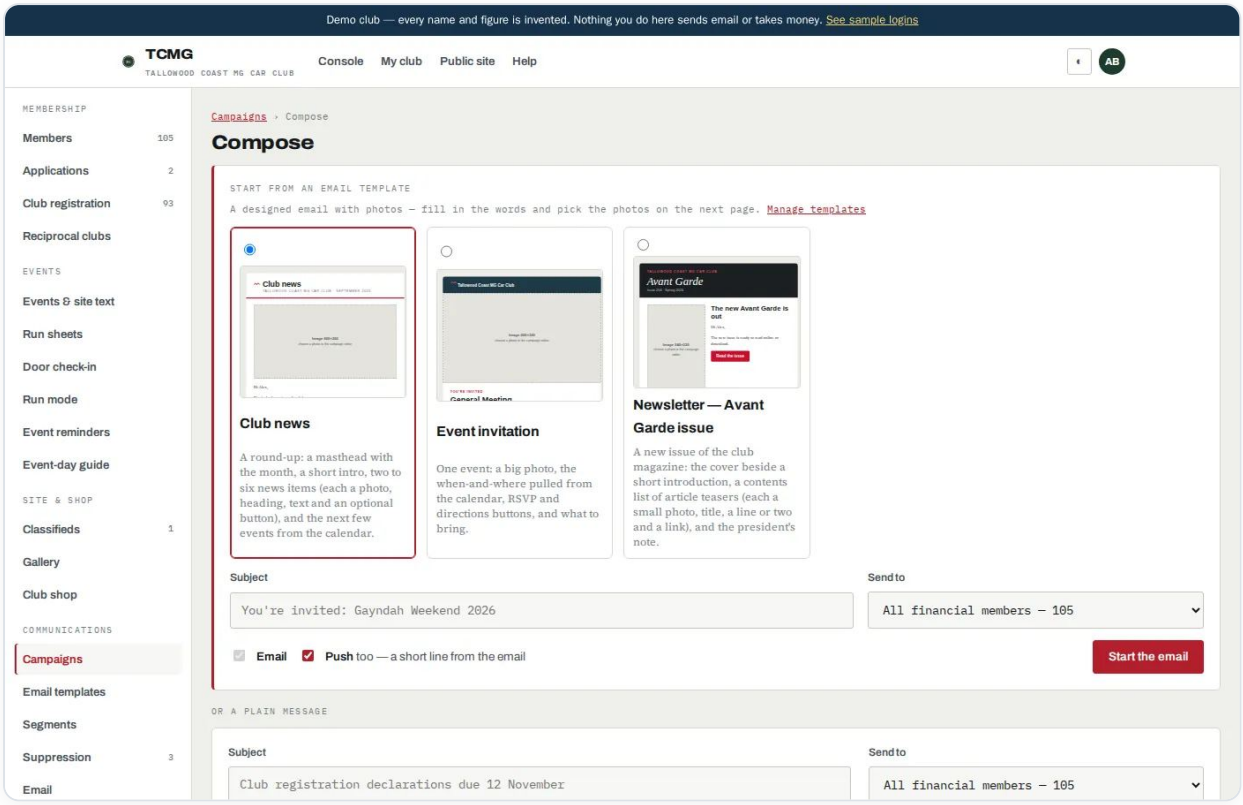


Every campaign, with what happened to it.

There are two kinds:

- A **designed email** made from a template — a newsletter, club news round-up or event invitation, with photos. You fill in the words and pick the photos; no HTML needed.
- A **plain message** — a subject and a few lines of text, for a quick notice.

Writing a designed email



Compose: choose a template or write a plain message.

1. Press **Compose**. Under **Start from an email template**, pick a template, type the **Subject** and choose who it goes to under **Send to**.
2. Tick **Email**, and **Push too** if a short line should also go to members' phones. Press **Start the email**.
3. Fill in the words on the left. Formatted text can use `**bold**`, `*italics*` and links. Merge fields become each member's own details: `{{first_name}}`, `{{last_name}}`, `{{member_no}}`, `{{membership}}` (their category) and `{{renewal_date}}` (their financial-to date). Press **Save**: the preview on the right updates. Switch it between **Desktop** and **Phone**.
4. Choose each photo. Every photo starts as a grey placeholder; pick one from the club's photos or earlier uploads, and describe it for people who can't see images. The campaign can't be sent while any photo is still grey — a red notice names it.
5. Press **Send a test to the test inboxes** and read it in your own email, on your phone too.
6. Back on the campaign, press **Send now**.

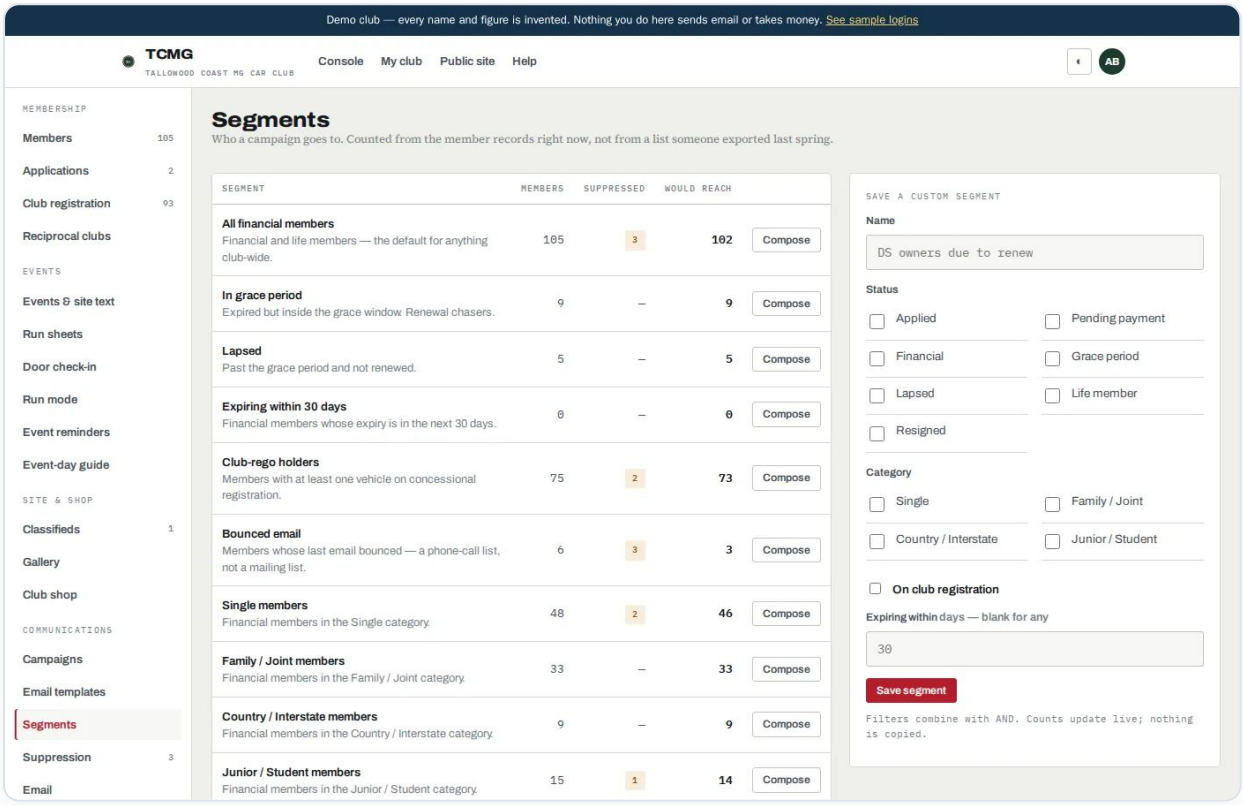
Writing a plain message

1. Under **Or a plain message**, type the **Subject** and the **Message**. The first 140 characters are what a push notification shows.
2. Choose who it goes to, and the channels: **Email**, **Push** or both.
3. Press **Send test to me** to see it first.
4. Choose **Send now** or **Schedule for** a date, and press **Send / schedule**.

> Push notifications are real the moment you send: they buzz members' phones straight away, even when email is in test mode.

Segments: who it goes to

A **segment** is a ready-made "who to send to", counted from the member records at the moment you send — never from an old exported list. **Communications → Segments** shows how many each reaches and how many of them are suppressed.



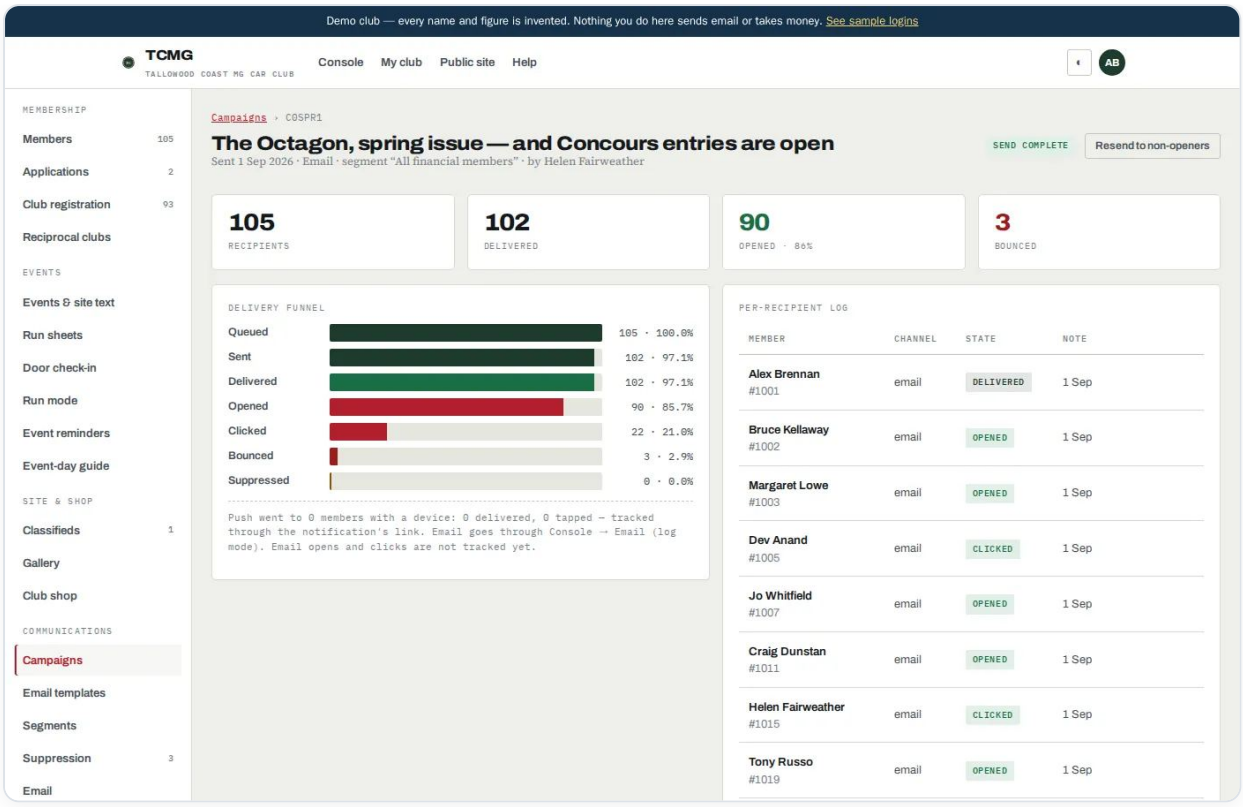
Segments, with how many each would reach.

- **All financial members** — financial and life members; the usual choice for club-wide news.
- **In grace period** and **Lapsed** — for renewal chasers.
- **Expiring within 30 days**, **Club-rego holders**, and one segment per membership category.
- **Going to …** — everyone who has said yes to an event; for last-minute changes.
- **Bounced email** — members whose email bounced. This is a phone-call list, not a mailing list.

Press **Compose** beside a segment to start a campaign to it.

Sending, and the results

Pressing **Send now** puts the emails in a send queue. They go out 50 at a time every 5 minutes, so a big list takes a little while; the campaign shows its progress. Push notifications go immediately. Anyone on the suppression list is skipped automatically.

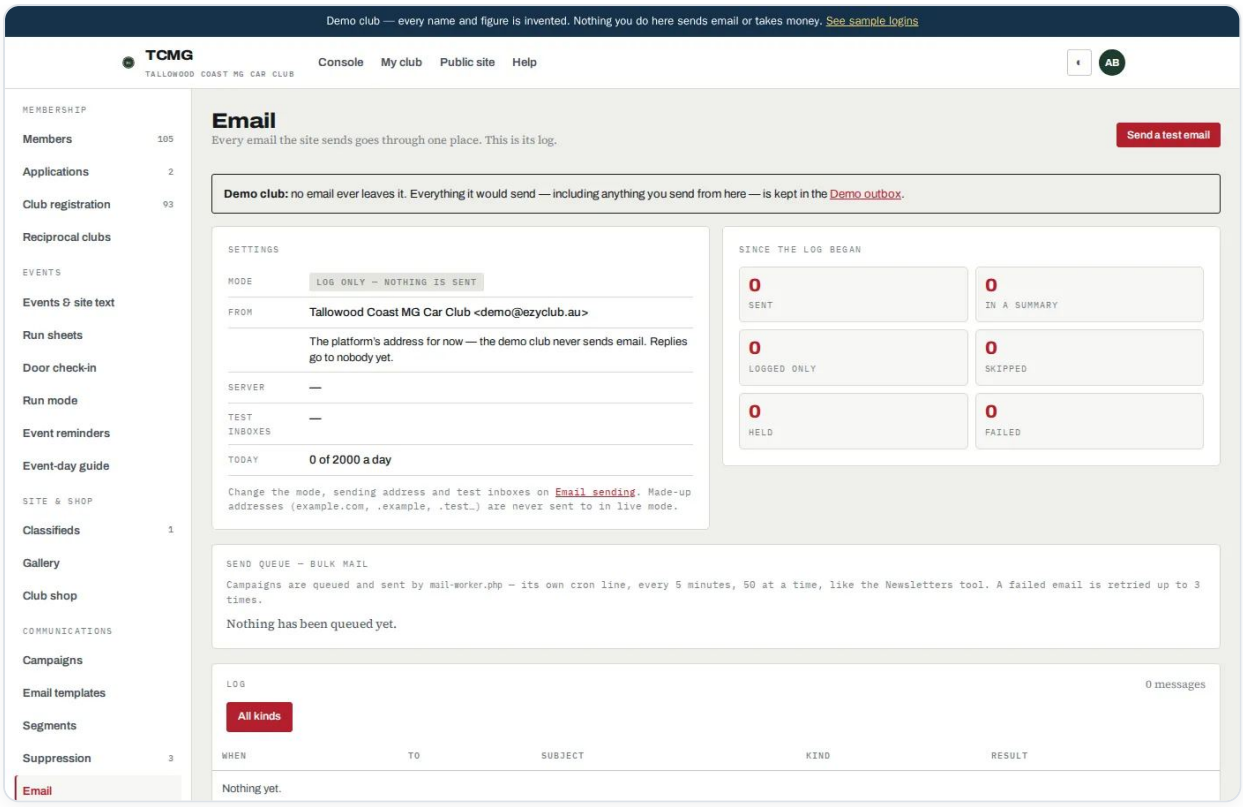


A sent campaign's results.

- The **delivery funnel** shows how many were queued, sent, delivered, opened, clicked, bounced and suppressed.
- The **per-recipient log** shows what happened to each member's copy — useful when someone says "I never got it".
- **Resend to non-openers** makes a follow-up for those who didn't open it.

Test mode and the Email screen

Communications → Email shows how the site is sending: the **mode**, the sending address, the day's count against the daily limit, the send queue, and a log of every email the site has sent and what happened to it.



The Email screen.

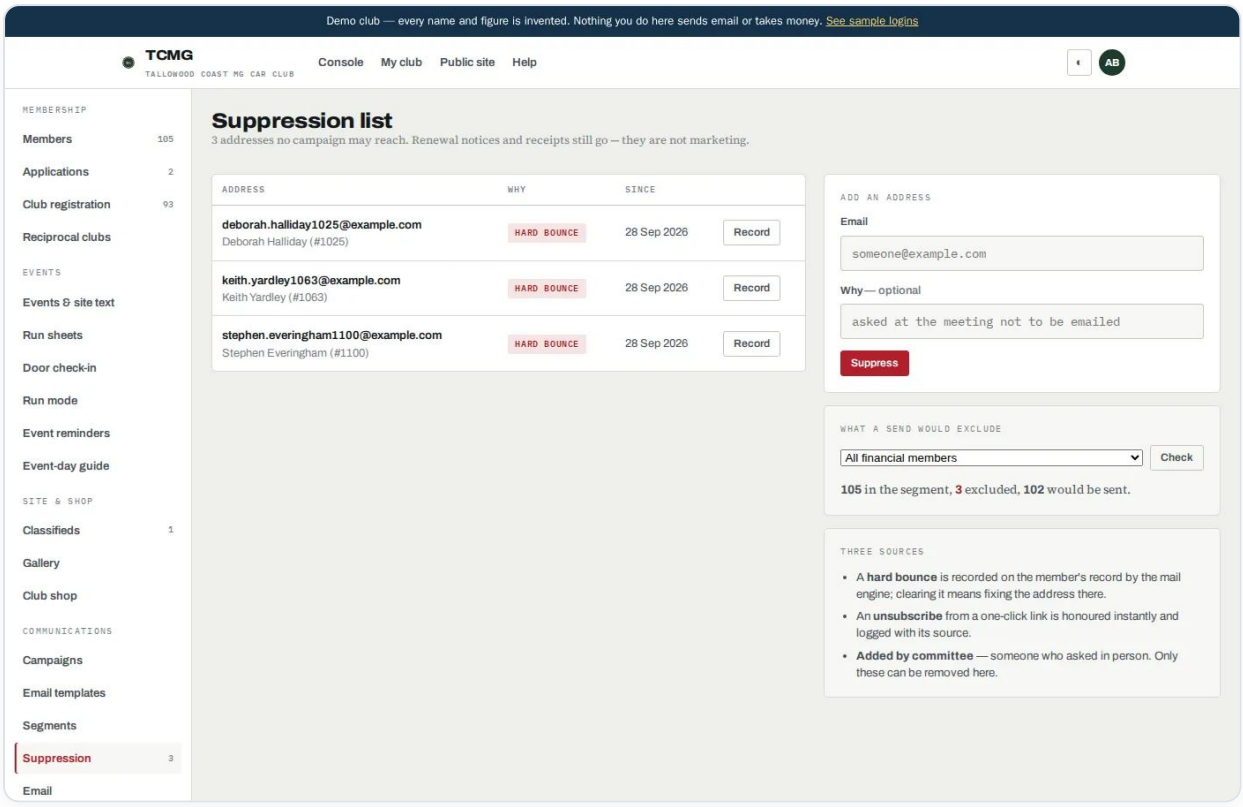
Mode	What happens
Log only	Nothing is sent; each email is written to the log. Used while a club is being set up.
Test	Every email goes to the committee's **test inboxes** instead of members, with a banner and the real recipient in the subject. A big send comes through as three samples and one summary.
Live	Emails go to members. Made-up addresses are never sent to.

The mode, sending address and test inboxes are changed on **Club → Email sending**, by the Club settings role — see Running the site. **Send a test email** on the Email screen checks the whole path.

> If someone says an email never arrived, look at the log on this screen first. It says whether it was sent, skipped (and why), held or failed.

Unsubscribes, bounces and the suppression list

Communications → Suppression lists addresses no campaign may reach. Receipts, renewal notices and booking reminders still go to them — those aren't marketing.



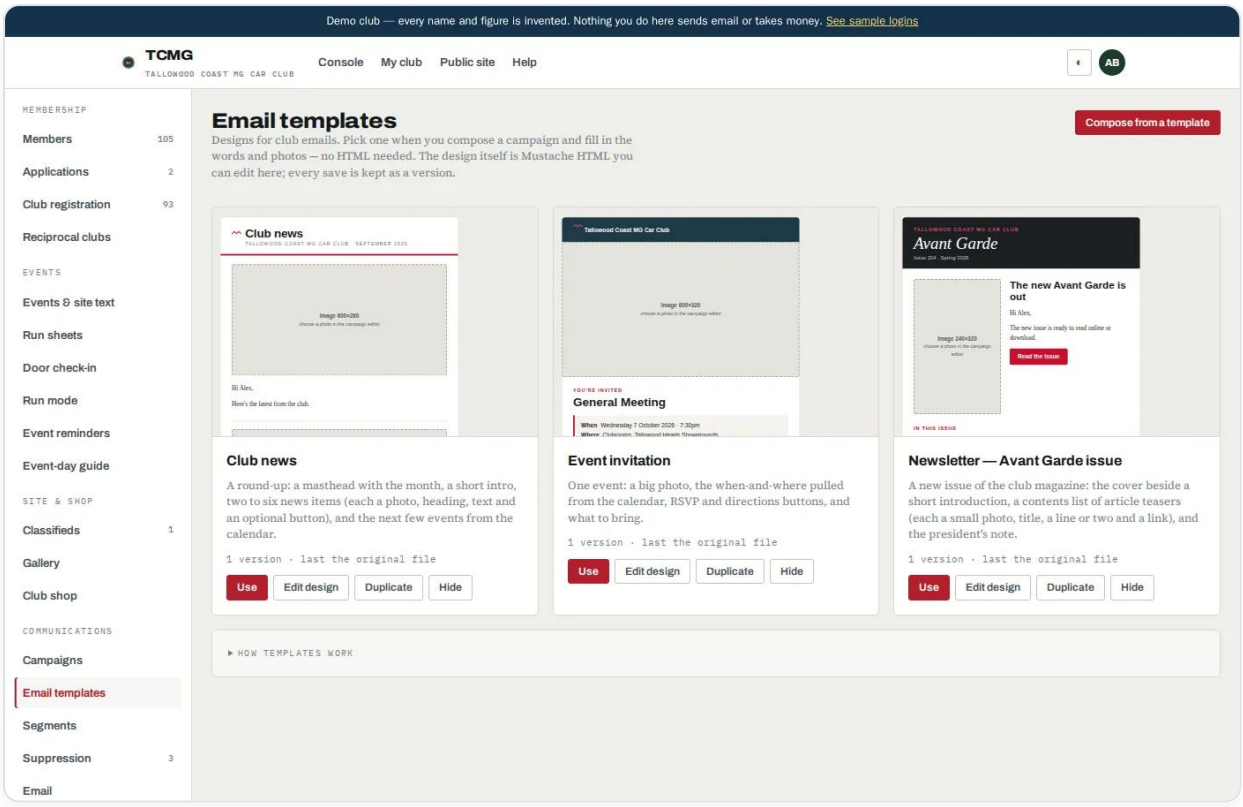
The suppression list.

- **Unsubscribes** — a member who uses the one-click unsubscribe link in a campaign is suppressed straight away.
- **Hard bounces** — an address that doesn't exist is suppressed by the mail system and flagged on the member's record. Fix the address there to clear it.
- **Added by the committee** — someone who asked in person. Type the address and press **Suppress**; only these can be removed here.

Under **What a send would exclude**, choose a segment and press **Check** to see how many it would skip.

Email templates

Communications → Email templates holds the designs campaigns are made from. Most clubs never need to change them.



The email designs.

- **Use** starts a campaign from a design.
- **Edit design** opens its source — Mustache HTML — with a live preview. **Save as new version** keeps every earlier version; **Restore this version** brings one back, and **Reset to the original file** goes back to the design the platform supplied. A design that doesn't render isn't saved.
- **Duplicate** makes your own copy to experiment on. **Hide** takes a starter design out of the list.

A campaign keeps the design version it was written with, so changing a template never changes an email that has gone. On a draft, **Use the latest version** switches it to the newest design.

Sending limits and good practice

- Each club has a daily limit on email, shown on the Email screen under **Today** (2,000 a day unless the platform has set otherwise). Big sends are paced by the queue, so a newsletter to the whole club is well within it.
- Send club-wide news to **All financial members**, not everyone who ever joined: lapsed members are more likely to mark it as spam, which harms delivery for everyone.
- Keep subjects plain and specific ("Spring run: meeting point changed"). Avoid all capitals and exclamation marks.
- Always send a test first, and read it on a phone.

Quick answers

If…	Then…
A campaign can’t be sent	A photo is still a grey placeholder — the red notice names it. Choose a photo and save.
Members say they didn’t get it	Check the mode on the Email screen: in test mode, emails go to the test inboxes. Then check the campaign’s per-recipient log and the suppression list.
Someone wants no more newsletters	Add their address on **Suppression**. They’ll still get receipts and booking reminders.
I changed a template but an old email didn’t change	That is on purpose. On a draft, **Use the latest version** switches it.