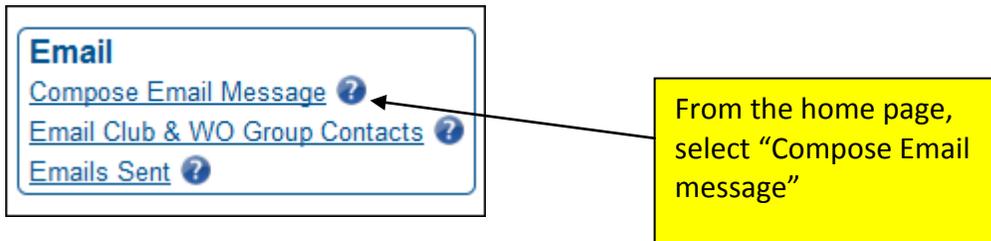


## Sending an email message to your LMSC members or to a club's members

The online registration software allows a registrar to easily send email messages to members of the LMSC. The messages may be sent to all members, or to selected subgroups of members (such as all members of a specified club).



## Selecting Recipients

First, decide to whom the message will be sent, the subject of the message, and to whom you want the replies to be directed.

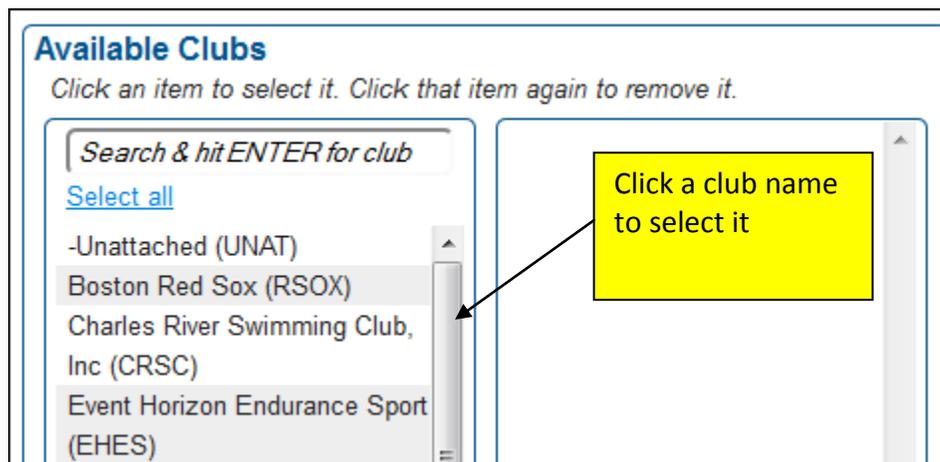
<b>Email Subject</b> <input type="text" value="News from the New England LMSC"/>	<b>Send To</b> New England LMSC	<b>Email From</b> New England LMSC <NERRegistrar@usms.org>	
<b>Reply To</b> <i>Add a valid email for members to reply to.</i> <input type="text" value="NERRegistrar@usms.org"/>	<b>Registration Status</b> Last Year Registered: <input checked="" type="checkbox"/> 2013 <input type="checkbox"/> 2012 <input type="checkbox"/> 2011 <input type="checkbox"/> 2010 <input type="checkbox"/> 2009 <input type="checkbox"/> 2008 <input type="checkbox"/> 2007 <input type="checkbox"/> 2006 <input type="checkbox"/> 2005 <input type="checkbox"/> 2004 <input type="checkbox"/> 2003	<b>Gender</b> <input checked="" type="radio"/> Both <input type="radio"/> Male <input type="radio"/> Female	<b>Optional Includes</b> <input checked="" type="checkbox"/> Send a copy to the Registrar <input type="checkbox"/> Send a copy to the National Office - f

**Reply To:** The message will be sent with the "From" address listed as New England LMSC, NERRegistrar@usms.org. Sometimes, if the registrar is sending the message on behalf of someone else (such as the LMSC's chair), it makes sense for replies to be directed to that person. You can enter a "Reply To" address so that any replies to the sent message are directed to that address.

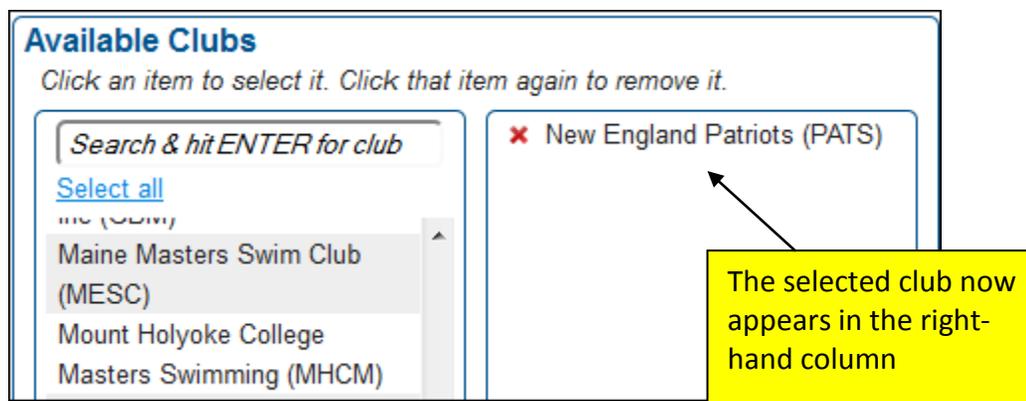
**Registration Status:** Select the last year registered for those you wish to receive the email. This feature is useful if you want to send a message to non-current members (such as a renewal reminder).

**Gender:** You can choose to restrict the message to be sent to members of one gender, or both.

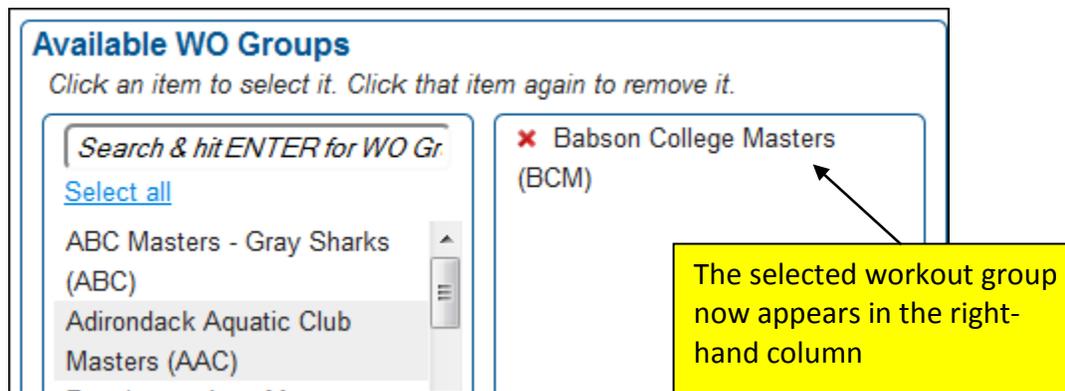
You can choose to send your message to members of your entire LMSC (the default), or you can limit it to one or more clubs.



If you want to send it only to members of the New England Patriots club, just select it from the list so that it moves into the right-hand column:

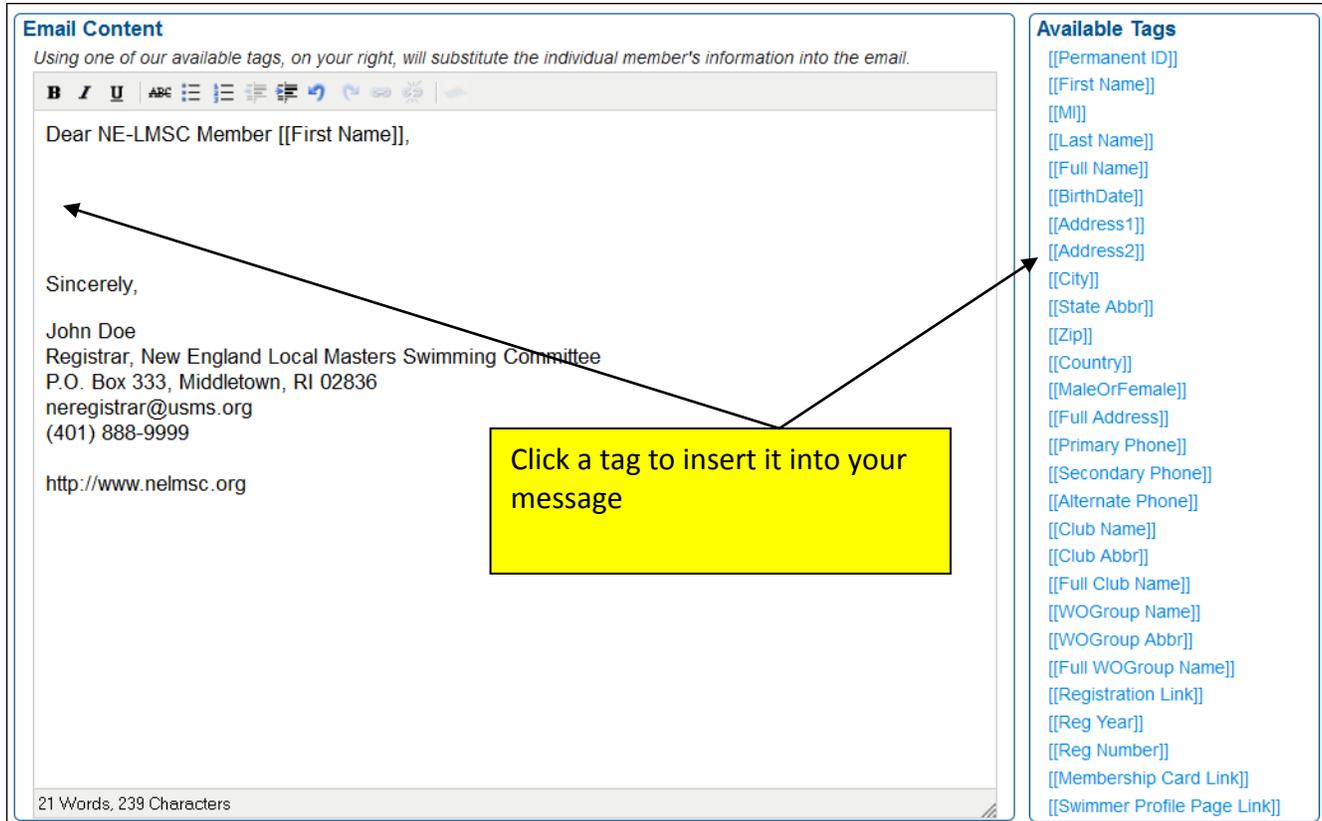


You can do the same thing with workout groups. The default is "all;" you can restrict it by selecting the desired workout group from the list so that it moves into the right-hand column:



## Composing the message

Here is the message composition screen.



The screenshot displays an email composition interface. On the left, the "Email Content" pane shows a rich text editor with a toolbar (bold, italic, underline, ABC, list, link, unlink, undo, redo, print) and the following text: "Dear NE-LMSC Member [[First Name]],", "Sincerely,", "John Doe", "Registrar, New England Local Masters Swimming Committee", "P.O. Box 333, Middletown, RI 02836", "neregistrar@usms.org", "(401) 888-9999", and "http://www.nelmsc.org". At the bottom left of this pane, it says "21 Words, 239 Characters". On the right, the "Available Tags" pane lists various tags: [[Permanent ID]], [[First Name]], [[MI]], [[Last Name]], [[Full Name]], [[BirthDate]], [[Address1]], [[Address2]], [[City]], [[State Abbr]], [[Zip]], [[Country]], [[MaleOrFemale]], [[Full Address]], [[Primary Phone]], [[Secondary Phone]], [[Alternate Phone]], [[Club Name]], [[Club Abbr]], [[Full Club Name]], [[WOGroup Name]], [[WOGroup Abbr]], [[Full WOGroup Name]], [[Registration Link]], [[Reg Year]], [[Reg Number]], [[Membership Card Link]], and [[Swimmer Profile Page Link]]. A yellow box with the text "Click a tag to insert it into your message" has two arrows pointing to the "[[First Name]]" tag in the list and the "[[First Name]]" tag in the email body.

Note the list of “**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 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
[[Permanent ID]]	09017
[[First Name]]	Speedo
[[MI]]	Z
[[Last Name]]	Grilli
[[Full Name]]	Speedo Z Grilli
[[BirthDate]]	1991-04-07
[[Address1]]	123 Dogwood Ln
[[City]]	Londonderry
[[State Abbr]]	NH
[[Zip]]	04321
[[Country]]	USA
[[MaleOrFemale]]	Male
[[Full Address]]	123 Dogwood Ln Londonderry, NH 04321 US
[[Primary Phone]]	800-555-1212
[[Club Name]]	New England Patriots
[[Club Abbr]]	PATS
[[Full Club Name]]	New England Patriots (PATS)
[[WOGroup Name]]	Retrievers
[[WOGroup Abbr]]	RTVR
[[Full WOGroup Name]]	Retrievers (RTVR)
[[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. (The Reg Link would appear here)
[[Reg Year]]	2014
[[Reg Number]]	024M-09017
[[Membership Card link]]	Please <a href="#">view and print your 2014 membership card.</a>
[[Swimmer Profile Page Link]]	<a href="#">swimmer profile page</a>

Here is the email message, as written by the registrar:

**Email Content**

*Using one of our available tags, on your right, will substitute the individual member's information into the email.*

**B I U** | ABC | ☰ | ☰ | ☰ | ☰ | ↶ | ↷ | 🔗 | ☀ | | ↵

Dear NE-LMSC Member `[[First Name]]`,

You are registered with the `[[Full Club Name]]`.

Your USMS number is `[[Reg Number]]`.

You can view your swimmer profile page using this link: `[[Swimmer Profile Page Link]]`

Sincerely,

John Doe  
Registrar, New England Local Masters Swimming C  
P.O. Box 333, Middletown, RI 02836  
neregistrar@usms.org  
(401) 888-9999

<http://www.nelmsc.org>

Note the use of the tags

On the next page is a preview of the message that will be sent...

Here is the preview view of the message that will be sent. NOTE that the preview populates the tags with the REGISTRAR'S OWN info (such as the club name). When the message is sent out, it will be populated with each recipient's info.

**Preview Email (Substituting using your information)**  
Not all links will work in this preview. It is for information only.  
**Subject Line:** Your USMS membership

---

Hello Anna Lea,

You are registered with the **Peanuts Gang (PNUT)**.

Your USMS number is 144G-01NPT.

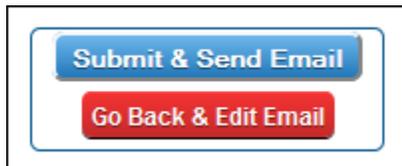
You can view your swimmer profile page using this link: [swimmer profile page](#)

Thank you,

John Doe  
New England LMSC Registrar  
[NERegistrar@usms.org](mailto:NERegistrar@usms.org)  
(401) 633-9999

Here is how the tags behave. Note that in this example, the preview is populated with the REGISTRAR's OWN info (such as the Peanuts Gang club).

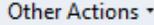
When you are satisfied with the appearance of the message, click the "Submit & Send Email" button.



Here is what the email looks like to the recipient:

From New England LMSC <NERRegistrar@usms.org>      

Subject **Your USMS membership** 12:13 PM

To Anna Lea--USMS  

Hello Tom,

You are registered with the New England Patriots (PATS).

Your USMS number is 2045-0903A.

You can view your swimmer profile page using this link: [Swimmer Profile Page](#)

Thank you,

John Doe  
New England LMSC Registrar  
[NERRegistrar@usms.org](mailto:NERRegistrar@usms.org)  
(401) 633-9999



Your latest registration with U.S. Masters Swimming is as Tom Brady, registration #2045-0903A for the 2014 registration year, ending December 31, 2014.

Please [view and print your 2014 membership card](#).

U.S. Masters Swimming, founded in 1970, is a membership-operated national governing body that promotes health, wellness, fitness and competition for adults through swimming. It does so by partnering with more than 1,500 adult swim programs across the country; promoting information via the bimonthly member magazine, [SWIMMER](#), monthly e-newsletters, [STREAMLINES](#), and website, [usms.org](http://usms.org); and by sanctioning and promoting pool, open water and virtual events and competitions. More than 55,000 adults are registered members of U.S. Masters Swimming.

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