'Canes Community Mass E-mail System

BASIC USER GUIDE
Before you get started:

Please be sure to use Internet Explorer as your web browser when using the ’Canes Community Mass E-mail System.
Step #1:

Go to www.miamialumni.net, and type in your Username and Password.

FIRST TIME LOGGING IN?
Click on the “New Alumni User” button (towards the bottom of the screen) to create your Username and Password.

FORGET YOUR USERNAME OR PASSWORD?
Click on the “Forgot Login Information?” link, or contact Andy Vittor at 305-284-2108, or by e-mail at avittor@miami.edu.
Step #2:

After logging into the ’Canes Community Mass E-mail System, you will see the homepage screen (enclosed). To access the ’Canes Community Mass E-mail System, please click on the “Broadcast E-mail” link.
Step #3:

After clicking on the “Broadcast E-mail” link, you will see the Broadcast E-mail Dashboard screen. To begin creating your e-mail, please click on the “Send e-mail using e-mail builder” link.

---

**University of Miami Alumni Association**

**Online Connection**

**Broadcast E-mail Dashboard**

- Create an e-mail now using the advanced e-mail builder or using the e-mail wizard.
- Send e-mail using e-mail builder
- Helpful Hints Guide

**Review E-mails**

- Scheduled e-mails (0 awaiting approval)
- Sent e-mails (3 last 30 days)
- Saved e-mails (0 drafts)
- In Queue Emails

**E-mail Content Management Tools**

- Create new e-mail templates.
- Manage templates

**Recipient and Data Management Tools**

- Create new recipient groups.
- Manage e-mail recipient groups
Step #4:

After clicking on the “Send e-mail using e-mail builder” link, start creating your e-mail, by designating your e-mail recipients. To do this, click on your ‘Canes Community’s name (listed in the “Choose e-mail groups below” window), and click the double arrow (pointing towards the “Current e-mail group selections” window). Please note that only the ‘Canes Community mass e-mail list you have administrative access to, will be available to select.

1) Click on your ‘Canes Community’s name
2) Click on double arrow
3) After you click on your ‘Canes Community’s name and click on the double arrow, your ‘Canes Community’s mass e-mail list will be selected and the # of e-mail recipients will appear below.
Step #5:

After selecting your ’Canes Community’s mass e-mail list, scroll down to select the opt-out group. In simple terms, this step ensures that you are removing the recipients from your mass e-mail list who have opted out of receiving e-mails.

Please note that this opt-out # includes all alumni that have opted out of receiving ’Canes Community e-mails (only a partial amount of this opt-out # will apply specifically to your ’Canes Community mass e-mail list). Also as was the case in the previous step, only your ’Canes Community will be available to select.

Please note:

The opt-in # represents constituents who have opted in to receiving ’Canes Community e-mails manually, not including the constituents who are automatically added to the ’Canes Community e-mail lists from our database (most constituents are added automatically, which is why this opt-in # is small).

Please note:

Even after you select your ’Canes Community’s opt-out group, the “Total Suppressions” # will remain 0.
Step #6:

After selecting your 'Canes Community’s opt-out group, scroll down to fill out the e-mail subject, from name and from e-mail information.

You have the option in the ’Canes Community Mass E-mail System of creating a unique reply name and reply e-mail (adding a reply name and e-mail is optional and not required).

Using the enclosed screen shot as an example, when people receive the e-mail blast it would say from “Broward County ’Canes (canescommunity@miami.edu)”, and if someone clicks “Reply” to the e-mail, it would reply to “Broward County ’Canes President (browardcountycanes@gmail.com)”. This is also where you would add attachments, by browsing documents in your computer and adding them to your e-mail.

**IMPORTANT:** Due to SPAM law regulations, all e-mails sent through the ’Canes Community Mass E-mail System must be sent by a @miami.edu address, otherwise any mass e-mail sent from the system will be viewed as a SPAM e-mail by most major e-mail servers.

To satisfy this requirement, canescommunity@miami.edu is the default from e-mail (this e-mail automatically displays when the e-mail opt-out group is selected). Please note that you are still able to personalize the from name, reply name, and reply e-mail address.
Step #7:

After filling out the from/reply name and e-mail subject information, scroll down to begin the process of designing the e-mail message body. You will have the option of designing the e-mail in an HTML/plain text format (this is the default and recommended option), or in a text only format (this option will send out the e-mail without images or HTML formatting).

After selecting the e-mail design option, click on the “Launch e-mail designer now” button.

**IMPORTANT:** To ensure the “Launch e-mail designer now” button works correctly, please turn-off your Internet browser pop-up blockers.
Step #8:

After clicking on the “Launch e-mail designer now” button, the e-mail designer screen will appear, allowing you to create your e-mail. You may type in and format your e-mail information within the e-mail designer screen, or use a pre-created e-mail template (more information on how to use the pre-set templates is included on the subsequent pages).

**IMPORTANT:** After you finish designing your e-mail, click the “Save changes and close” button at the bottom of the screen.

---

Please note:

Copying and pasting e-mail content from Microsoft Word does not work in the ‘Canes Community Mass E-mail System.
Step #8 (Continued):

In the e-mail designer screen, follow the steps below to create font colors that match the official University of Miami orange and green.

1) Highlight text that you want to apply font color.

2) Click the “Font Fore Color” button (the A with the red underline) to access the “Color Picker -- Webpage Dialog” screen.

3) In the “Color Picker -- Webpage Dialog” screen, type the respective code for the UM orange or green colors and then click the “Use Color” button to apply the desired font color to your text.

UM Color Codes:
Green: #005030
Orange: #f47321
Step #8 (Continued):

You have the option in the ‘Canes Community Mass E-mail System of utilizing a pre-created e-mail template that is created with all of the HTML formatting, and all you have to do is enter your content. Enclosed to the right is the Letterhead E-mail Template, which can be used to send outreach messages on behalf of your ‘Canes Community.

1) Select Letterhead E-mail Template from drop-down menu and wait for template to load into e-mail design window

2) Type in your own text/content in the body of the template

3) Click the “Save changes and close” button after you are finished designing your e-mail template
In addition to the Letterhead E-mail Template, the 'Canes Community Mass E-mail System also has a Basic Event E-mail Template with content, enclosed to the right that can be used as an e-mail invitation to promote an upcoming 'Canes Community event.

1) Select Basic Event E-mail Template (Content) from drop-down menu and wait for template to load into e-mail design

2) Type in your own text/content in the body of the template

Please note that every 'Canes Community has access to a customized basic event e-mail template that includes your 'Canes Community’s specific visual identity

3) Click the "Save changes and close" button after you are finished designing your e-mail template
Step #8 (Continued):

In addition to the Basic Event E-mail Template with content, the ‘Canes Community Mass E-mail System also has a Basic Event E-mail Template that is blank inside that allows you to create your own formatting inside of the Basic Event E-mail Template.

1) Select Basic Event E-mail Template (Blank) from drop-down menu and wait for template to load into e-mail design window.

2) Type in your own text/content in the body of the template.

Please note that every ‘Canes Community has access to a customized basic event e-mail template that includes your ‘Canes Community’s specific visual identity.

3) Click the “Save changes and close” button after you are finished designing your e-mail template.
Step #9:

After designing your e-mail and clicking the “Save changes and close” button to close the e-mail designer, scroll down to the “Send test Preview e-mail” section to send a preview e-mail to yourself.

Please note that if you do not receive your preview e-mail after a few minutes, try entering a different e-mail. Gmail e-mails usually receive the test e-mails the fastest, while AOL and Microsoft Outlook e-mails sometimes take longer to receive.
Step #10:

After you have a chance to review your preview e-mail(s), scroll down to the “Send e-mail” section to send out your e-mail. Click the “Send e-mail now” button to send out your e-mail.

You have the option in the ’Canes Community Mass E-mail System to schedule your e-mail to go out at a future date/time (i.e. not immediately). You also have the option of saving your e-mail as a draft (and not sending it immediately), which you can access at a later date/time.
After you send out your e-mail:

After you click the “Send email now” button to send out your e-mail, the “Your email has been successful submitted” window will automatically appear on your computer screen as a confirmation that the e-mail has been sent out. At this point you do not need to take any additional actions for the e-mail to go out.

Please note that it usually takes about 15-20 minutes for the e-mail to go out (from the time you click the “Send email now” button).

Also please note that ‘Canes Community mass e-mails do not require administrator approval (please disregard where it says “Awaiting Approval” in the screen below since it does not apply to ’Canes Community e-mails).