Create and Send Campaign with Email Recipients.

Scribe

1 Navigate to [CampaignMonitor](#)

2 Select the "Client" dropdown
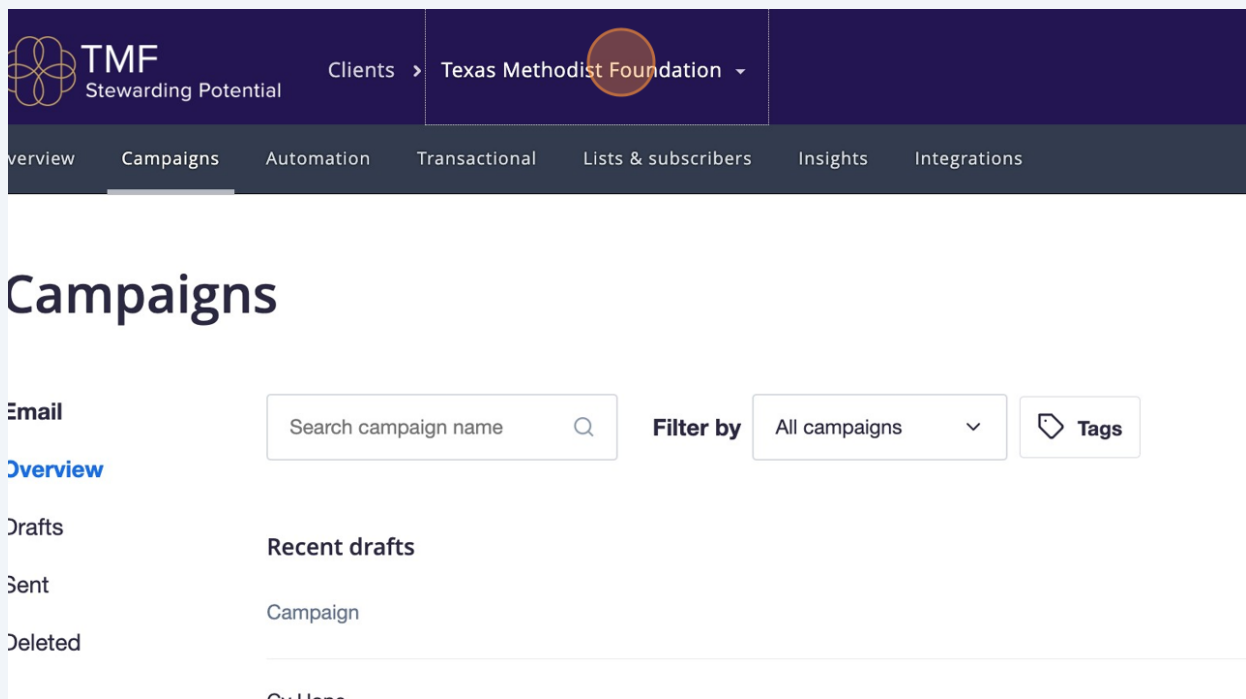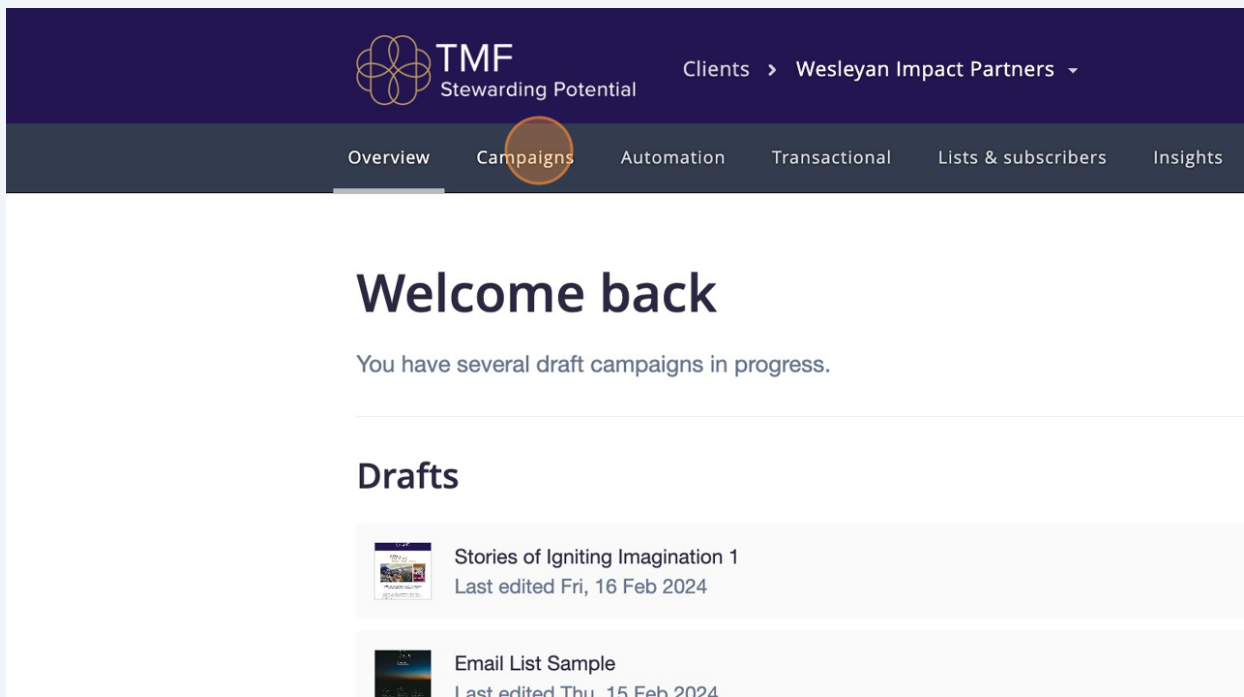
3 Click "Wesleyan Impact Partners"
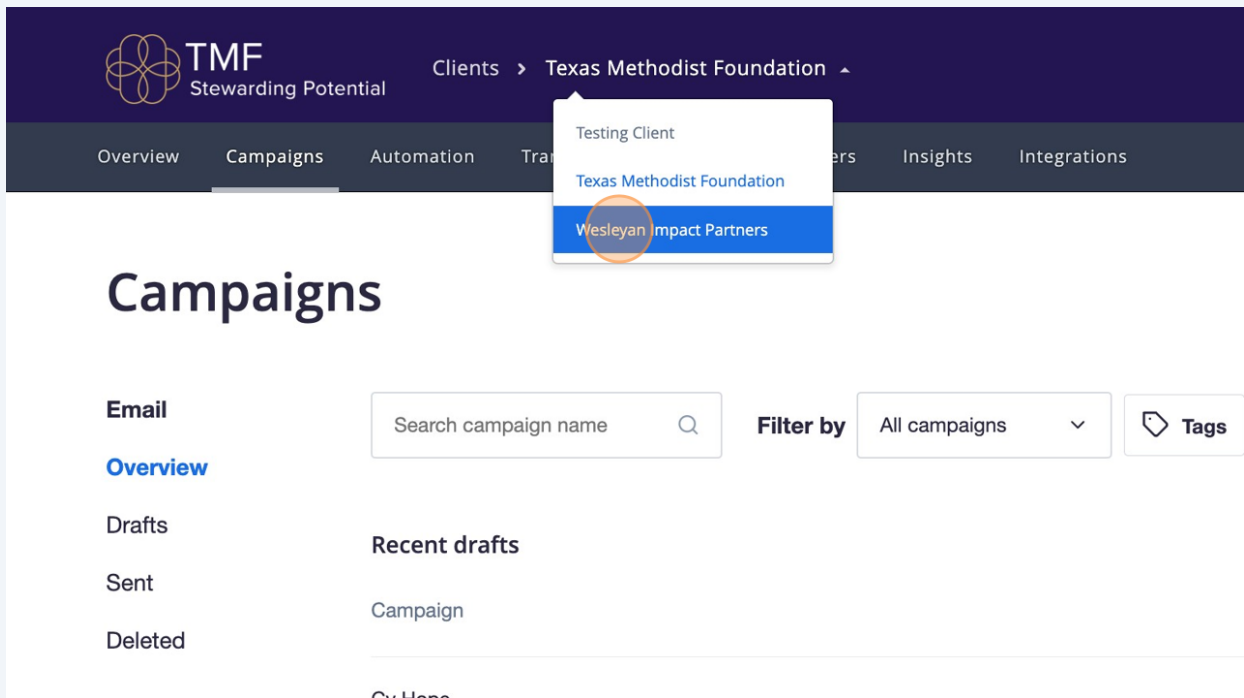
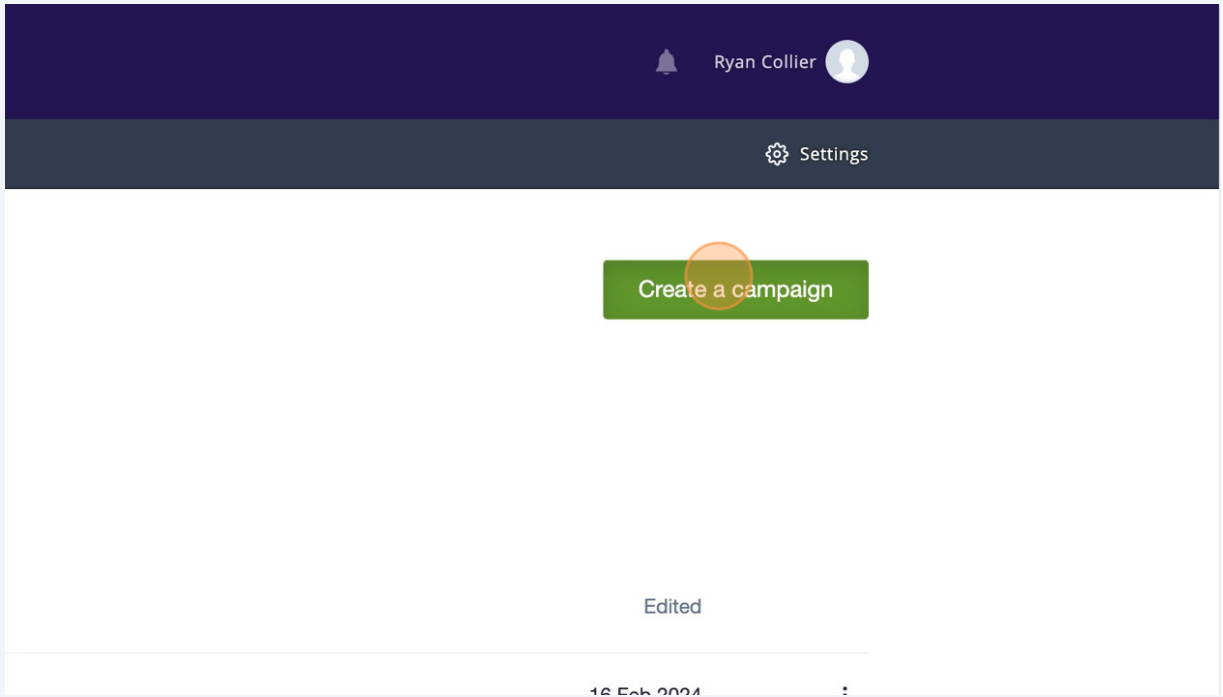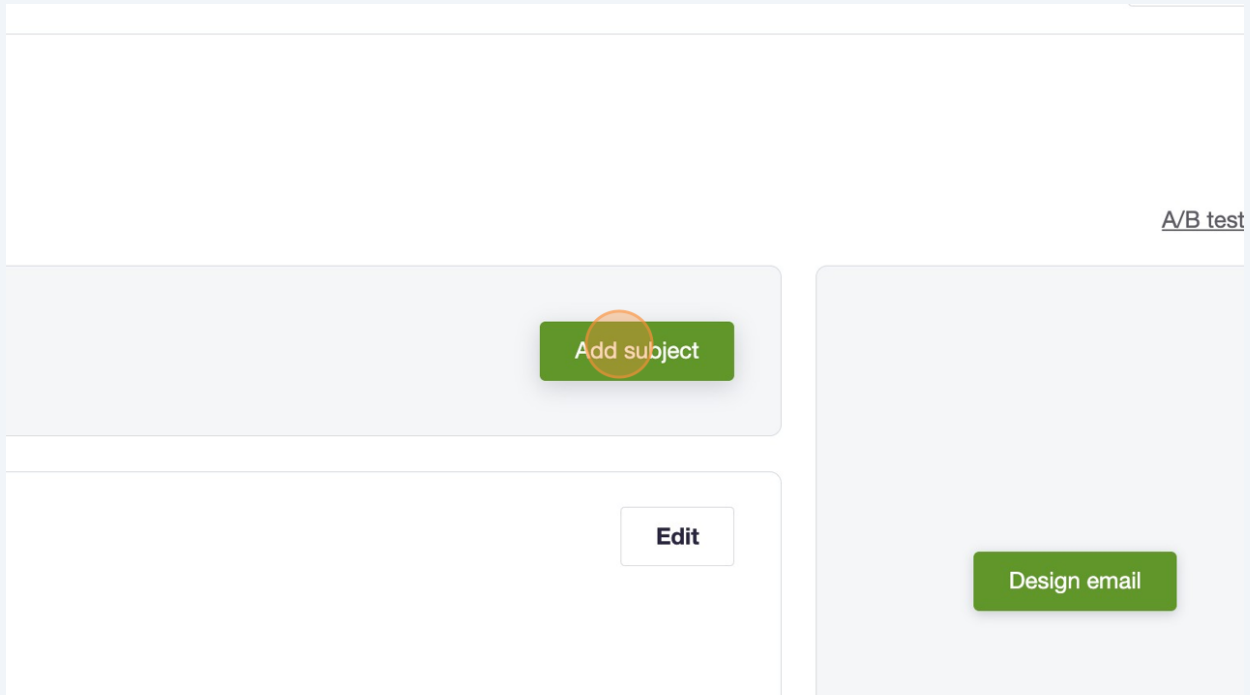# How to make an email

4 Click "Campaigns"

5 Click "Create a campaign"

6 Name the email

7 Click "Add subject"

A/B test

Add subject

Edit

Design email

8 Put in email subject line

9 Click "Save"

Select a Subject

Compare the performance of your most recent subject lines

Preview text (Optional)

Control the preview text that appears in most inboxes. Learn more

Save   Cancel

✓ **From**

Sender name

Rev. Lisa Greenwood

10 To change the sender and reply-to emails click the eidt button in the "To" section

Edit

Edit

Design email

Reply-to email address

jmitchell@wesleyanimpactpartners.org

11 Click the "Sender name" field to change the name of the sender (if applicable) .

Select a Subject

✓ **From**
Who is sending this campaign?

Sender name

Rev. Lisa Greenwood

Email address

rev.lisagreenwood   @ wesleyanimpactpartners.org

☑ Use a different email address for replies

Reply-to email address

jmitchell@wesleyanimpactpartners.org

12 Click the "Email address" field and change the email address (if applicable) .

✓ **From**
Who is sending this campaign?

Sender name

Rev. Lisa Greenwood

Email address

rev.lisagreenwood   @ wesleyanimpactpa

☑ Use a different email address for replies

Reply-to email address

jmitchell@wesleyanimpactpartners.org

Save   Cancel

13 Click the "Reply-to email address" and enter new email address if applicable.

Who is sending this campaign?

Sender name

Rev. Lisa Greenwood

Email address

rev.lisagreenwood   @ wesleyanimpactpartners.org

☑ Use a different email address for replies

Reply-to email address

jmitchell@wesleyanimpactpartners.org

Save   Cancel

14 Click save.

Sender name

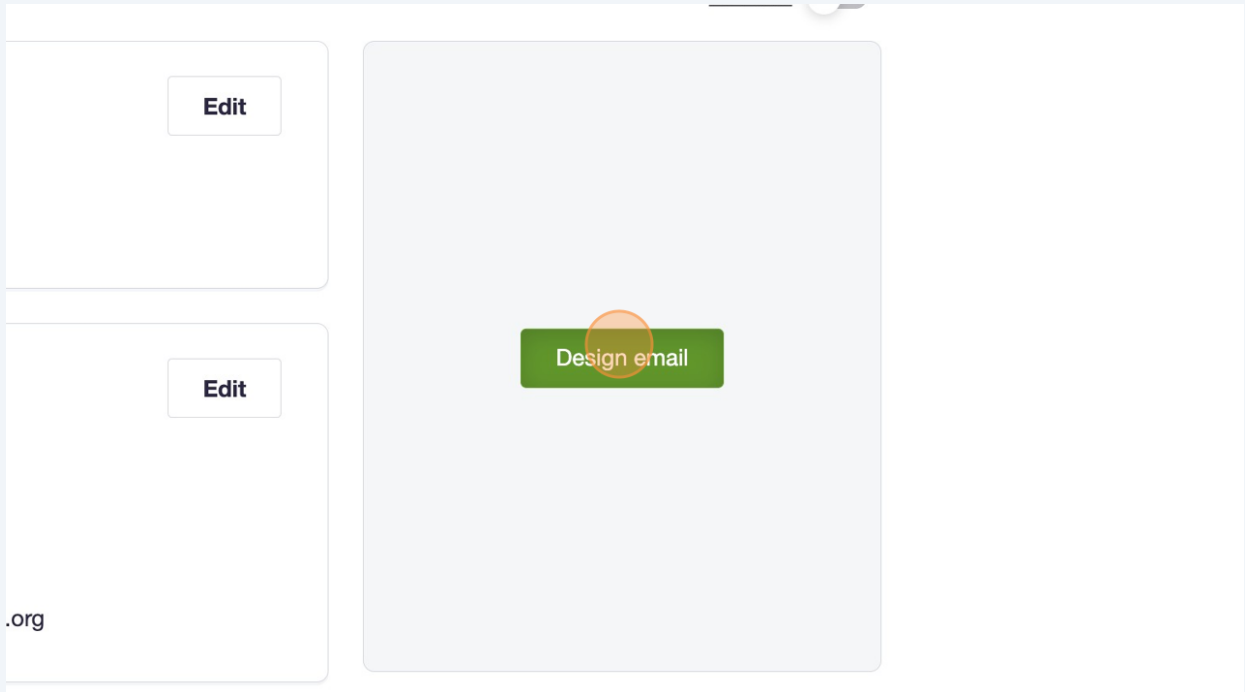Rev. Lisa Greenwood

Email address

rev.lisagreenwood

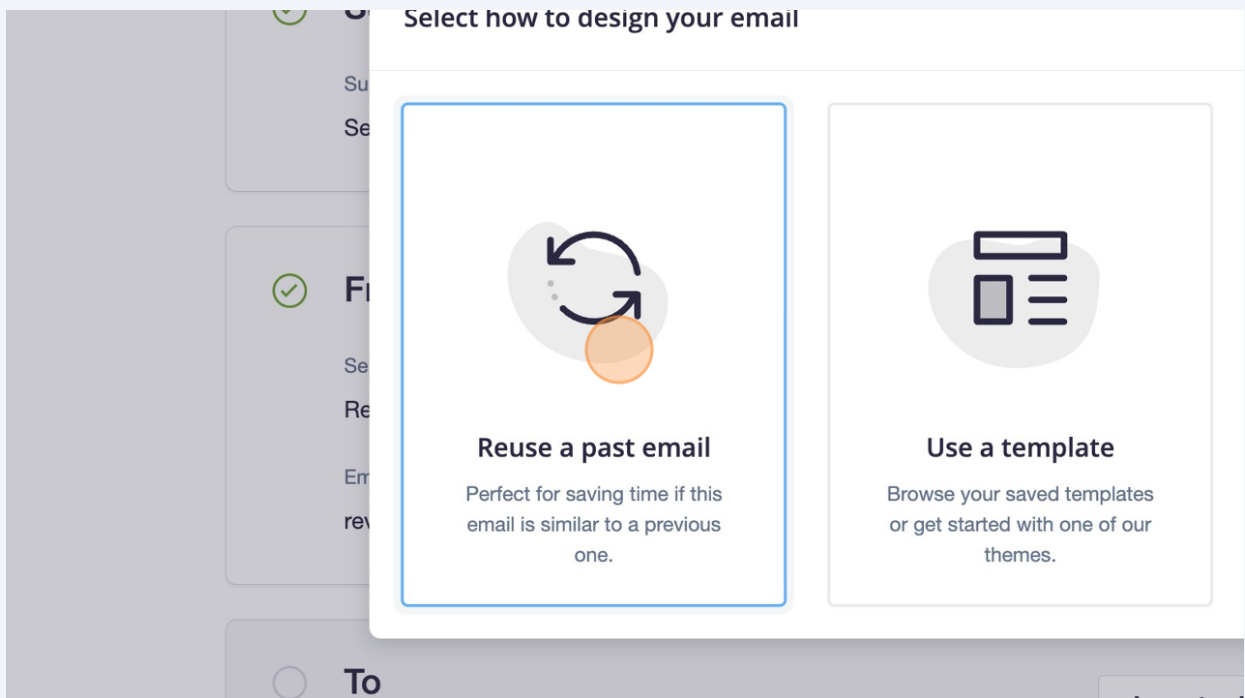☑ Use a different email address for replies

Reply-to email address

jmitchell@wesleyanimpactpartners.org

Save   Cancel

15 Click "Design email"
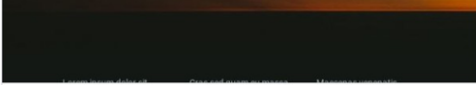
Edit

Edit

.org
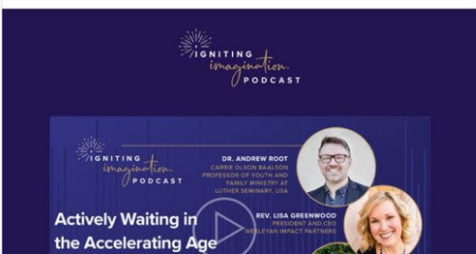
Design email

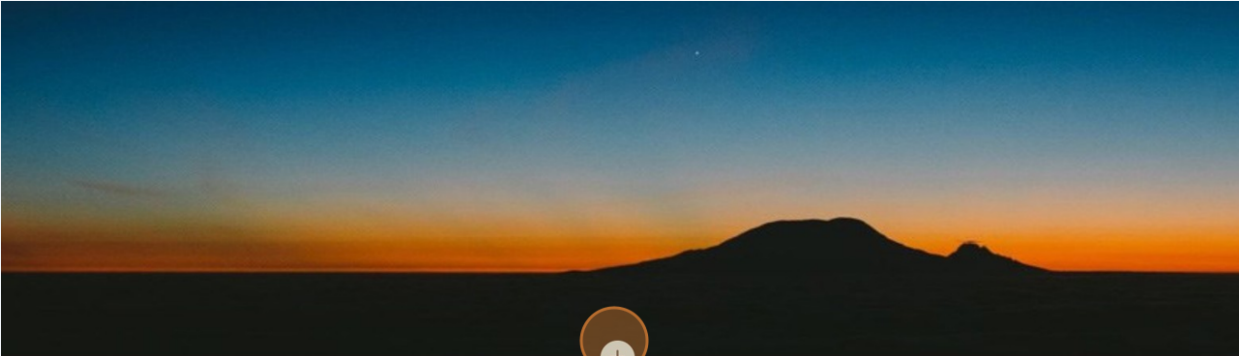**16** Select "Reuse a past email" or "Use a template" for a quick design.

Select how to design your email

Su
Se

Fr

Se
Re

Em
rev

Reuse a past email

Perfect for saving time if this email is similar to a previous one.

Use a template

Browse your saved templates or get started with one of our themes.

To

17   Select which email format you want to edit

Stories of Igniting Imagination 1	Email List Sample	S10E7
Last edited 16 Feb 2024	Last edited 15 Feb 2024	Sent 15 Feb 2024
Select Preview	Select Preview	Select P

WE WENT TO
S P A C E

WATCH VIDEO

18   How to add a section, click this icon.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris tempus massa a nibh luctus lobortis. Suspendisse cursus bibendum urna nec luctus ornare.

Cras sed quam eu massa efficitur fermentum sed eget nisl. Etiam euismod tristique urna. Nunc neque tortor, tincidunt quis faucibus vel, ornare sit amet elit. Nam congue nibh ac

Maecenas venenatis mauris eget augue varius, sed facilisis leo maximus. Morbi ante urna, auctor nec eleifend venenatis, suscipit et erat. Phasellus elementum metus.
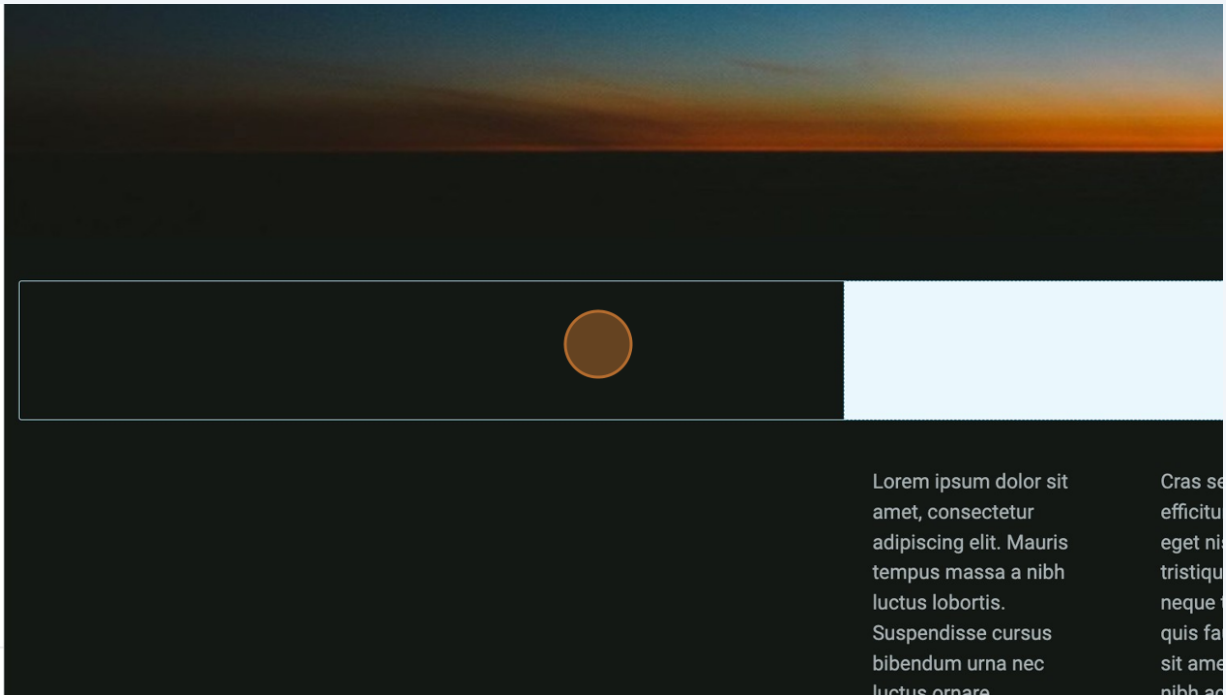
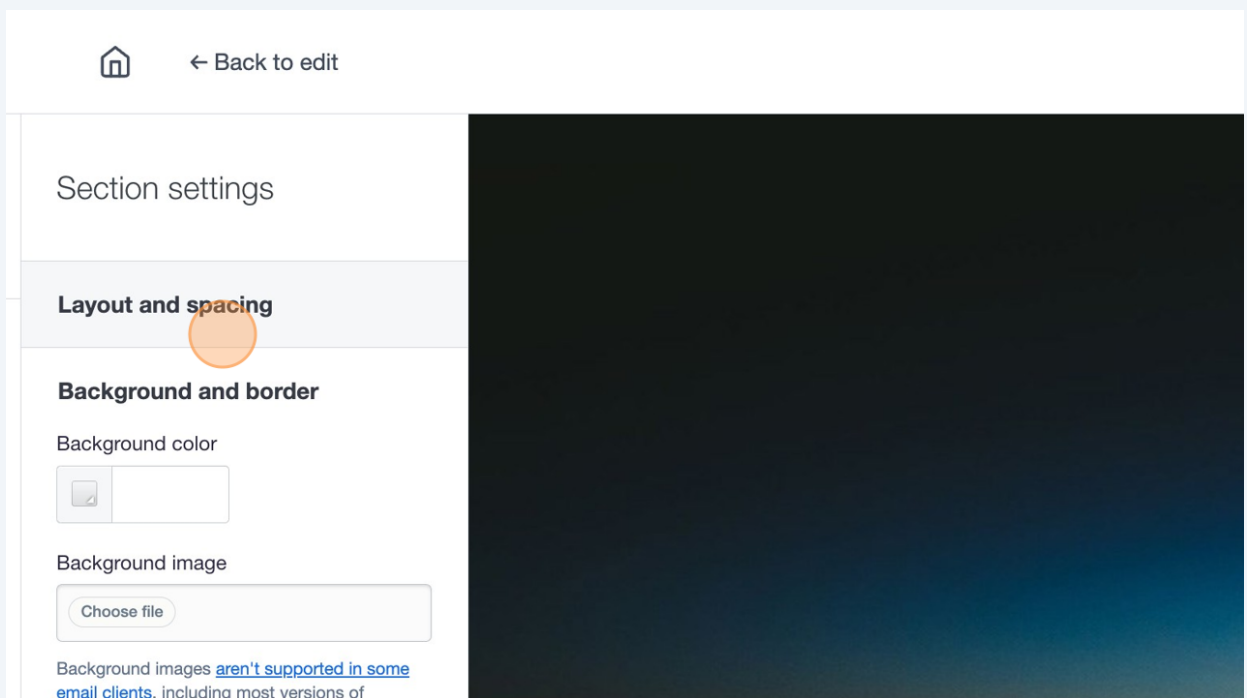**19**   select a format.
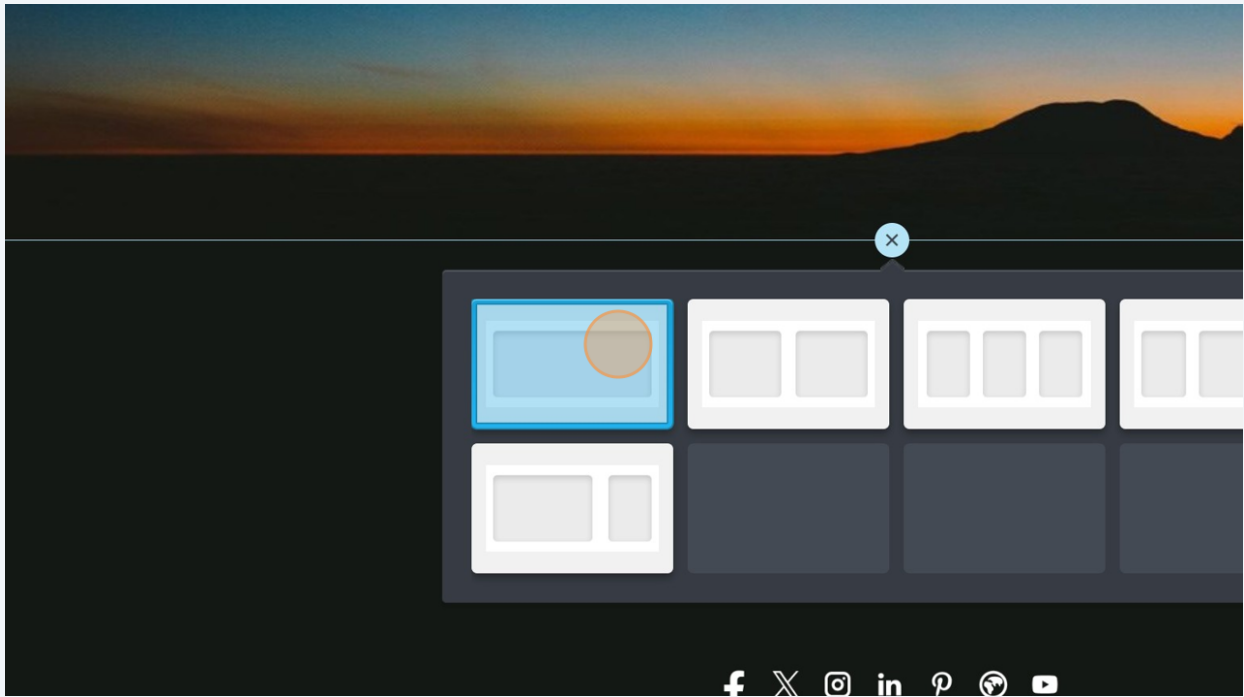
20   Drag and drop a tile into your newly created section(s)
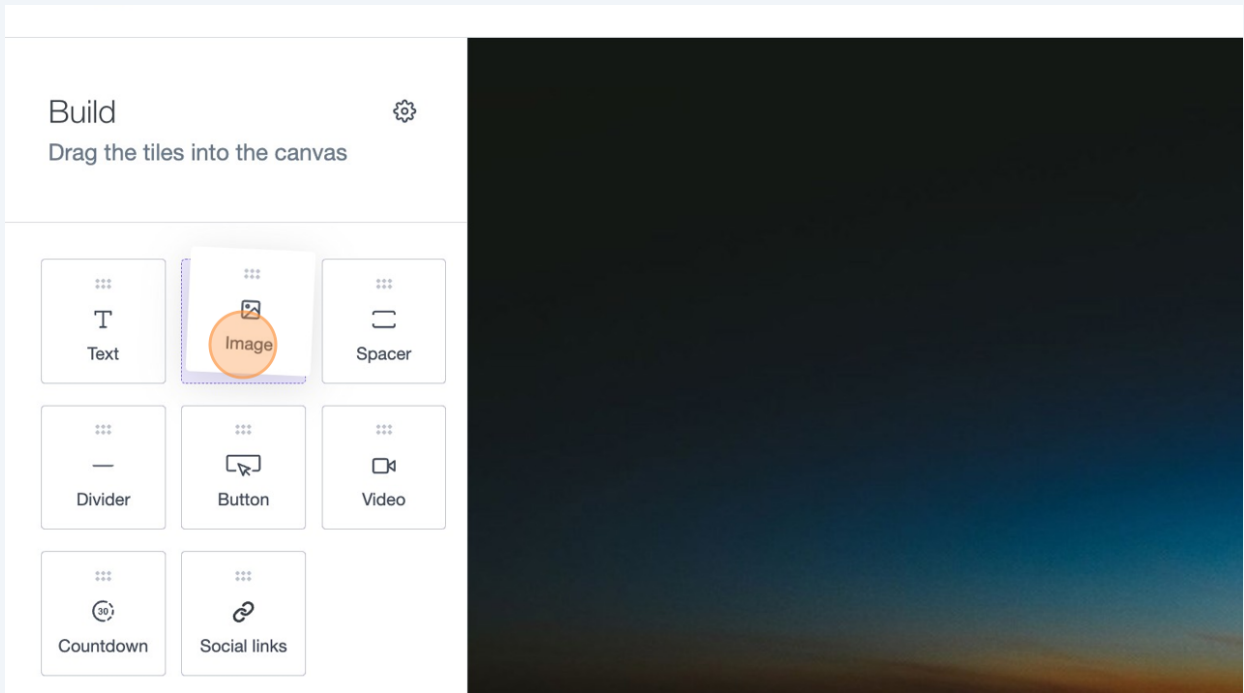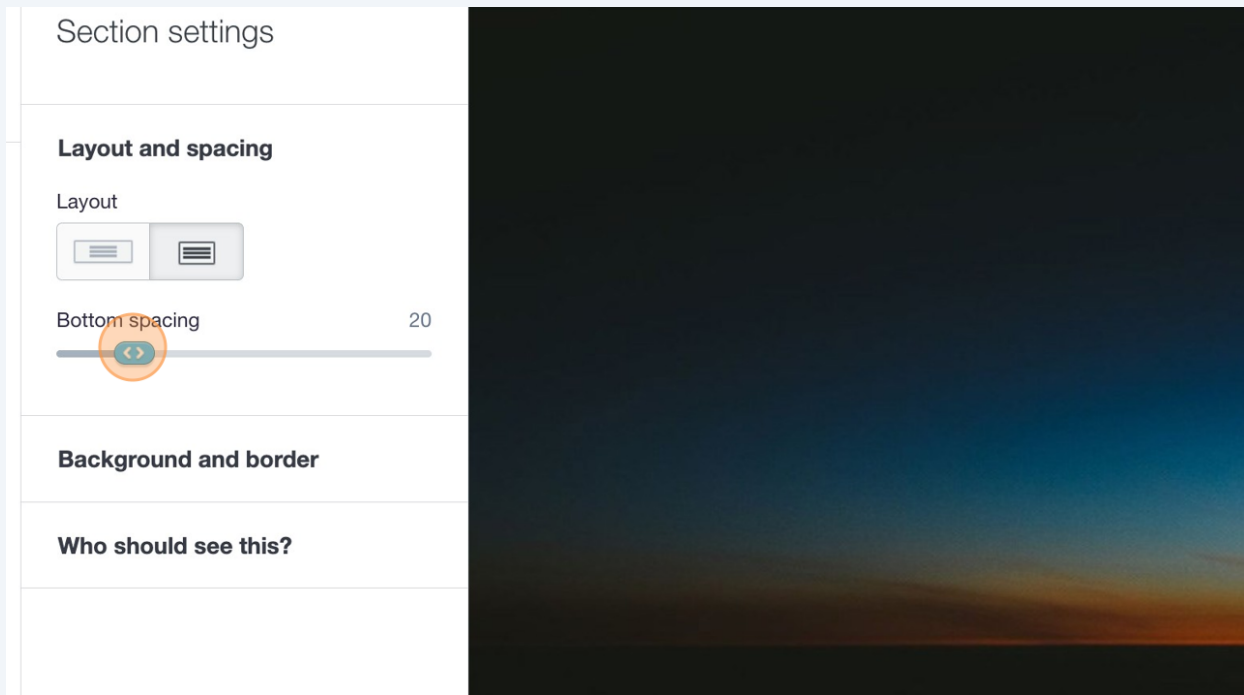
21 To adjust the spacing and color between sections click here.

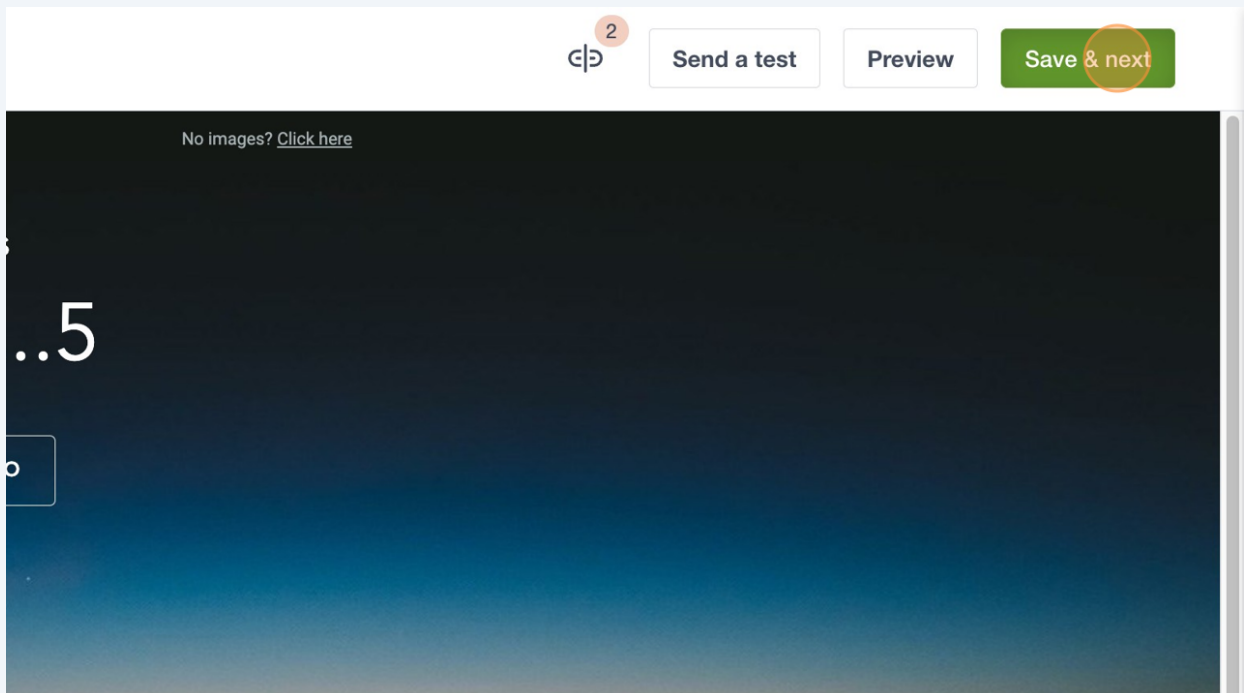**22** Click "Layout and spacing"

23 Click this link.

24 When you have finished designing click "Save & next"

How to Select WI Lists

25 Click "Select recipients"

Reply-to email address

jmitchell@wesleyanimpactpartners.org

Import subscribers   Select recipients

ⓘ For the WI subscription list select "WI ALL" list (this list includes WI subscribers and Both subscribers)

26 Click the "Search" field and search the name of your list.

Back to campaigns

Send *List Selection Test* to

▽ All types   🔍 Search

Suggestions

☐ WI BOARD

☐ Igniting Imagination Podcast (SF Connected)

☐ L&I PARTICIPANTS

☐ L&I PARTICIPANTS ⤨ LILA '24 Invitees

All lists and segments

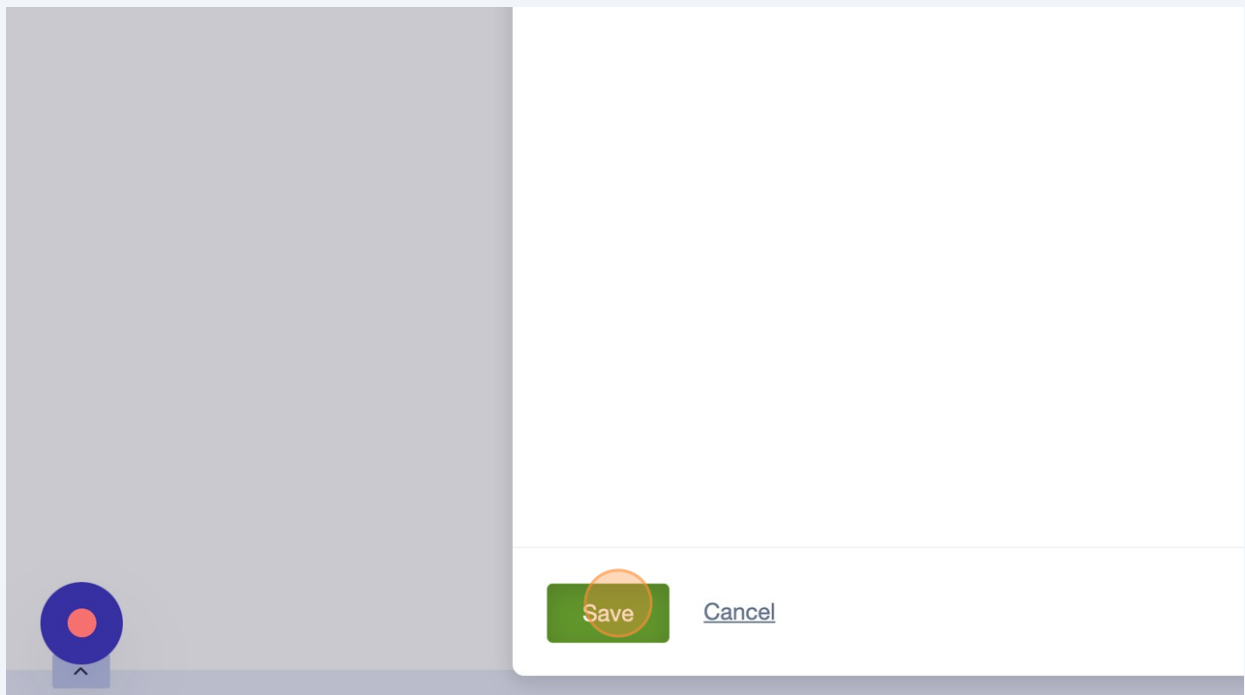☐ BOTH

☐ BOTH ⤨ TMF&WI - Contacts

27 Click the "WI ALL" field.

▽ All types   🔍 W

6 search results

☐ BOTH ⤨ TMF&WI - Contacts

☐ BOTH ⤨ TMF&WI - Leads

☐ WI ALL

☐ WI ALL ⤨ WI All - Contacts

☐ WI ALL ⤨ WI All - Leads

☐ WI BOARD

28   Click "Save"

Save   Cancel

How to remove the people subscribed to both WI and TMF (this would be used if we are sending the same email to both WI and TMF people and we want that sector to get the information from the TMF side)

29 Click the "Search" field.
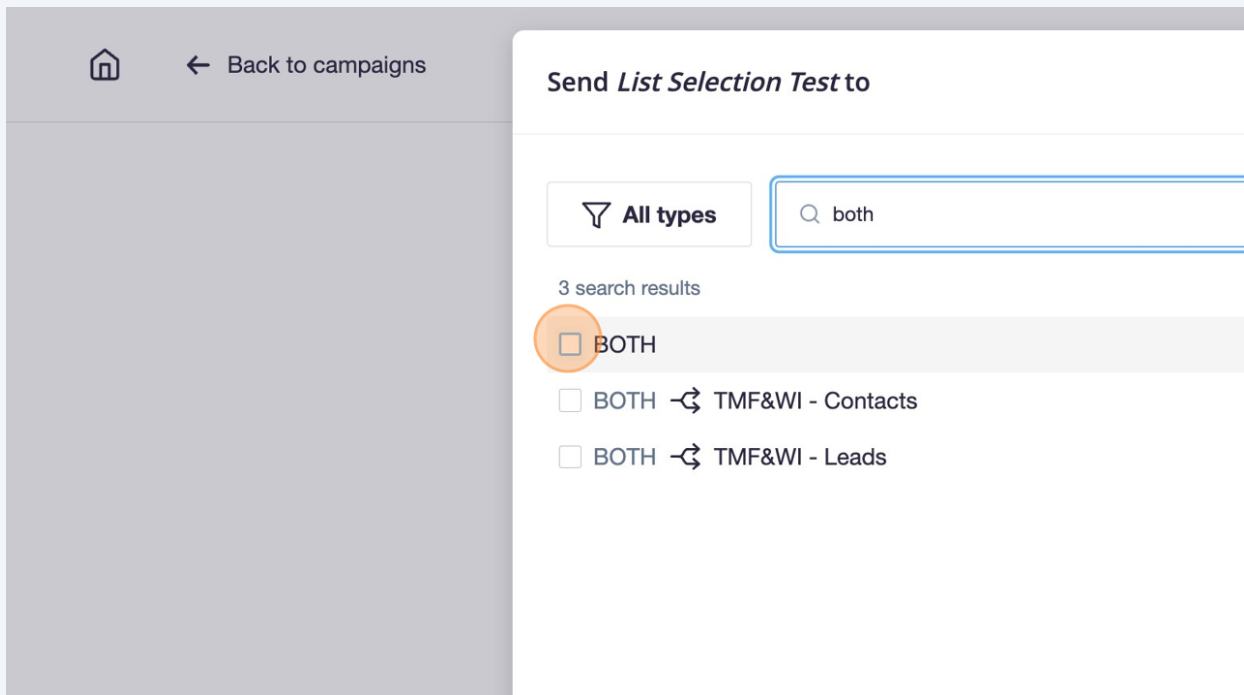
Send *List Selection Test* to

▽ **All types**   🔍 wi

6 search results

☐ BOTH ⤨ TMF&WI - Contacts

☐ BOTH ⤨ TMF&WI - Leads

☑ WI ALL

    WI ALL ⤨ WI All - Contacts
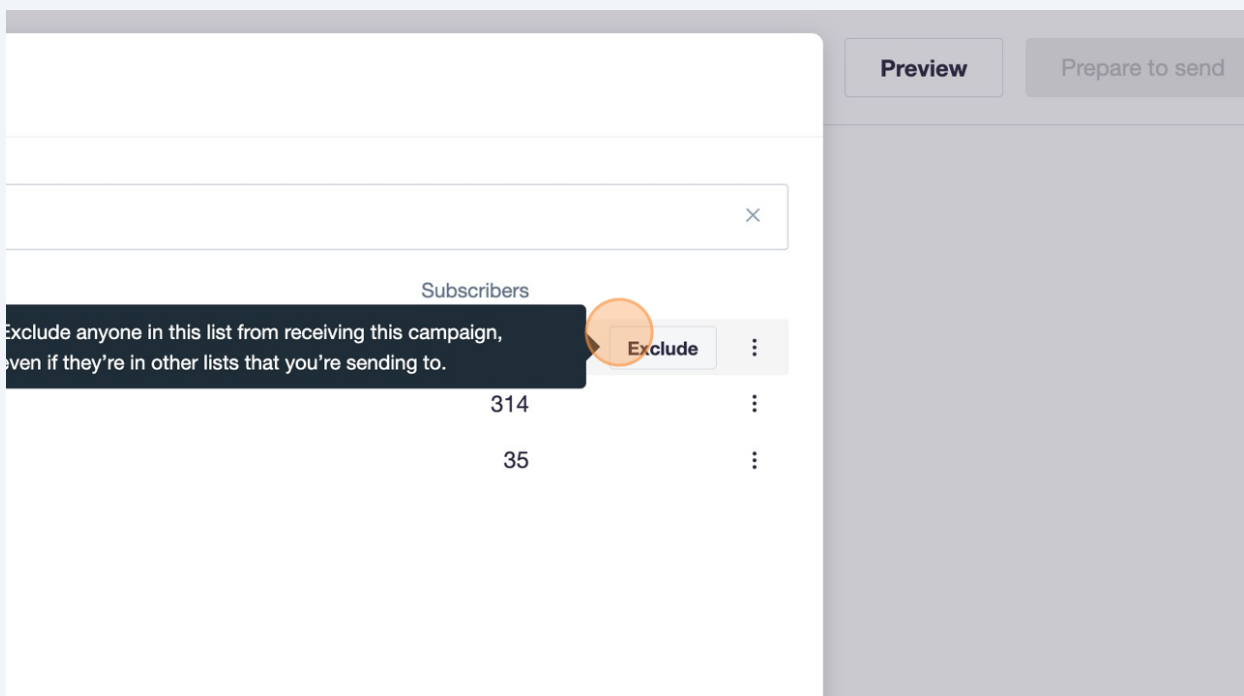
    WI ALL ⤨ WI All - Leads

☐ WI BOARD

30 Type "both"

31 Click the "BOTH" field.

🏠 ← Back to campaigns

Send *List Selection Test* to

▽ All types   🔍 both

3 search results

☐ BOTH

☐ BOTH ⤳ TMF&WI - Contacts

☐ BOTH ⤳ TMF&WI - Leads

32 Click "Exclude"

Preview   Prepare to send

✕

Subscribers

Exclude anyone in this list from receiving this campaign, even if they're in other lists that you're sending to.   Exclude ⋮

314   ⋮

35   ⋮

⚠️ once you click exclude make sure the Both list is grayed out and has a line through it, that is how you know you have excluded it.
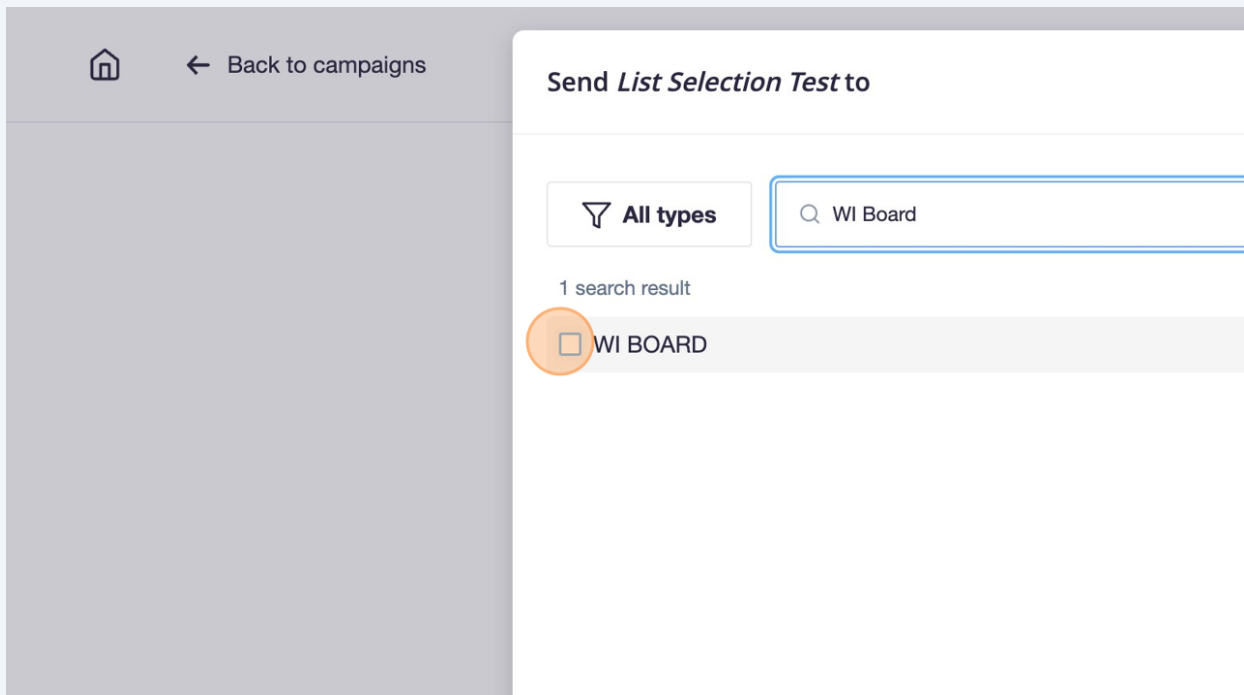
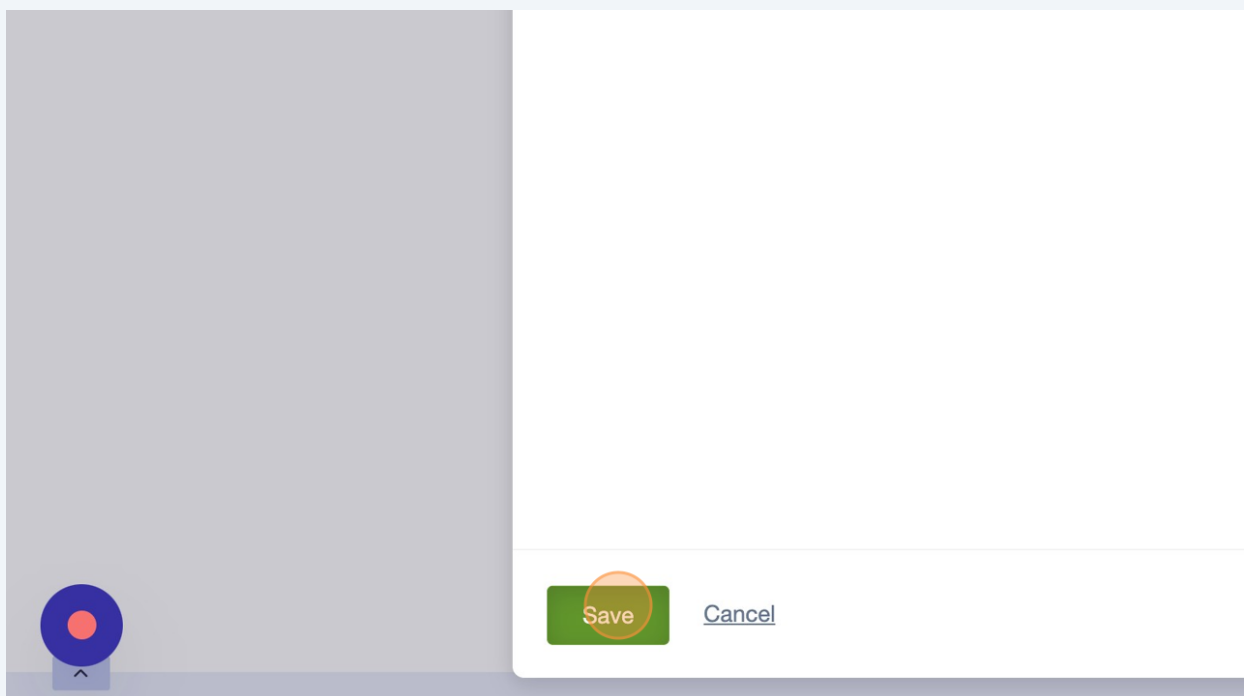ℹ️ To select the WI Board subscription list, search and select "WI BOARD"

33 Click the "Search" field.

Back to campaigns

Send *List Selection Test* to

▽ **All types**   🔍 Search

Suggestions

☐ WI BOARD

☐ Igniting Imagination Podcast (SF Connected)

☐ L&I PARTICIPANTS

☐ L&I PARTICIPANTS ⤳ LILA '24 Invitees

All lists and segments

☐ BOTH

☐ BOTH ⤳ TME&WI - Contacts

34   Click the "WI BOARD" list.

🏠   ← Back to campaigns

Send *List Selection Test* to

▽ **All types**   🔍 WI Board

1 search result

☐ WI BOARD

35   Click "Save"

Save   Cancel

> ⓘ To select the Igniting Imagination subscription list, search and select "IGNITING IMAGINATION ALL"

36 Click the "IGNITING IMAGINATION ALL" list.

⌂   ← Back to campaigns

Send *List Selection Test* to

▽ All types   🔍 Ignit|
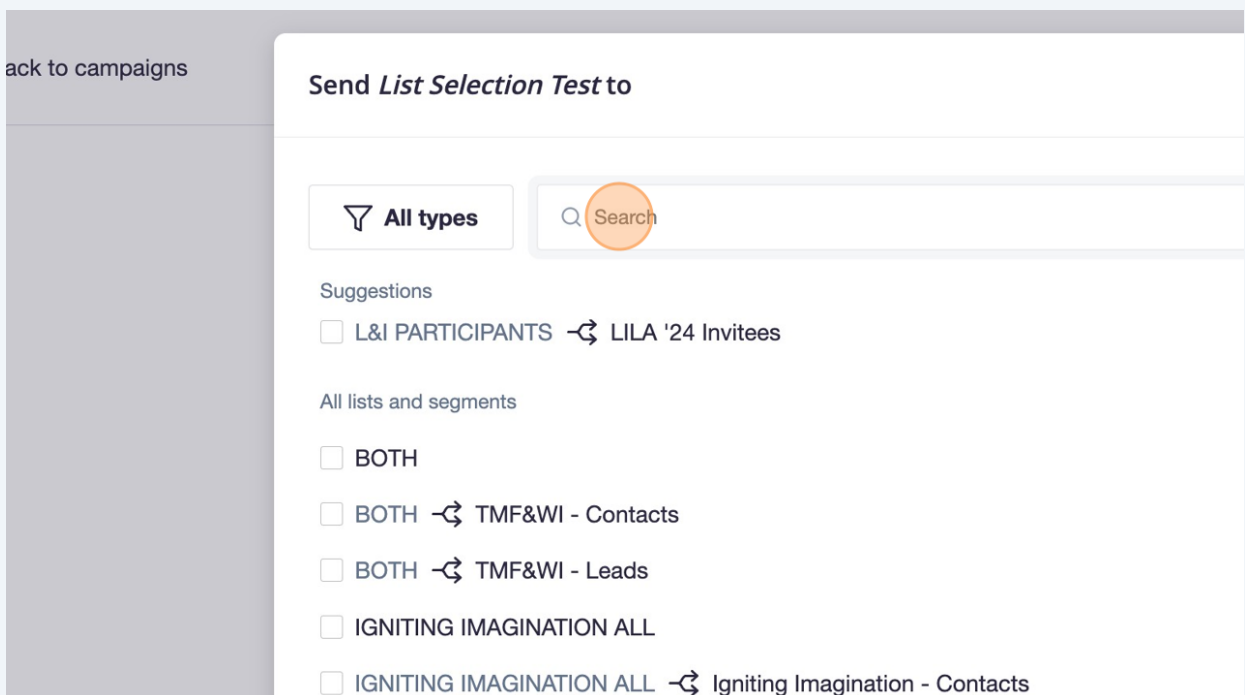
8 search results

☐ IGNITING IMAGINATION ALL

☐ IGNITING IMAGINATION ALL ⤳ Igniting Imagination - Contac

☐ IGNITING IMAGINATION ALL ⤳ Igniting Imagination - Leads

☐ Igniting Imagination Podcast (SF Connected)

☐ Igniting Imagination Podcast (SF Connected) ⤳ Active

☐ Igniting Imagination Podcast (SF Connected) ⤳ Engaged

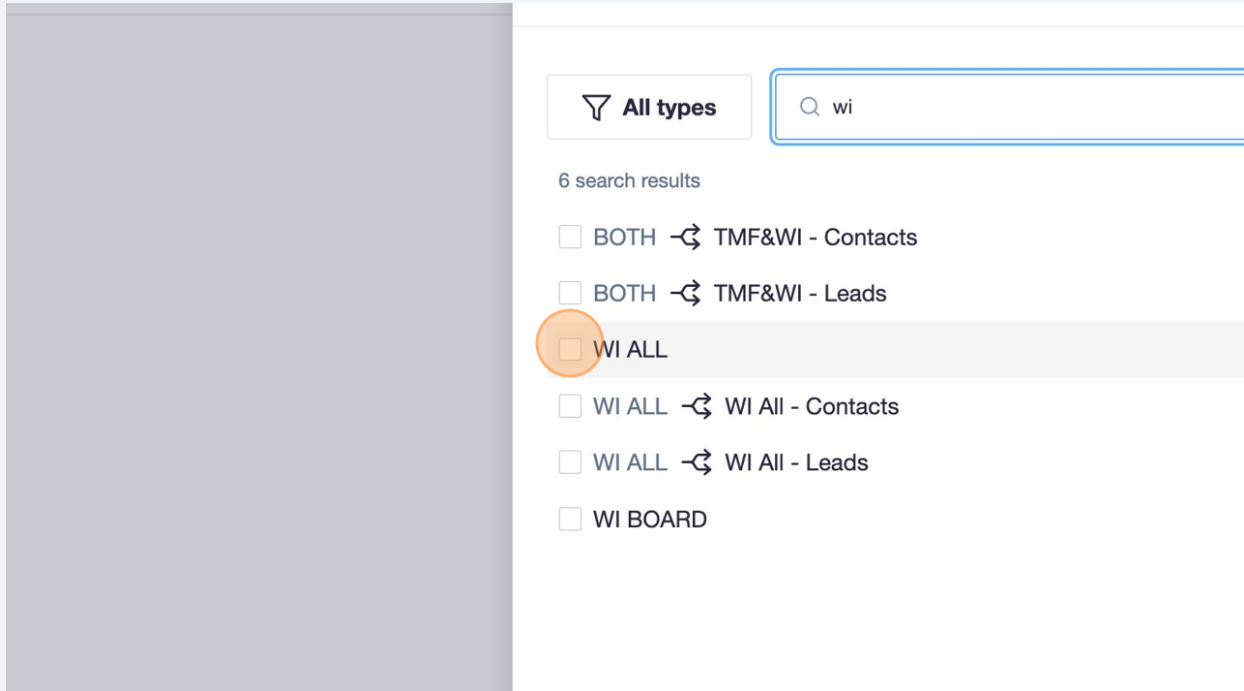☐ Igniting Imagination Podcast (SF Connected) ⤳ Igniting Imag

37 Click "Save"

Igniting Imagination Podcast (SF Connected) ⤮ Unengaged

Save   Cancel
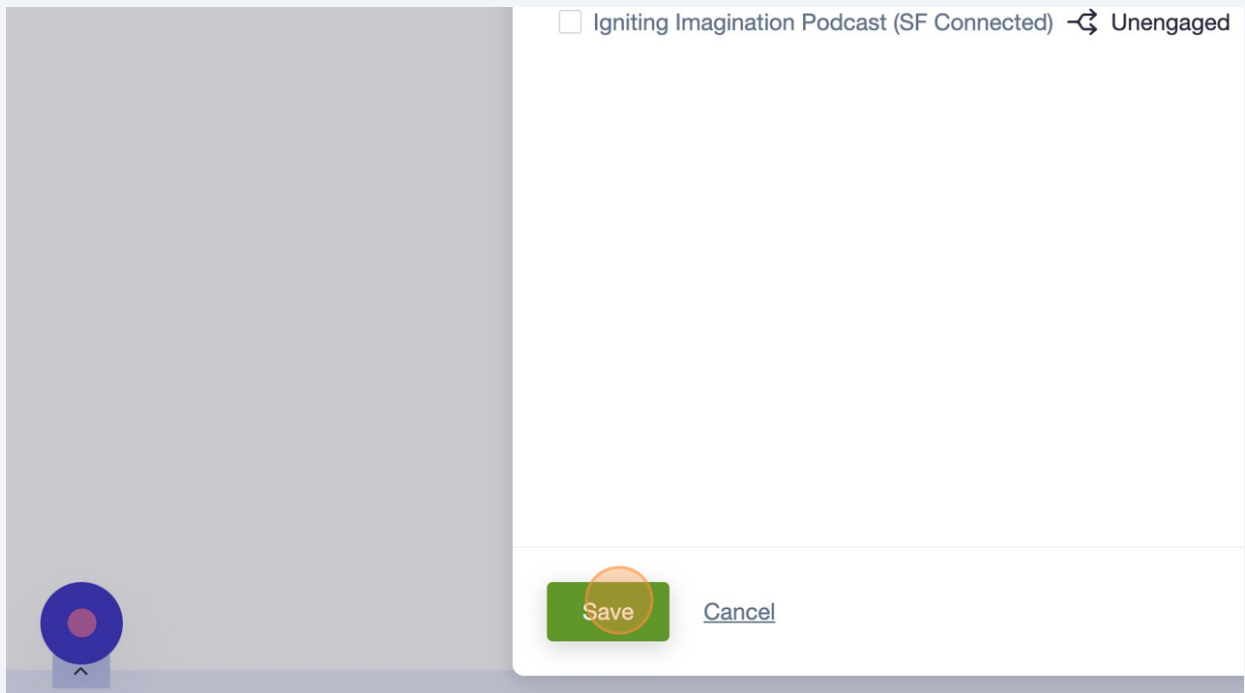
How to select the WI all, both, and WI Board subscribers
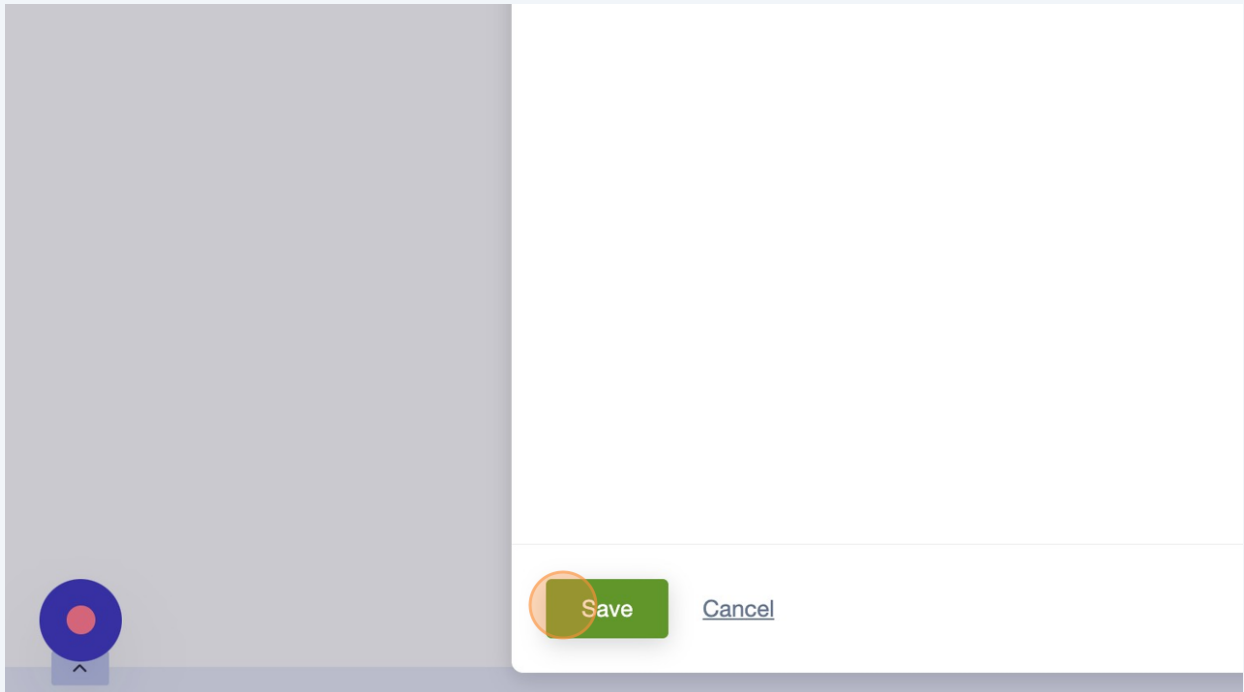
38 Click the "Search" field.

ack to campaigns

Send *List Selection Test* to

▽ All types   🔍 Search

Suggestions

☐ L&I PARTICIPANTS ⤮ LILA '24 Invitees

All lists and segments

☐ BOTH

☐ BOTH ⤮ TMF&WI - Contacts

☐ BOTH ⤮ TMF&WI - Leads

☐ IGNITING IMAGINATION ALL

☐ IGNITING IMAGINATION ALL ⤮ Igniting Imagination - Contacts

39 Type "wi"

40 Select "WI ALL" and " WI BOARD" lists.

41   Click "Save"

Save   Cancel

How to Send an email

42   Click "Prepare to send"
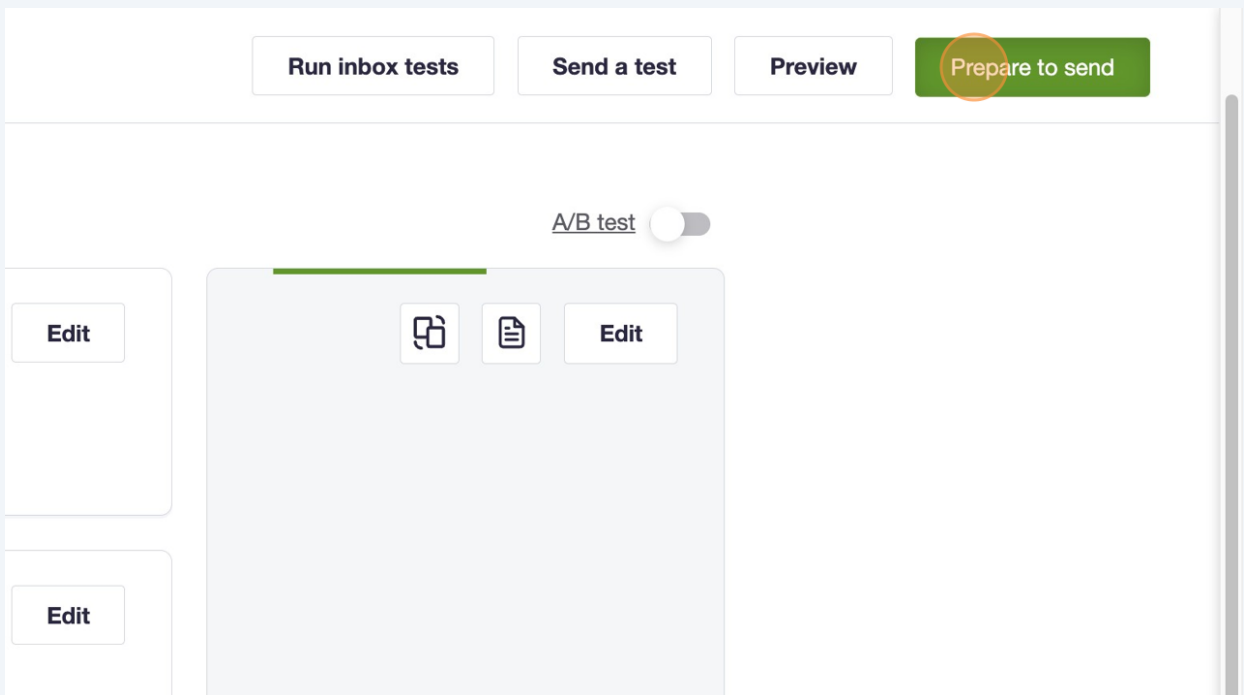
Run inbox tests   Send a test   Preview   Prepare to send

A/B test

Edit   Edit

Edit

43 Click "Cancel"

Sender name
Rev. Lisa Greenwc

Email address
rev.lisagreenwood

2   **Review and confirm**

Immediately ✓

📅 **Schedule for later**

Continue   Cancel

✓ **To**

Send to
WI ALL
WI BOARD

Total unique recipients ⓘ
1,966