

iCONTACT EMAIL NEWSLETTERS

District Template Option

District 5060 clubs have two options for using iContact. Field Group can set up a club user account under District 5060. You would have your own passwords and logins, and your files would be accessible only to you. There is a \$65 set-up fee and you will be charged \$10/month for up to 1,000 e-mails. The benefit of this arrangement is that we can share templates and assets created by the District or other clubs associated with this account upon request. The other option is to set up your own iContact account, which is free for up to 500 contacts and 2000 e-mails per month. This would require you to develop your own template based on the samples and raw assets provided in the resource directory on the District 5060 website. Templates can't be shared between accounts that are not linked. This document provides guidance once the template is developed or shared.

For more information or to get started with your own account and newsletter template, contact:

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iCONTACT NEWSLETTER STYLESHEET

Rotary
District 5060

CONNECTING PEOPLE WITH PURPOSE

DISTRICT NEWS - APRIL 2021

District Governor's Update

March was a month that powerfully demonstrated to me the power of Rotary connections and friendships. The District Governor training process provides the opportunity to meet and significantly connect with the 40 other Governor's in our Zone and the five Governor's from Zone 27 who are part of Pacific Northwest PETS. Over the years, our Past Governors have all stated that they developed some wonderful friendships through this process. Similarly, Robin and I have made strong connections with several of the other Governor's and their partners. In March, one of the Governor's we were closest with, Dave Hamilton of District 5040, began to lose his fight with cancer. Several of us worked to organize a Rotary event of his club and Governor classmates to honor Dave while he was still with us. I had the honor of speaking on behalf of the 8 other Pacific Northwest PETS Governors as well speaking about my friend. I am thrilled to say that we were able to have over 140 people participate in a joyful celebration that made Dave and Tanya smile. Dave passed on five days later and our Rotary family continues to reach forth and support Tanya. [Read More...](#)

A Great Resource for Your Club Meetings!

The District 5060 Vimeo website has MORE than 200 videos you can use in your club meetings:

- Short videos (<5 minutes) about Foundation, Membership, Public Image, etc.
- Training videos from PETS, International Assembly, and more.
- Keynote Presentations you can use for club meetings.

To find a description and link for most of these videos just go to the District website rotary5060.org and look under "Club Pages" and "D5060 Videos".

Here is one example: This short (3:49 min) VIDEO describes a Global Grant funded Vocational Training Team that traveled to Ethiopia to do surgery and restorative therapy on burn victims. PDG Peter Schultz describes how profoundly moving this type of mission trip can be.

RLI Announcement

In the words of the immortal Monty Python, "I'm not dead yet...!"

The "I" in this case refers to the Rotary Learning Institute, which has continued in these trying times via Zoom thanks to the very capable District Training team led by our even more capable Cindy Piva.

But ask any of the almost 800 RLI Graduates in our District and they will tell you that the synergy of the two dozen like-minded Rotarians in their class made the experience truly transformational. RLI can enrich your Rotary experience and open your eyes to this truly amazing organization that we belong to. That is why Sackie Thayer (Chair, RLI-South) and I are trying very hard to make the "old" RLI weekend available later this Fall.

RLI Grads, talk it up in your Clubs and let's plan on getting together soon (November?).

Fingers crossed...

Jim Hawkins,
Chair, RLI-North

Yakima Rotary: A Century of Service

Virtual Celebration and Telethon Fundraiser

Join Yakima Rotary as they move their biannual fundraiser to a telethon style fundraiser on May 13, 2021. You can watch online and learn more at yakimarotary.org or by emailing yakimarotary@yakimarotary.org.

[Learn More](#)

Important Links

District Calendar | Club ZOOM Links | View Previous Editions

FOLLOW US

Club Logo

Header Image

News Date

Article photo

Article Headlines

Arial Bold, 30 pt, Color: #0C3C7C

Paragraph Copy

Arial Regular, 16 pt, Color: #333333

Text Link

Arial Bold, 16 pt, Color: #019FCB

Two column sections use

Background color: #CCEEFA

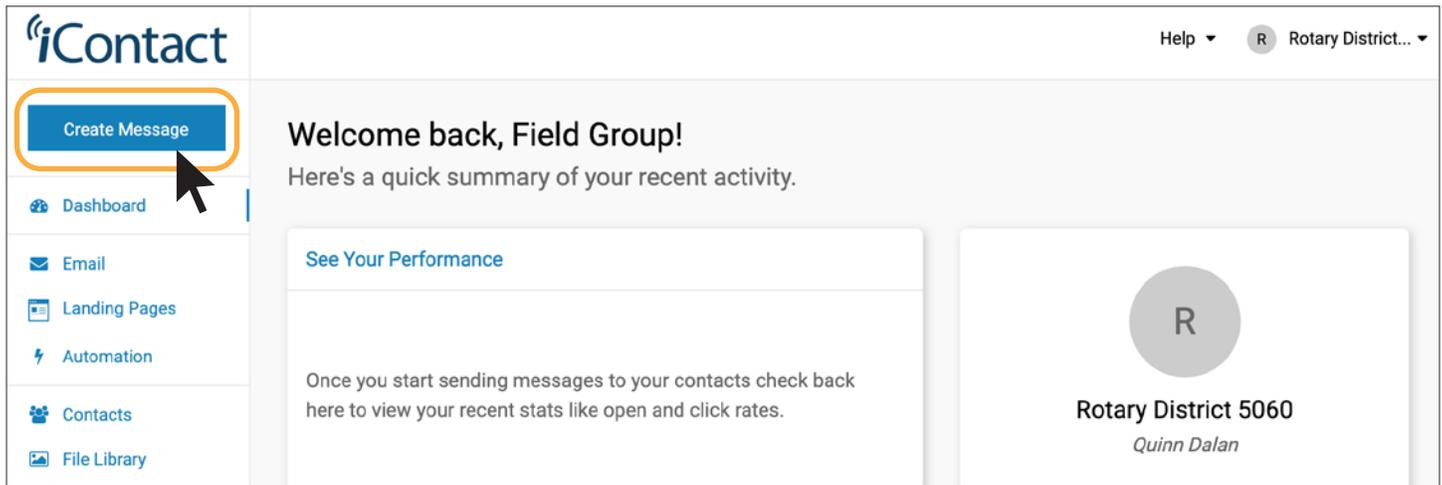
Buttons

Color: #F7A81B



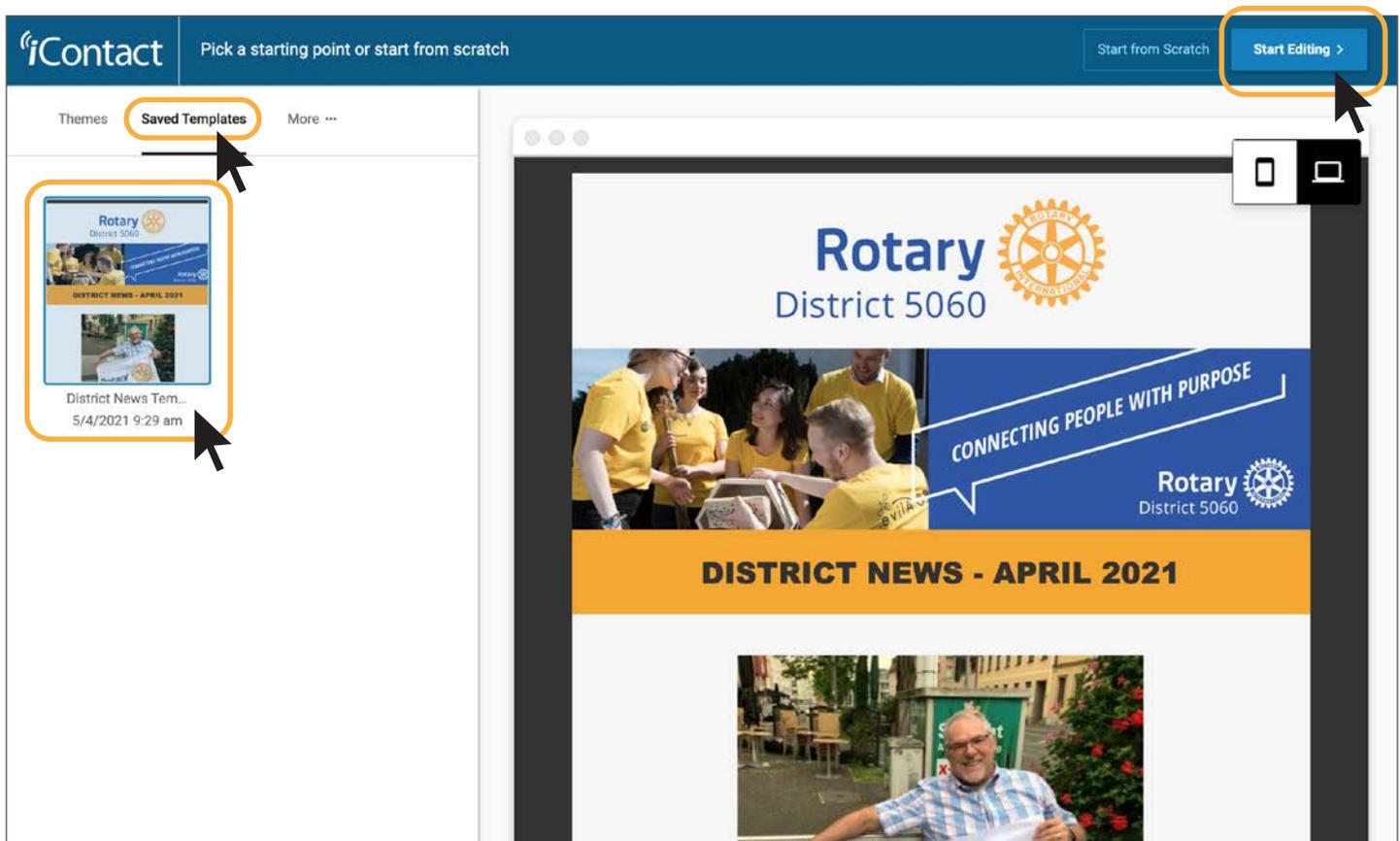
Step 1: Login to iContact

Visit [icontact.com](https://www.icontact.com) and login. Once logged in, you will see recent activity (if you have not used iContact previously, you will not see any recent activity). You have been provided a **District News Template** to start from. To find the pre-built template, choose the **Create Message** button on the left hand side (shown below).



Step 2: Choose your template

Once you have clicked on the **Create Message** button (shown above), click the **Saved Templates** option (see screenshot below). Click the **District News Template** to start with and then click the **Start Editing** button in the top right corner of the screen (see screenshot below).



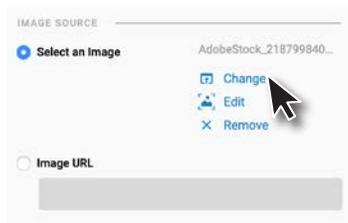
Step 3: Add content to your newsletter

Once you have selected your template, you can begin editing. Refer back to Page 1 for a basic style guide for which fonts and colors to use for your content.

The screenshot displays the iContact email editor. The top navigation bar includes the iContact logo, 'Internal Message Name', a timestamp 'Last saved at 12:16pm', and buttons for 'Tools', 'Preview', and 'Prepare to Send'. The subject line is 'Be sure to add subject line'. The main editing area shows a newsletter template for 'Rotary District 5060' with a header image, a banner with the text 'CONNECTING PEOPLE WITH PURPOSE', and a photo of a man holding a banner. On the right, a 'Content Blocks' panel is highlighted with an orange box, containing options for Text, Image, Collage, Video, Divider, Social, and HTML. An orange arrow points from this panel down to the text below.

All your editing capabilities can be found in the editing bar to the right of your email. Here are a few basic editing options:

Adding Images



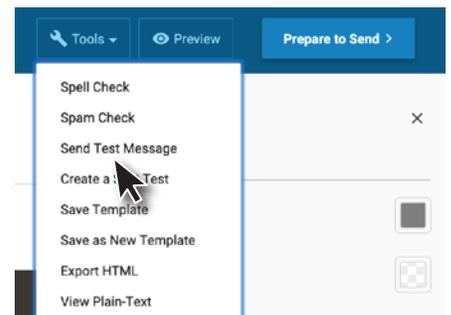
An image can be added by selecting a file on your computer or using a URL to an image found online.

Adding Links



Use the Text Editor found above your email to add text links. Click the link graphic while your text is selected that you want linked.

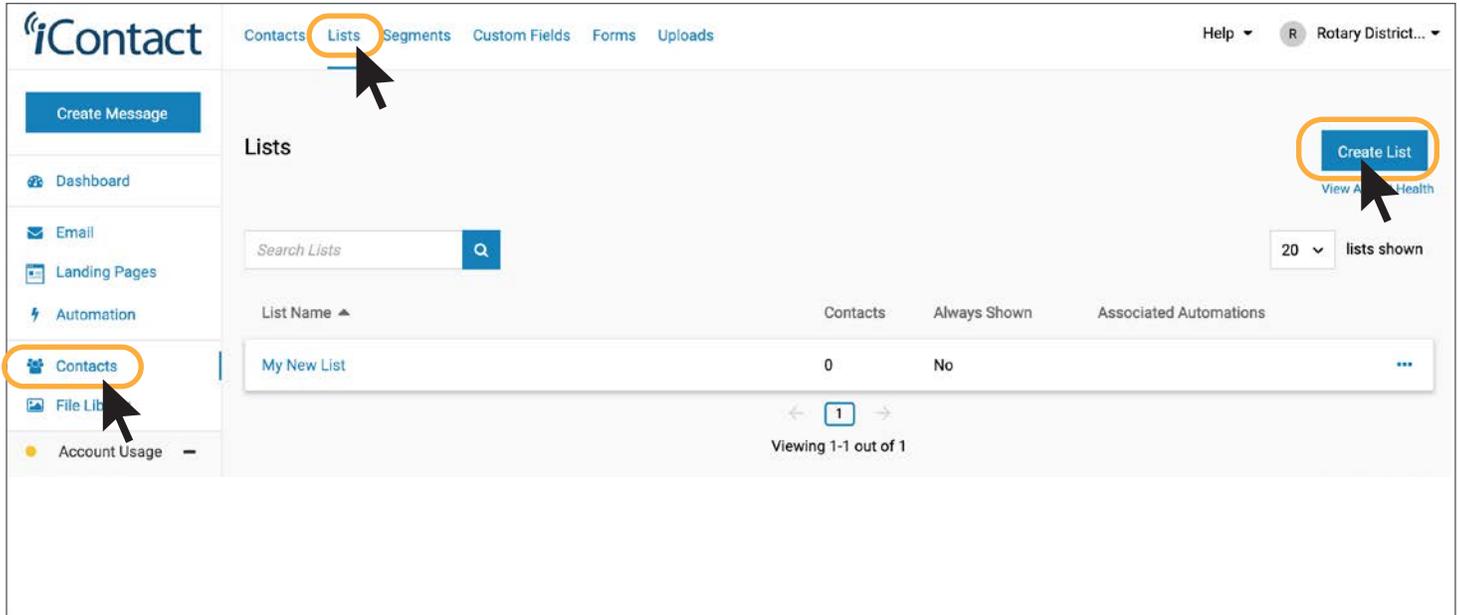
Sending a Test Message



Select **Send Test Message** button under the Tools dropdown in the top right corner of your screen.

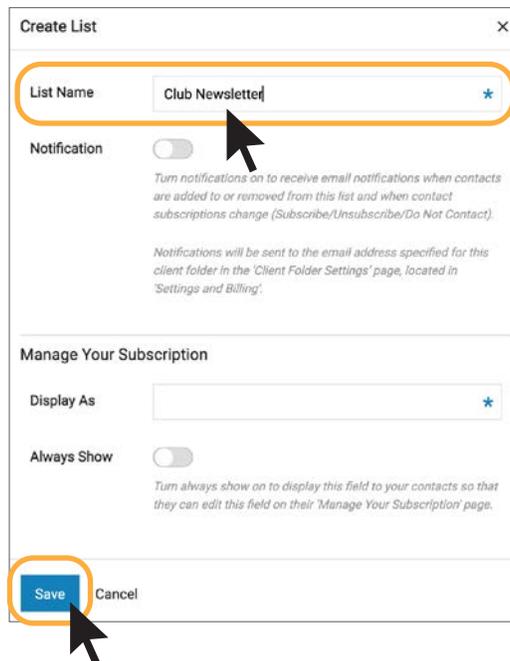
Step 4: Create a list and add contacts

Select **Contacts** on the left hand side of the screen, choose **Lists** and **Create a List** (see below screenshot).



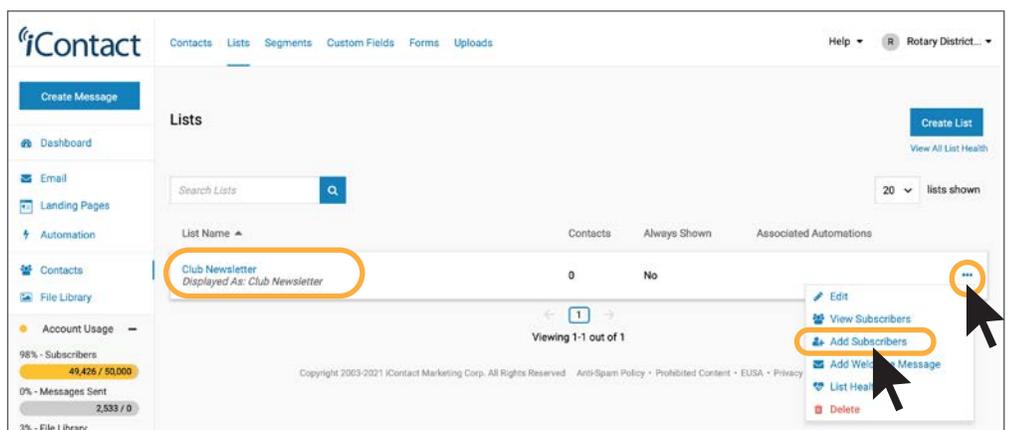
Give your list a name, then click **Save** (see middle screenshot).

Your list will now show up in My Lists and you can click **Add Subscribers** (see bottom screenshot).



You will now see your newly created list. Choose **Add Subscribers** where you can add subscribers manually or upload emails from a file.

NOTE: Don't check Require Confirmation or it will send an email to every contact asking them to verify they want to be placed on your email list.



Step 5: Sending a newsletter

Once you have your newsletter finalized and a subject line entered, click the **Prepare to Send** button in the top right of the screen.

The screenshot shows the iContact interface. At the top right, the 'Prepare to Send' button is highlighted with a blue box and a mouse cursor. The main content area displays a newsletter preview for 'Rotary District 5060' with the subject 'District News' and a preview text 'Enter Preview Text'. The newsletter preview includes the Rotary logo, a photo of people in yellow shirts, and the text 'CONNECTING PEOPLE WITH PURPOSE' and 'DISTRICT NEWS - APRIL 2021'. The right sidebar shows 'Content Blocks' with options like Text, Image, Collage, Video, Button, Divider, Social, and HTML.

Choose the contact list you would like to send to and then select a date and time you would like to schedule your message to go out. You also have the option of sending it out immediately.

Please note the timezone when scheduling for a future time.

The screenshot shows the 'Prepare to send your message' dialog box. The 'Select All Contacts' checkbox is checked. The 'No Contacts Selected' message is displayed. The 'Search Lists and Segments...' search bar is highlighted with a blue box. The 'Club Newsletter' contact list is selected, showing 0 contacts. The 'Exclude Lists or Segments' dropdown is visible. A mouse cursor points to the 'Club Newsletter' list.

The screenshot shows the 'Schedule Message' dialog box. The calendar shows May 2021. The date '21' is selected. The time is set to 3:47 PM. The 'Schedule Message' button is highlighted with a blue box. The 'Send Message Immediately' link is also visible. A mouse cursor points to the 'Schedule Message' button.

Step 6: Tracking newsletter results

Once you have sent your newsletter, you will see it in your recent activity when you first login. To view data, click on the **View Report** for the email you wish to view results for (see below screenshot).

The screenshot shows the iContact dashboard for Rotary District 5060. The left sidebar contains navigation options: Create Message, Dashboard (highlighted with a red circle and arrow), Email, Landing Pages, Automation, Contacts, File Library, and Account Usage. The Account Usage section shows: 98% - Subscribers (49,427 / 50,000), 0% - Messages Sent (2,534 / 0), and 3% - File Library (1 MB / 50 MB). The main content area features a 'Welcome back, Field Group!' message and a 'Compare Your Sent Messages' section. Below this, a message titled 'District News' is shown, sent on May 21, 2021, at 3:30 PM. The message has 0 bounces, 0 unsubscribes, 0 unique opens, and 0% unique opens. A 'View Report' button is highlighted with a red circle and arrow. Other buttons for 'Preview' and 'Copy & Reuse' are also visible. On the right, a summary card for Rotary District 5060 shows 50,000 subscribers and a monthly billing cycle. Below this, a bar chart shows 49,427 subscribers and 2,534 messages sent this month.

The report will show details of how many people opened the email and how many clicked on links. Click **View Details** to see specific email addresses that opened the newsletter or any that did not go through.

The screenshot shows the 'Track My Email Message' report for 'District News'. The subject is 'District News' and it was sent on May 21, 2021, at 3:30:20 PM, completed in 6 seconds. The report includes an 'Email Impact' section with a pie chart and a table showing: 0.0% Opened (0 contacts, 0 opens), 0.0% Bounced (0 contacts), 100.0% No Info (1 contact), and 0% Clicked (0 contacts, 0 clicks). There is also a 'Device Usage' section showing 0% for Smartphone, Tablet, and Computer. A 'Social Engagement' section shows 0 tweets, 0 likes, 0 shares, and 0+1's. The 'Lists and Segments' section shows 'Club Newsletter' with 1 contact. A 'View Details' button is highlighted with a red circle and arrow. The footer contains copyright information for iContact Marketing Corp. and links to Anti-Spam Policy, Prohibited Content, EUSA, Privacy Policy, and Blog.

Step 7: Reusing previously sent newsletters (optional)

There may be times when you want to reuse a previously sent email, rather than starting from the basic template again. This can be helpful if you need to include much of the same information in each newsletter.

Once you have logged in, click the **Email** button on the left side and then choose the **Sent** option above (see screenshot below). You will then be shown a list of previously sent emails. Once you have chosen the one that you want to reuse, click the three dots to the far right, and choose **Copy and Reuse**. You may now begin editing your newsletter.

The screenshot shows the iContact dashboard. On the left sidebar, the 'Email' button is circled in orange. At the top, the 'Sent' tab is circled in orange. The main content area shows a table of sent messages. The first row is circled in orange, and a dropdown menu is open for it, with the 'Copy & Reuse' option circled in orange. The table has columns for Name, Sender, Sent, Sent to, Opens, and Clicks. The first row shows 'District News' sent to 'Rotary D...' on May 21, 2021, with 1 recipient, 0% opens, and 0% clicks.

Name	Sender	Sent	Sent to	Opens	Clicks
District News District News	Rotary D...	May 21, 2021 03:30 PM EDT	1	0%	0%

Note: You can run into issues when using previously sent newsletters that already have links set within the text. It's best to remove any links and re-link them since the previous email's links are "tracked" by iContact for your own reports.

Things to consider when designing your newsletter:

- Refer to the style guide on page 1 for correct fonts and colors to use for headlines and copy.
- Avoid stretching or distorting images.
- Less is more when using email for communication. The longer the newsletter, the less likely someone is to read it.
- Try creating blog posts for the full articles and linking smaller amounts of copy in the newsletter to read more which links back to the blog article.