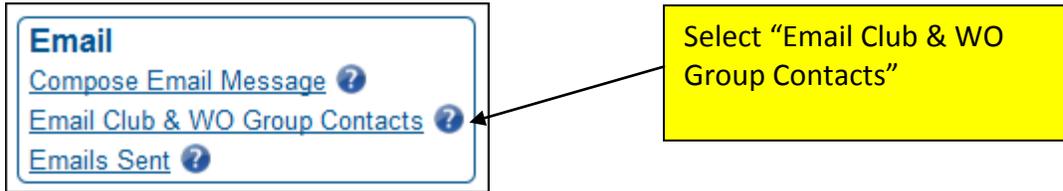


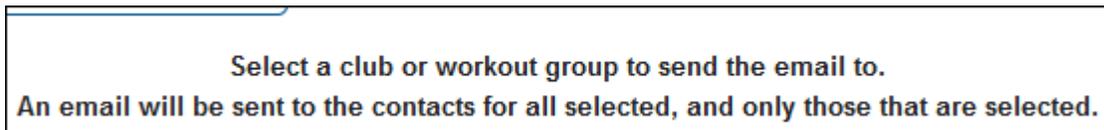
Sending an Email to Your Club Contacts

You can send email messages to the persons designated as “club contacts” for each of your registered clubs (and workout groups). When it is time for your clubs to renew, you can send them an email reminder that contains a customized renewal link. Clicking on the link allows them to renew their club membership online with a credit card.



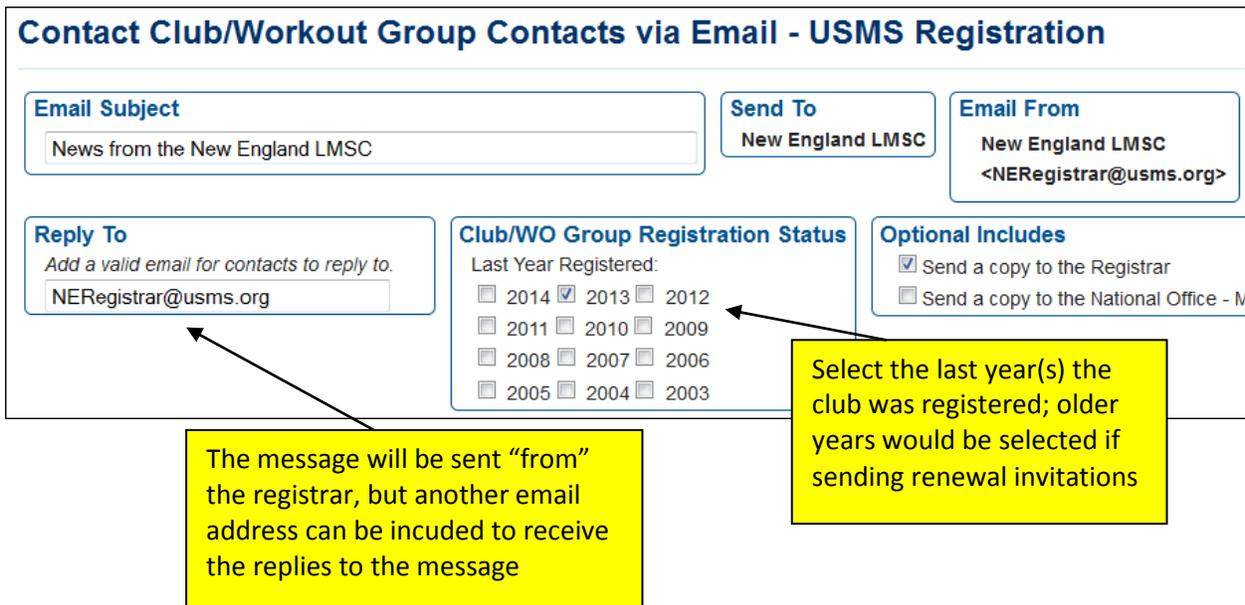
The screenshot shows a menu titled "Email" with three options: "Compose Email Message", "Email Club & WO Group Contacts", and "Emails Sent". A yellow callout box with an arrow points to the "Email Club & WO Group Contacts" option, containing the text: "Select 'Email Club & WO Group Contacts'".

Note the statement that appears above the club choices:



Select a club or workout group to send the email to.
An email will be sent to the contacts for all selected, and only those that are selected.

The choices are similar to those for sending messages to your members. BUT REMEMBER, the message will only be sent to one person per club; the person designated as the club contact.



The screenshot shows the "Contact Club/Workout Group Contacts via Email - USMS Registration" form. It includes fields for "Email Subject" (News from the New England LMSC), "Send To" (New England LMSC), "Email From" (New England LMSC <NERRegistrar@usms.org>), "Reply To" (NERRegistrar@usms.org), "Club/WO Group Registration Status" (Last Year Registered: 2014, 2013, 2012, 2011, 2010, 2009, 2008, 2007, 2006, 2005, 2004, 2003), and "Optional Includes" (Send a copy to the Registrar, Send a copy to the National Office - M). A yellow callout box points to the "Reply To" field with the text: "The message will be sent 'from' the registrar, but another email address can be included to receive the replies to the message". Another yellow callout box points to the "Last Year Registered" list with the text: "Select the last year(s) the club was registered; older years would be selected if sending renewal invitations".

Available Clubs
Click an item to select it. Click that item again to remove it.

Search & hit ENTER for club
[Select all](#)

- Maine Masters Swim Club (MESC)
- Mount Holyoke College
- Masters Swimming (MHCM)
- New England Masters Swim Club (NEM)
- New England Patriots (PATS)
- Northeastern University
- Masters Swim Club (NUSC)

Click on a club name to include its contact in the list of message recipients

Available Clubs
Click an item to select it. Click that item again to remove it.

Search & hit ENTER for club
[Select all](#)

- Great Bay Masters Swimming, Inc (GBM)
- Maine Masters Swim Club (MESC)
- Mount Holyoke College
- Masters Swimming (MHCM)

✘ New England Patriots (PATS)

Note how the included clubs are listed in the right-hand column after you select them

Available WO Groups
Click an item to select it. Click that item again to remove it.

Search & hit ENTER for WO Gr
[Select all](#)

- Fitchburg YMCA Masters (FITC)
- Flaherty Masters (FLA)
- Granite State Penguins (NH) (GSP)

Choose the workout group contacts the in the same manner as shown above for clubs

Next, compose the email. Note that just like you can with the individual members, you can insert tags to customize the message and include personalized links.

The screenshot displays an email composition window. On the left, the 'Email Content' pane shows a draft email with the following text: 'Dear NE-LMSC Member [[First Name]],', 'It is October and time to renew your club's registration with USMS.', 'Sincerely,', 'John Doe', 'Your esteemed NE-LMSC Registrar', 'P.O. Box 888, Boston, MA', 'neregistrar@usms.org', '(401) 888-9999', and 'http://www.nelmsc.org'. A status bar at the bottom left indicates '30 Words, 262 Characters'. On the right, the 'Available Tags' pane lists various tags such as [[Contact First Name]], [[Contact Last Name]], [[Contact Swimmer ID]], [[Contact Is Coach]], [[Contact Full Name]], [[Contact Address]], [[Contact City]], [[Contact State Abbr]], [[Contact Zip]], [[Contact Full Address]], [[Contact Primary Phone]], [[Contact Primary Phone Text]], [[Contact Secondary Phone]], [[Contact Secondary Phone Text]], [[Club Name]], [[Workout Group Name]], [[Club Abbr]], [[Workout Group Abbr]], [[Club ID]], [[Workout Group ID]], [[Full Club Name]], [[Full Workout Group Name]], [[Parent Club Name]], [[Registration Link]], and [[Reg Year]]. A yellow box with the text 'Click a tag to insert it into the message' is positioned at the bottom center, with two arrows pointing from it to the tag placeholders in the email content and the 'Available Tags' list.

Note the link for “available tags.” This is a powerful feature that allows you to utilize the USMS registration database to customize the message that you are sending. Any time a tag is included, that data is pulled from the database and uniquely inserted into each individual message.

For example, if you use the [[First Name]] tag as shown in the illustration, each message will be populated with the recipient’s first name (as pulled from the database).

NOTE that the tag names are case-sensitive and must be typed with upper-and lower-case letters (and spaces) exactly as shown.

The following table provides an example of how each tag behaves, and the result it produces, in the final email message:

Tag	Result in the email message
[[Contact First Name]]	Speedo
[[Contact Last Name]]	Grilli
[[Contact Swimmer ID]]	09017
[[Contact is Coach]]	1 = yes, 0 = no
[[Contact Full Name]]	Speedo Grilli
[[Contact Address]]	123 Dogwood Ln
[[Contact City]]	Londonderry
[[Contact State Abbr]]	NH
[[Contact Zip]]	04321
[[Contact Full Address]]	123 Dogwood Ln
[[Contact Primary Phone]]	888-555-1212
[[Contact Primary Phone Text]]	1 = yes, 0 = no
[[Contact Secondary Phone]]	877-555-1212
[[Contact Secondary Phone Text]]	1 = yes, 0 = no
[[Club Name]]	New England Patriots
[[Workout Group Name]]	Retrievers
[[Club Abbr]]	PATS
[[Workout Group Abbr]]	RTVR
[[Club ID]]	023-001
[[Workout Group ID]]	015
[[Full Club Name]]	New England Patriots (PATS)
[[Full Workout Group Name]]	Retrievers (RTVR)
[[Parent Club Name]]	New England Patriots
[[Registration Link]]	Click the button or copy and paste the link into your browser to renew your registration. For your security do not forward this personalized link to anyone else. Click here to renew.
[[Reg Year]]	2013

Email Content

Using one of our available tags, on your right, will substitute the individual club/WOG contact's information



Hello [[Contact First Name]],

It is October and time to renew the [[Club Name]]'s USMS registration.

Please use the following link to renew the [[Club Abbr]] club membership for 2014.

[[Registration Link]]

Thank you,

John Doe
Illinois LMSC Registrar
ILRegistrar@usms.org
(309) 888-9999

Here is the email message, as written by the registrar



Click "Preview Email"

Preview Email (Pre-substituting)

Subject Line: Club renewal message

Hello [[Contact First Name]],

It is October and time to renew the [[Club Name]]'s USMS registration.

Please use the following link to renew the [[Club Abbr]] club membership for 2014.

[[Registration Link]]

Thank you,

John Doe
Illinois LMSC Registrar
ILRegistrar@usms.org
(309) 888-9999

Here is the preview of the message that will be sent. The registration link will be replaced with the actual link in the message that is sent to the club contact.



You are receiving this email because you are listed as the contact for the [[Full Club Name]].
To remove yourself as the contact, please visit <http://www.usms.org/reg/club>.

Submit & Send Email

Go Back & Edit Email

When ready to send, click "Submit & Send Email"

Here is what the sent email looks like:

