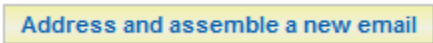


Address & Assemble Email

Address & Assemble Email allows administrators to compile the recipient list and content along with the From Email Address, Reply Email Address, To, etc.

How to Address & Assemble a new email:

1. Login to the Harris Tool.
2. Click the **Email Marketing** link in the left navigation bar. The **Create & Manage Lists** page will display.
3. Click the **Address & Assemble Email** tab. The **Address & Assemble Email** page will display.
4. Click the **Address & assemble a new email** button (). The **Edit email details** page displays. See figure 1.
5. Enter the **Email name**.
6. Select the **From**.
7. Enter a **From email address**.
8. Enter a **Reply-to email address**.
9. Enter a **To**.
10. Enter **BCC** (Blind Copy Email Addresses), if applicable.
11. Enter a **Subject**.
12. Select **email content**.
13. Select **recipient list**.
14. Select **type of email to send (format)**.
15. Select a **Campaign**, if applicable.

16. Select a **Category**.

How to select a category/campaign:

- a. Select a category in the **Available categories** list. Select multiple categories by holding CTRL + click mouse or Apple Key + click mouse for Mac Users.
- b. Click the **Select** button. The selected category or categories will display in the **Selected categories** list.

How to remove category/campaign:

- a. Select a category in the **Selected categories** list. Select multiple categories by holding CTRL + click mouse or Apple Key + click mouse for Mac Users.
- b. Click the **Remove** button. The removed category or categories will no longer display in the **Selected categories** list.

Note: Additional From Options, Campaigns, and Categories can be added via the Campaign Manager.

Figure 1

17. Click **Save this email**. The **Address & Assemble Email** page will display with the newly created email at the top of the list.

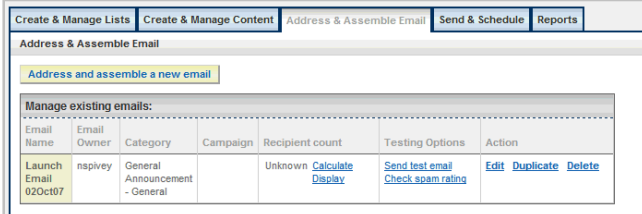
Suggestion: Administrators can further personalize their email communication by adding data tags such as First Name and Last Name to the To or Subject fields.

Edit, duplicate, and delete emails

Administrators with the proper access permission can edit, duplicate, and delete email details.

How to edit an email that has been Addressed & Assembled:

1. Login to the Harris Tool.
2. Click the **Email Marketing** link in the left navigation bar. The **Create & Manage Lists** page will display.
3. Click the **Address & Assemble Email** tab. The **Address & Assemble Email** page will display.
4. Click the **Edit** link next to the appropriate email. *See figure 2.* The **Edit email details** page will display with the **Email name** displayed.
5. Make all necessary modifications to the email details.
6. Click **Save this email**. The **Address & Assemble Email** page will display.



Email Name	Email Owner	Category	Campaign	Recipient count	Testing Options	Action
Launch Email 02Oct07	nspivey	General Announcement - General		Unknown	Calculate Display	Send test email Check spam rating Edit Duplicate Delete

Figure 2

How to duplicate an email that has been Addressed & Assembled:

1. Login to the Harris Tool.
2. Click the **Email Marketing** link in the left navigation bar. The **Create & Manage Lists** page will display.
3. Click the **Address & Assemble Email** tab. The **Address & Assemble Email** page will display.
4. Click the **Duplicate** link next to the appropriate email. *See figure 2.* The **Edit email details** page will display with the content name displayed as *Copy of <Original Email Name Here>*.
5. Modify the **Email name**.
6. Make all necessary modifications to the email details.
7. Click **Save this email**. The **Address & Assemble Email** page will display with the newly saved email.

How to delete an email that has been Addressed & Assembled:

1. Login to the Harris Tool.
2. Click the **Email Marketing** link in the left navigation bar. The **Create & Manage Lists** page will display.
3. Click the **Address & Assemble Email** tab. The **Address & Assemble Email** page will display.
4. Click the **Delete** link next to the appropriate email. *See figure 2.*

IMPORTANT!

Deleting a scheduled email will cause an error, and prevent the email from going out.

Send a Test Email

Send a Test Email allows an administrator to send a quick test email.

How to send a test email:

1. Login to the Harris Tool.
2. Click the **Email Marketing** link in the left navigation bar. The **Create & Manage Lists** page will display.
3. Click the **Address & Assemble Email** tab. The **Address & Assemble Email** page will display.
4. Click the **Send a test email** link next to the appropriate email. *See figure 3.* The **Send a test email** window will display. *See figure 4.*
5. Select the appropriate recipient list from the **Available test lists**.
6. Click **Send test email to selected list** button, or **Cancel** to abort.

Email Name	Email Owner	Category	Campaign	Recipient count	Testing Options	Action
Launch Email 02Oct07	nspivey	General Announcement - General		Unknown	Calculate Display Send test email Check spam rating	Edit Duplicate Delete

Figure 3

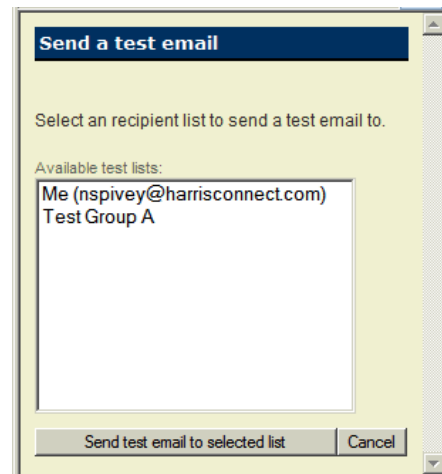


Figure 4

IMPORTANT!

These test emails do not display on the Reports tab. To send a "true" test email:

1. Create a test recipient list, but do not check the list as a test. Indicate it is a test by adding "Test" to the List Name.
2. Create the content.
3. **Address & Assemble** the test email
4. Actually send the email via the **Send & Schedule** tab. Go to the **Send & Schedule** for more information.

Check Spam Rating

Email Marketing filters your selected emails through "Spam Assassin" to grade the email's likelihood of being flagged as spam. There are a number of factors that determine the grade of the email, and Spam Assassin will assign an overall score to your message based on the factors.

How to check an email's spam rating:

1. Login to the Harris Tool.
2. Click the **Email Marketing** link in the left navigation bar. The **Create & Manage Lists** page will display.
3. Click the **Address & Assemble Email** tab. The **Address & Assemble Email** page will display.
4. Click the **Check spam rating** next to the appropriate email. The **Spam Rating Results** window will display. *See figure 5.*
5. Click the **Close** button.

Note: An email must have content in order to successfully check the spam rating.

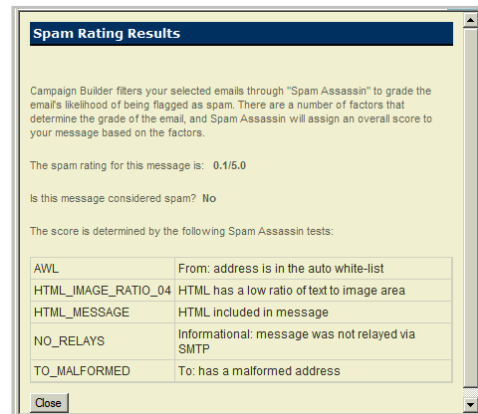


Figure 5

Calculate Recipient Count

Calculate **Recipient count** allows administrators to calculate the number of potential recipients minus opt-outs.

How to calculate an email's recipient count:

1. Login to the Harris Tool.
2. Click the **Email Marketing** link in the left navigation bar. The **Create & Manage Lists** page will display.
3. Click the **Address & Assemble Email** tab. The **Address & Assemble Email** page will display.
4. Click the **Calculate** link under the **Recipient count** header next to the appropriate email. *See figure 6.* The **Address & Assemble Email** page will refresh and the count will replace the "unknown" text. *See figure 7.*

Note: An email must have a recipient list in order to successfully calculate the recipient count.

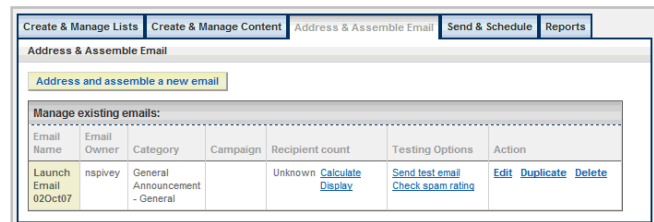


Figure 6

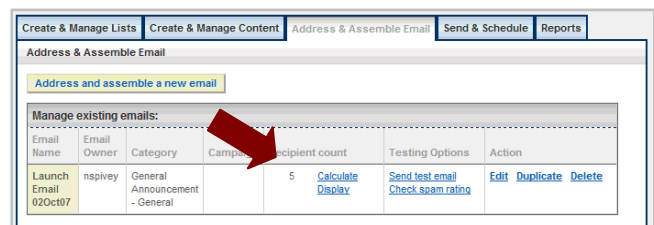


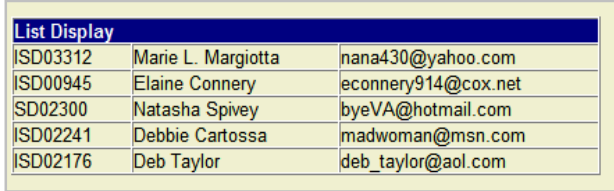
Figure 7

Display Recipient List

Display allows an administrator to view the targeted recipient list.

How to display the recipient list:

1. Login to the Harris Tool.
2. Click the **Email Marketing** link in the left navigation bar. The **Create & Manage Lists** page will display.
3. Click the **Address & Assemble Email** tab. The **Address & Assemble Email** page will display.
4. Click the **Display** link under the **Recipient count** header next to the appropriate email. *See figure 7.* The **List Display** window will display. *See figure 8.*



List Display		
ISD03312	Marie L. Margiotta	nana430@yahoo.com
ISD00945	Elaine Connery	econnery914@cox.net
SD02300	Natasha Spivey	byeVA@hotmail.com
ISD02241	Debbie Cartossa	madwoman@msn.com
ISD02176	Deb Taylor	deb_taylor@aol.com

Figure 8