
District and Club database



Personalized Email (PMail) User Documentation

Document Version: 2.2
Date: January 2010

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Personalized Email (PMail)





USER DOCUMENTATION

Table of Contents

1. Introduction	1
1.1 New Changes	1
1.1.1 EZ-Link Templates	1
1.1.2 PMail Compose	1
1.1.3 PMail Groups	2
1.1.4 PMail Tracking	2
1.2 What do I need to know right now?	2
2. PMail Quick Start	3
2.1 Sending a PMail - The Basics.....	3
2.1.1 Step #1 - Select a Template	4
2.1.2 Step #2 - Compose your PMail	4
2.1.3 Step #3 - Send the PMail	5
2.2 PMail Recommendations	5
2.3 A few Do's and Don'ts.....	6
2.3.1 Do's	6
2.3.2 Do Not's	6
3. PMail EZ-Link Templates	7
3.1 My Last PMail	8
3.2 Renaming Templates.....	8
3.3 Deleting Templates	8
3.4 Viewing a Template	9
3.4.1 Old Template	9
3.4.2 New Templates	9
3.5 Saving Templates	10
4. PMail Compose.....	11
4.1 FROM.....	12
4.1.1 Send As (Change the Sender)	12
4.2 TO	13
4.3 CC	14
4.4 Subject	14
4.5 Message	14
4.6 Attachments	15
4.6.1 What is a total send?	15
4.6.2 Sending Links	16
4.7 PMail Send Options	16
4.7.1 Check to Send Me a Test Email	17
4.7.2 Show "ALL TO" Members on Email	17
4.7.3 Un-check this if you do not want to see a list	17
4.7.4 Include List Source	17
4.8 PMail Confirmation.....	18
4.8.1 Sending PMail	19
4.8.2 Sending To	19

Personalized Email (PMail)

USER DOCUMENTATION

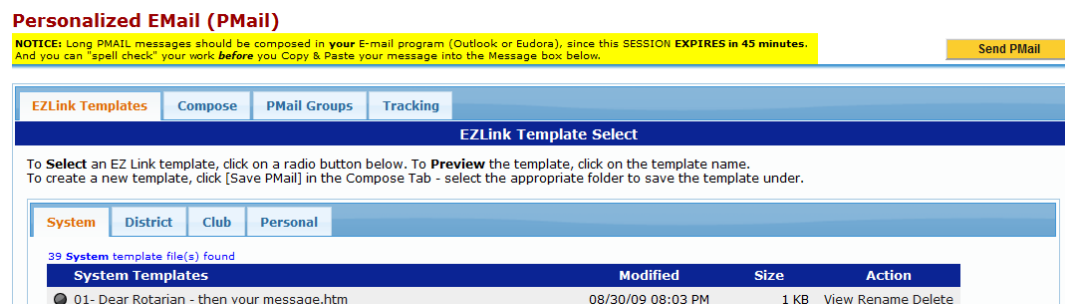
5. PMail Groups 	20
5.1 Adding a New Distribution List.....	20
5.2 Viewing a Distribution List.....	21
5.3 Editing a Distribution List	21
5.4 Deleting a Distribution List	22
6. PMail Tracking 	23
7. PMail Editor Toolbar	24
7.1.1 Tags	24
7.1.2 Save Template	24
7.1.3 Full Screen	26
7.1.4 Page Links 	26
7.1.5 Resources 	26
7.1.6 Event Links	27
7.1.7 Upload Document/Images	28
7.1.8 HTML	28
8. PMail Template Examples	30
Appendix A - PMail Metadata (Tags)	31
8.1.1 Member Data	31
8.1.2 Sender Data (Changing the From will Change this Data)	32
8.1.3 Originator Data (This is the logged in User's Information)	32
8.1.1 Invoice Data	33
Appendix B - WYSIWYG Editor ICONs	34

1. Introduction

Enhance your ability to communicate with your club and/or district by using PMail (Personalized Email). DaCdb PMail gives you an easy way to communicate with each of the members in your District, Club, Committees or Event with personalized message content.

1.1 New Changes

If you are a previous user of PMail, you will notice a re-design of the user interface (UI). The UI now consists of a tabbed interface -- similar to other areas within DaCdb. Also, the most notable change when you go to create your first PMail is that the EZ-Link template selection pop-up is no longer there - it's has been replace by a tab on the new UI as shown below.



The four (4) major PMail functions have been organized under the four tabs at the top, and will be covered in detail later in this document. For now, the changes that you will see, and the four major areas, are summarized below.

1.1.1 EZ-Link Templates

Selecting the template you want to use was, and still is, the first thing you will encounter. While before it was a pop-up, now the EZ-link templates are organized under the first tab, and this tab will be the first that you start with.

- Re-design of the EZ-Link user interface (UI). The templates are no longer listed in a long linear list where your personal templates are way at the bottom. Templates are now organized under a tab interface with equal access to System, District/Account, Club/Chapter or Personal templates.
- Templates are now saved with user-defined metadata – From Name, From Email, Reply To, Subject, Comments, Created By and Modified are saved as part of the EZ-Link document.
- Ability to easily rename your EZ-Link templates
- Added modified/updated date and file size to template listing

1.1.2 PMail Compose

The Compose tab now contains all the items that were previously in the window after you selected the EZ-Link template in the pop-up window.

- Re-design of the Compose user interface (UI). Keeping as much as possible there from before to minimize retraining, the Compose screen now contains all the functions to compose and send your PMail.
- Use of "Friendly" display name – as the send from address. Your email address is no longer sent as the FROM.
- A different FROM person can be selected and the sending metadata is updated to reflect the new sender (restricted to Level-4+ users).

Personalized Email (PMail)

- TO list can be edited and additional members selected
- CC list can be edited and additional members selected. The members from your club/chapter, district/account, committee or distribution list can easily be added to the CC list.
- A different EZ-Link template can be selected without leaving PMail
- Page Links (a new ICON on the editor) has been added to easily link in your Club Bulletins and District Newsletters
- Object resources (a new ICON on the editor) (e.g., Club Name, Club Address, District Name) can be inserted to your document
- Improved Save function. The save pop-up is no longer a pop-up that can be blocked by your browser. Saving metadata associated with each template
- Last PMail saved. The message content of your last message sent is saved automatically in your personal folder. This enables you to quickly retrieve the last message and resend it should there be an error or mistake in the message.
- Send Test Email. You can now easily send yourself a test email of what is composed by checking one checkbox in the sending options. This will allow you to make sure all the links are correct, images are displayed, etc.
- PMail can now be sent using portable devices (e.g., iPhone, iPad, Blackberry and Droid).

1.1.3 PMail Groups

- A new major feature with this release of PMail is PMail Groups. Now an unlimited number of PMail distribution groups can be created and maintained at the District (Account), Club (Chapter) or Personal levels. Groups can be used in the TO and CC lines. The use of Groups is completely optional.

1.1.4 PMail Tracking

- PMail messages that are sent out can be tracked for up to a 30-day period. The number of PMails sent (TO list), the number of blank (missing) emails, number Opt-out, and approximate number opened (not necessarily read) are tracked. The number read is approximate since there are many ways to read an email off-line.

1.2 What do I need to know right now?

PMail basically operates the same way. While the UI has changed a bit, we tried hard to not to make a number of radical changes so as to minimize retraining. We received a number of suggestions and requests which we tried to work into this new version. So, some change is inevitable as we implemented your suggestions and enhancements.

We are also transitioning the new version of PMail on to the system in a phased approach by security level. Currently all level-6+ have access to the new version. When the new version of PMail is available you will see either a new looking PMail button or a hyperlink (nPMail).

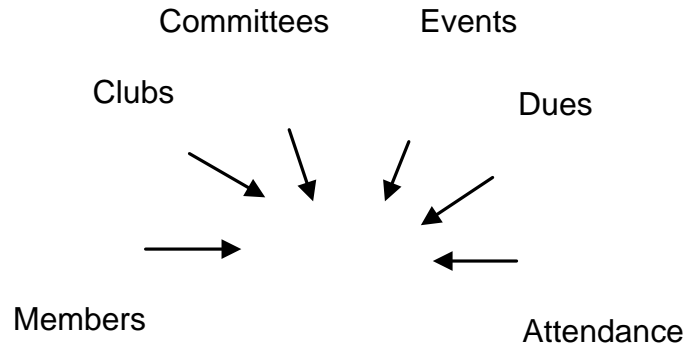



We will open this up to all members in a couple of weeks.

Also -- not all the areas are covered by the new PMail. Over the next couple of weeks, we will rework all the existing areas so that they point to the new PMail functionality.

2. PMail Quick Start

Personalized EMail (PMail) can now be invoked from the PMail main menu tab and from a number of other locations within the DaCdb program.



 Note: The new PMail module/functionality is being phased in. Over the next month, the major functional areas will link to the new PMail program. However, until the transition is complete, PMail invoked from some other areas may still go to the old PMail program.

PMail starts in the EZ-Link Templates tab in the main window. **PMail no longer starts in the EZ-Link Template pop-up window.** This means you no longer have to fight with the window size and position, or having a window blocked by a pop-up blocker. There is also no window to close when you are done -- just click on another menu tab or function to do something else.

Personalized Email (PMail)

NOTICE: Long PMAIL messages should be composed in your E-mail program (Outlook or Eudora), since this SESSION EXPIRES in 45 minutes. And you can "spell check" your work *before* you Copy & Paste your message into the Message box below.

Send PMail



Select a template from the System, District, Club or Personal templates. Select a template to start with, and the system will immediately switch to the Compose tab.



2.1 Sending a PMail - The Basics

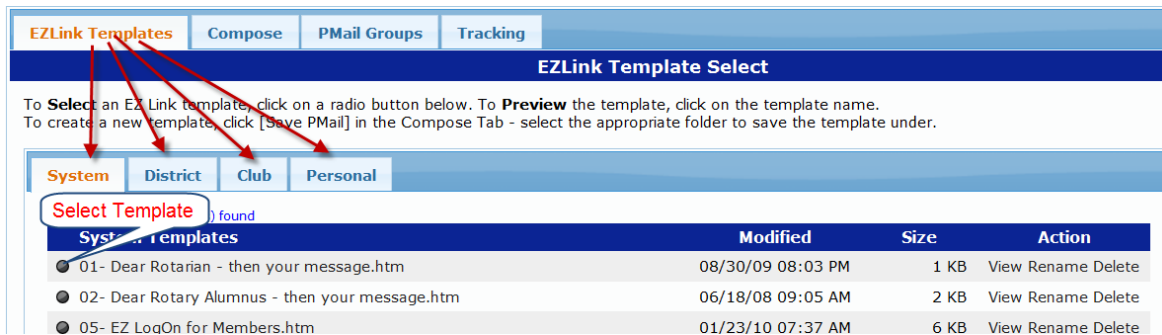
There are three basic steps to sending a PMail.

- 1) Selecting a template (or starting with a blank template)
- 2) Entering your message –entering the customized tags that allow you to personalize your message to your member(s)
- 3) Sending your PMail

We will start by covering each of these functions in more detail.

2.1.1 Step #1 - Select a Template

Select an EZ-Link template to start from by clicking on the **radio** button.



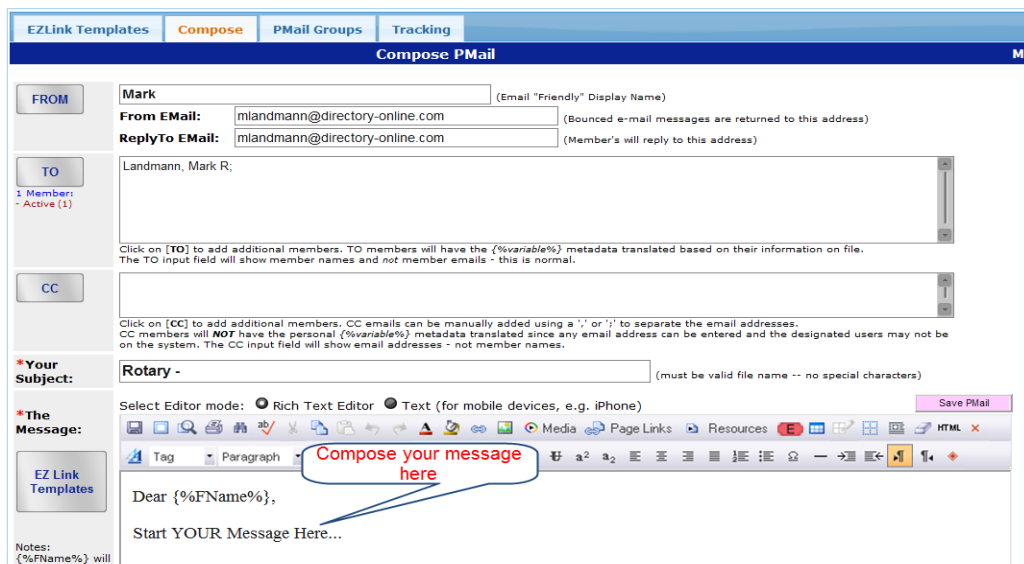
Choose a template from the System, District/Account, Club/Chapter or Personal tabs by clicking on one of the radio buttons on the left side the template name.

Optionally, just click the Compose tab to bypass the EZ-Link selection and start entering your own message. A short default message is in the compose window by default when you bypass selecting a predefined EZ-Link template.

2.1.2 Step #2 - Compose your PMail


Compose your message using the WYSIWYG HTML Editor.

- Click on the **FROM** button to change the person sending the email (for example if you are sending a message on behalf of another person (e.g., Club President)).
- Click on the **TO** button to add to the TO list. Click in the list of TO members, to change, delete members.
- Click on the **CC** button to add to the CC list. Directly edit the CC list to add member emails or other emails that might not be on the DaCdb system (e.g., event vendors). The CC list works on email lists.
- Click on the **EZ Link Templates** button to switch to the EZ-Link Template tab. Here another template can be selected.



Personalized Email (PMail)

Use one or more of the editor functions to format the contents of your message. **DO NOT** directly cut in Outlook or Word documents.

If you compose your message in Outlook or Word, use the Word Paste  icon to cut in your message contents.

2.1.3 Step #3 - Send the PMail

Send the PMail to the list of members on the TO and CC lists. Click on the Send PMail button at the top of the screen.

Personalized Email (PMail)

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You will receive a confirmation screen when the PMail was successfully sent.

Send Personalized Email (PMail)

[Print the summary for your records](#)

Sending PMail:

Date:	10/19/10 10:53 PM
Sent From:	Mark (Display Name)
From Email:	mlandmann@directory-online.com (Bounced e-mail messages are returned here)
Reply To:	mlandmann@directory-online.com (Member's will reply to this address)
Subject:	Rotary -

Sending To:

Recipient	Name	Email Address	Unformatted Partial Message / Comments
Landmann, Mark R	Mark	mlandmann@directory-online.com	Dear Mark, Start YOUR Message Here.....

BCC To:

- mlandmann@directory-online.com

Sending Summary:

- 1 of 1 Email(s) sent to members addressed
- 0 Email(s) addresses were blank
- 0 Email(s) skipped because Member Opt-Out setting
- NO CC Email defined or sent
- 1 BCC Email(s) sent

2.2 PMail Recommendations



RECOMMENDATION:

It is pretty simple to compose a basic PMail using the Editor. However, when composing more complicated messages, you will need to use the HTML edit function. Click on the **HTML** ICON to bring up the HTML content of your message.

If you don't know the basics of HTML, you should consider buying the "Dummies Guide to HTML" or something similar at your local book store. There are hundreds of books already written and readily available at your local bookstore that can explain the basics of HTML.


If you anticipate your email will be printed, you must consider some printability issues:

If you do not use any tables with hard coded width values, your PMail should probably print OK.


If you do use tables with hard coded values – keep the width of the entire PMail less than 700 (we actually recommend 675 pixels wide or less). This will allow most printers to successfully print the email received without clipping the right side. You can accomplish this by putting all the content inside one table cell that has a hard coded width dimension.

2.3 A few Do's and Don'ts

2.3.1 Do's

- Do use the HTML Editor editing functions to color text, underline words, set font style and size, etc. Avoid using Outlook and Word whenever possible.
- Do save your work - frequently -- every 30 minutes (you actually have an hour, but we are telling you 30 minutes so you have a 100% time buffer). Use the Save ICON  on the Editor toolbar or the Save PMail button to save your work into your personal folder (or club or account folders).
- Do fine tune your message using the HTML edit capability - **HTML** ICON. Yes, for professional looking messages, you may just have to fine tune the HTML. Consider purchasing something like the "Dummies Guide to HTML" (approximately \$20.00 at Amazon.com)

2.3.2 Do Not's

- DO NOT paste a Microsoft Word document directly into the Editor. Instead, use the Paste  ICON to paste in a Word document. This process attempts to clean up the code the Microsoft Word generates and will improve (it's not 100%) the success of your email being generated correctly. This is 90% of the problems associated with PMail.
- If you are composing your PMail in Word first, compose the PMail in the Web Layout page view. For reasons only known to Microsoft, the normal view will not properly generate the HTML data for it to be rendered properly within the Editor.

Personalized Email (PMail)

3. PMail EZ-Link Templates

Creating a PMail starts with the EZ-Link templates. PMail templates are organized in to four (4) areas:

- **System** – templates that are shared across all accounts and districts using the system. These templates are created and maintained by the DaCdb support team and cannot be modified by users. However, they can be accessed and then saved into other folders that users can maintain.
- **Account** – templates are shared across all users within an Account/District. All users can view and use these templates; only Level-6+ users can modify and save templates into the Account/District folder.
- **Club** – templates are shared across all users within the club. All club users can view and use these templates. Only Level 4+ users can modify and save templates into the Club folder. A Level-5 AG or Level-6 district admin can view these templates only if they emulate the club.
- **Personal** – these templates are unique to each member and can only be viewed by each member. Personal templates are unique within the District/Account. Users that switch between Districts (Zone) or Accounts will find the messages are unique within each Account.

Personalized Email (PMail)

NOTICE: Long PMAIL messages should be composed in your E-mail program (Outlook or Eudora), since this SESSION EXPIRES in 45 minutes. And you can "spell check" your work **before** you Copy & Paste your message into the Message box below.

Send PMail

EZLink Templates Compose PMail Groups Tracking

EZLink Template Select

To **Select** an EZ Link template, click on a radio button below. To **Preview** the template, click on the template name. To create a new template, click [Save PMail] in the Compose Tab - select the appropriate folder to save the template under.

System District Club Personal

39 System template file(s) found

System Templates	Modified	Size	Action
<input type="radio"/> 01- Dear Rotarian - then your message.htm	08/30/09 08:03 PM	1 KB	View Rename Delete
<input type="radio"/> 02- Dear Rotary Alumnus - then your message.htm	06/18/08 09:05 AM	2 KB	View Rename Delete
<input type="radio"/> 05- EZ LogOn for Members.htm	01/23/10 07:37 AM	6 KB	View Rename Delete
<input type="radio"/> 06- EZ LogOn for ClubOfficers.htm	09/01/09 03:44 PM	12 KB	View Rename Delete
<input type="radio"/> 07- EZ LogOn for ClubSecretarys-for Attendance.htm	09/01/09 05:06 PM	7 KB	View Rename Delete
<input type="radio"/> 09.0- I need HELP inserting IMAGES into PMAIL	07/04/09 05:25 AM	2 KB	View Rename Delete
<input type="radio"/> 09.1- I need HELP Saving a PMAIL template	10/27/09 07:53 AM	1 KB	View Rename Delete
<input type="radio"/> 09.2- I need HELP clearing the IMAGES CACHE in the Firefox browser	10/20/09 01:19 PM	2 KB	View Rename Delete
<input type="radio"/> 10- Club MISSED YOU AT OUR MEETING.htm	09/01/09 05:07 PM	1 KB	View Rename Delete
<input type="radio"/> 11- Club Proposed NEW Member Notification.htm	09/01/09 05:07 PM	1 KB	View Rename Delete
<input type="radio"/> 12- Club Notification of Approved NEW MEMBER.htm	09/01/09 05:07 PM	2 KB	View Rename Delete
<input type="radio"/> 16- Dear Rotarian - Invoice for Club Dues attached.htm	11/15/09 10:21 AM	1 KB	View Rename Delete
<input type="radio"/> 16c- Dear Rotarian - Invoice for Club Dues and PAY via CC	11/25/09 02:13 AM	1 KB	View Rename Delete
<input type="radio"/> 17- Dear Rotarian - Statement for Club Dues attached.htm	07/29/09 06:03 AM	1 KB	View Rename Delete

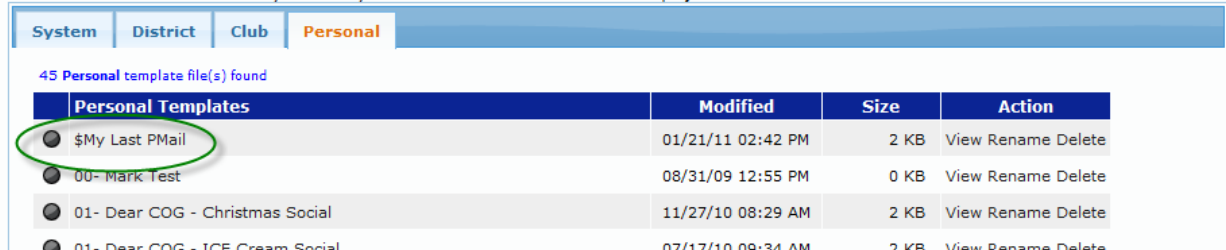
Templates are listed in alphabetical order under each tab. The template name, modified column and Size column are hyperlinked and when clicked will sort the selected column. Clicking a second time will reverse sort the selected column.

The system will remember your last tab selection. So if you normally work using templates in the Personal folder, the Personal folder will be selected the next time EZ-Link Select is invoked.

3.1 My Last PMail

When a PMail is sent, the system will automatically save the last PMail in your Personal folder under a file name called "\$My Last PMail". This name was chosen so that the saved PMail will sort to the top of your personal template list.

Your last PMail will be automatically saved in your **Personal** folder under the name **\$My Last PMail**.

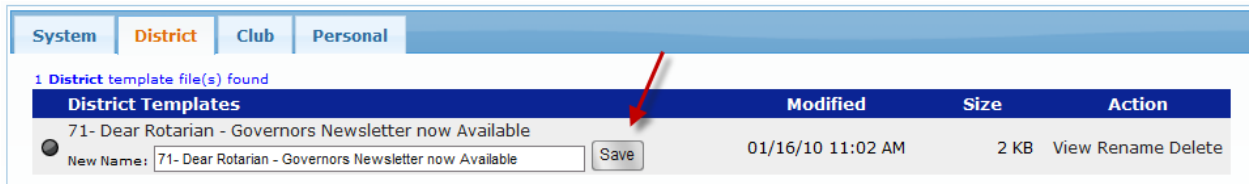


Personal Templates	Modified	Size	Action
<input checked="" type="radio"/> \$My Last PMail	01/21/11 02:42 PM	2 KB	View Rename Delete
<input type="radio"/> 00- MARK Test	08/31/09 12:55 PM	0 KB	View Rename Delete
<input type="radio"/> 01- Dear COG - Christmas Social	11/27/10 08:29 AM	2 KB	View Rename Delete
<input type="radio"/> 01- Dear COG - ICF Cream Social	07/17/10 09:34 AM	2 KB	View Rename Delete

This PMail is just like any other template and can be reused and resent by clicking on the Radio button.

3.2 Renaming Templates

To rename a template, click on the Rename hyperlink in the Action column. An input field will open up under the existing name with the current template name. Modify the name, and click on the Save button. The file will be renamed and the screen will refresh.

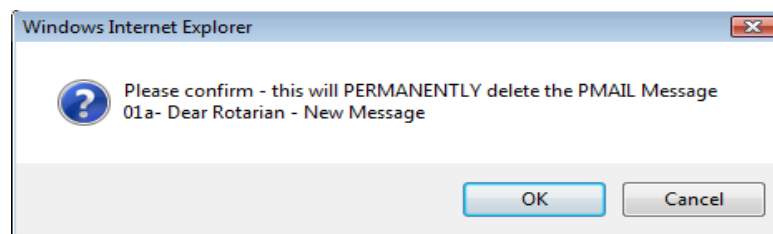



District Templates	Modified	Size	Action
<input type="radio"/> 71- Dear Rotarian - Governors Newsletter now Available New Name: <input type="text" value="71- Dear Rotarian - Governors Newsletter now Available"/> <input type="button" value="Save"/>	01/16/10 11:02 AM	2 KB	View Rename Delete

 Note: The template file will likely change position within the listing since the name was changed

3.3 Deleting Templates

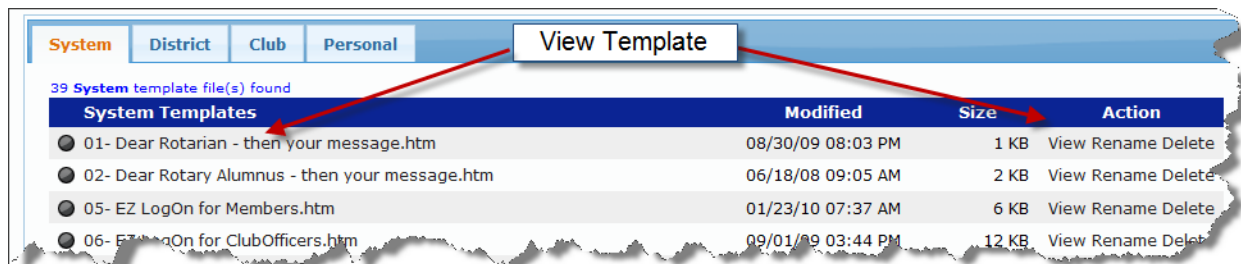
To delete a template, click on the Delete hyperlink in the Action column. A pop-up message will appear. If you click Cancel, the file will not be deleted – a confirmation will be displayed stating that the file was not deleted. Clicking OK will delete the selected file. The file you are deleting is shown on the 2nd line of the message as in the example below.



 Note: Once you click OK above, the template file is PERMANENTLY deleted. There is no backup or recovery of deleted files. However, call support – as we might have a copy.

3.4 Viewing a Template

To View a template, click on either the VIEW action link or click on the template name.

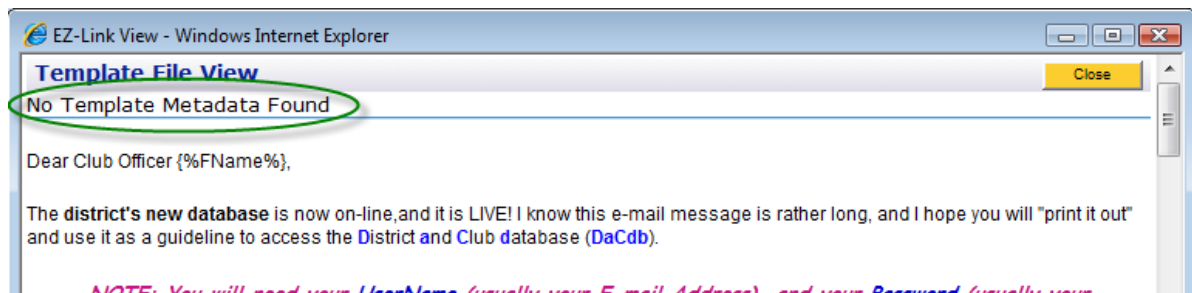


Click on the hyperlink to pop-up the template.

There are two types of templates – the older templates that were saved prior to this version of PMail and the new ones that were saved (or updated) that contain information about the content of the PMail template.

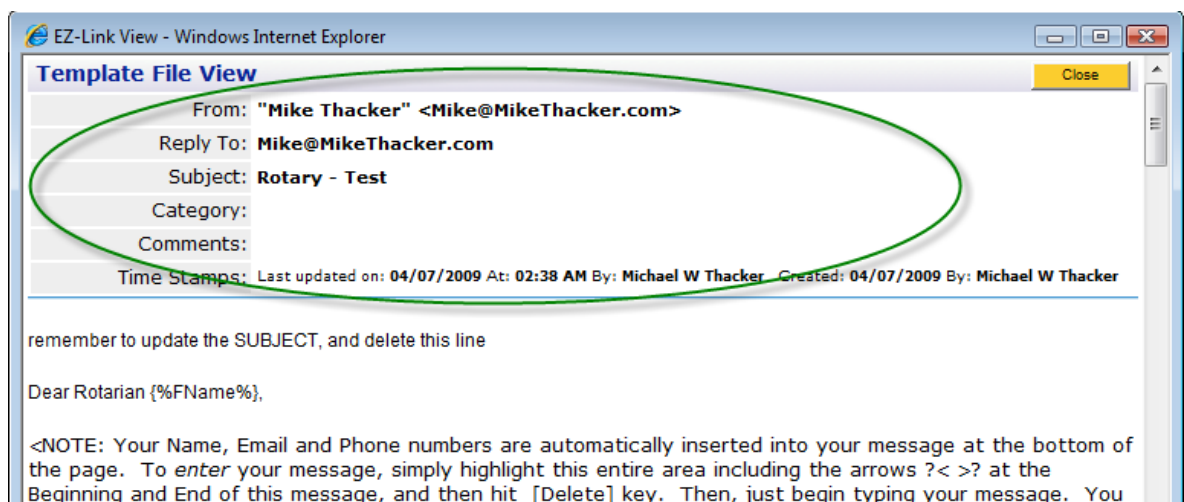
3.4.1 Old Template

The older templates contain no metadata (such as the From, Reply To, Subject, and timestamps. This will be reflected at the top of the view pop-up with “No template Metadata Found”.



3.4.2 New Templates

New PMail templates are stored as XML, and contain metadata information about the PMail template. This information is shown at the top of the view pop-up.



3.5 Saving Templates

Saving a template is covered in the next section.

New templates can be saved with metadata and correctly accessed by the older PMail program. However, the old PMail program will remove the saved metadata contents.

4.1 FROM

The FROM section contain three fields as shown below. The information in this section comes from the session data of the currently logged in user.



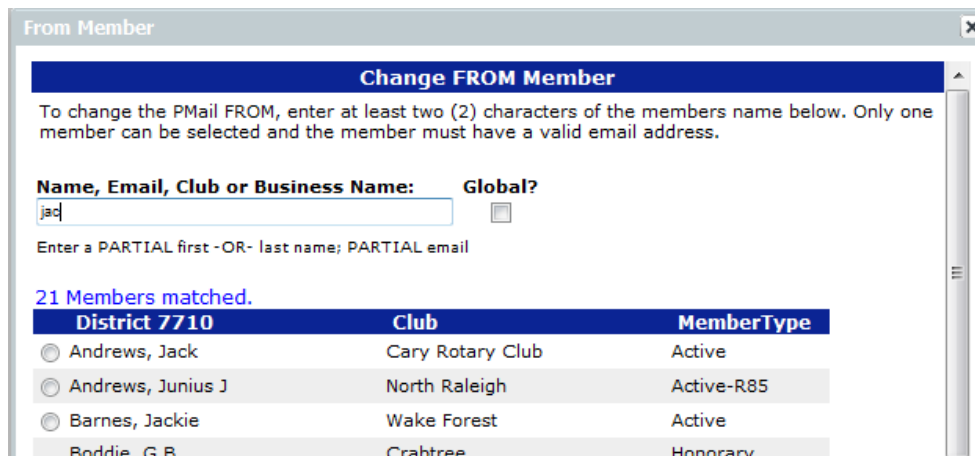
- **Sender Name** – Name of the person sending the message is initially displayed. This is the “Friendly” name that will appear in the email your members will receive – as opposed to the email address.
- **From Email** – this is the email address of the currently logged in Member. This address is where bounced or undelivered emails will go back to.
- **Reply-To Email** – this is typically the same as the From Email. When a member replies to your email, this is the email address the member will send back to. It does not have to be the same as the From Email.

4.1.1 Send As (Change the Sender)

Level-4 Club Officers and above have the ability to send PMAILS under another name. For example, the District secretary can send out a PMail under the name of the District Governor.

To change the Sender, click on the FROM button (This was previously the “Send As” button).


This will bring up a screen, where you can search for the name of the person by entering a couple of characters from the person’s name, club or business.



21 Members matched.		
District 7710	Club	MemberType
<input type="radio"/> Andrews, Jack	Cary Rotary Club	Active
<input type="radio"/> Andrews, Junius J	North Raleigh	Active-R85
<input type="radio"/> Barnes, Jackie	Wake Forest	Active
<input type="radio"/> Roddie, G B	Crahtree	Honorary

Since only one person can be selected as the new sender, clicking on one of the radio buttons will select the member, dismiss the screen, and enter the new sender information into the FROM fields.

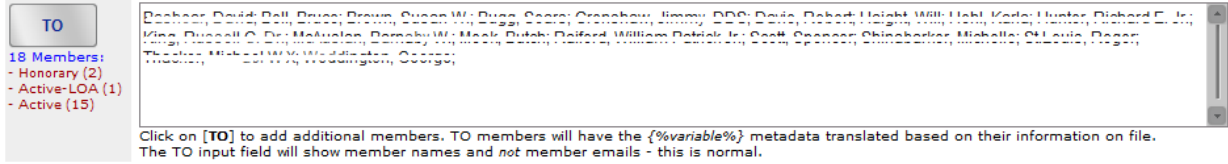
Level 4 club members can select a new sender from their club. Level-5 AG’s can select from members in their region/area, and Level 6+ can select from anyone in the district.

 **Note:** PMAILS are logged in the system transaction log. So misuse of this capability can easily be tracked back to the individual user and original sender.

Personalized Email (PMail)

4.2 TO


The **TO** list should already be populated based where you invoked PMail from. The **TO** list consists of the members selected – and this list will vary greatly based on where PMail was invoked. All **TO** members must be members on the system and have a valid email address.

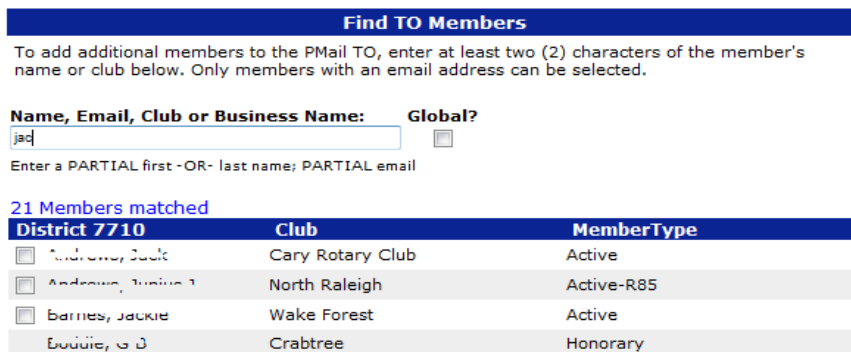


Some **TO** statistics are detailed under the TO Button, showing:

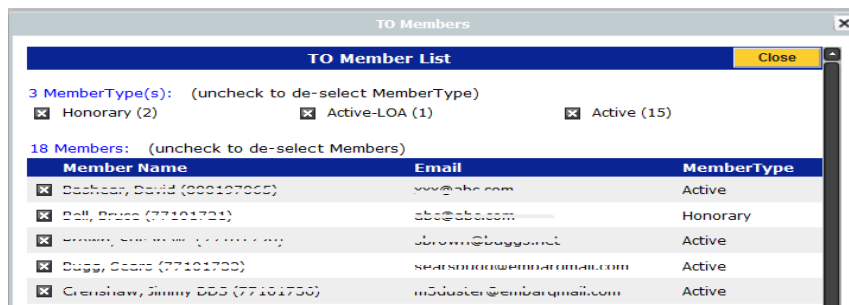
- Number of members that are about to be PMAiled (18 in the example above)
- Member Types (and the quantity count).
- The names of the members being PMAiled in the text box area.

Often it is necessary to make adjustments to the TO list. For example, some clubs do not want to send out PMAileds to guests or non-active members (Honorary, Inactive-LOA). Or sometimes additional members needed to be included.

Adding Members. To include additional members, click on the  button, search for additional members and check off the ones that need to be added.

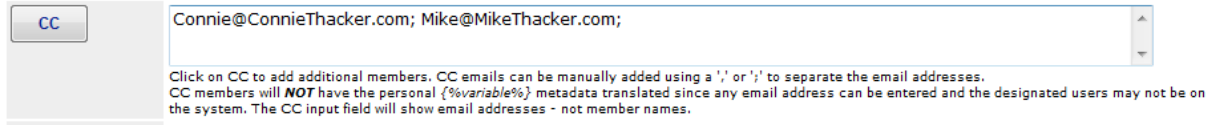


Remove Members. To edit the list and remove members, click into the text area list of the members. On the Pop-Up screen, member types can be unchecked and/or individual members can be unchecked and removed from the list.




4.3 CC

Carbon Copy (CC) operates slightly differently than the TO members. CC members are added by entering their individual email addresses. The reason for this is so that members or users that are not part of the DaCdb system (e.g., guests, event planners, caterers) can be addressed.



Clicking on the CC button will bring up a panel similar to the TO selection. Individual DaCdb members can be found and added to the CC list as a helpful assist since we know their email address. Other individuals can be added directly into the CC area by simply entering their email address separated by a semi-colon.


 Note: In summary, the TO list works off a list of members. You cannot directly enter a TO Email address. You must select the TO from the list. CC operates on email addresses. While the CC function allows you to easily add member addresses, one-off addresses can be typed into the CC window directly. This is an important distinction that we want you to be aware of.

4.4 Subject

The Subject is a required field. It is initially populated with an Account/District default – or the previous subject from the selected template saved with Metadata.

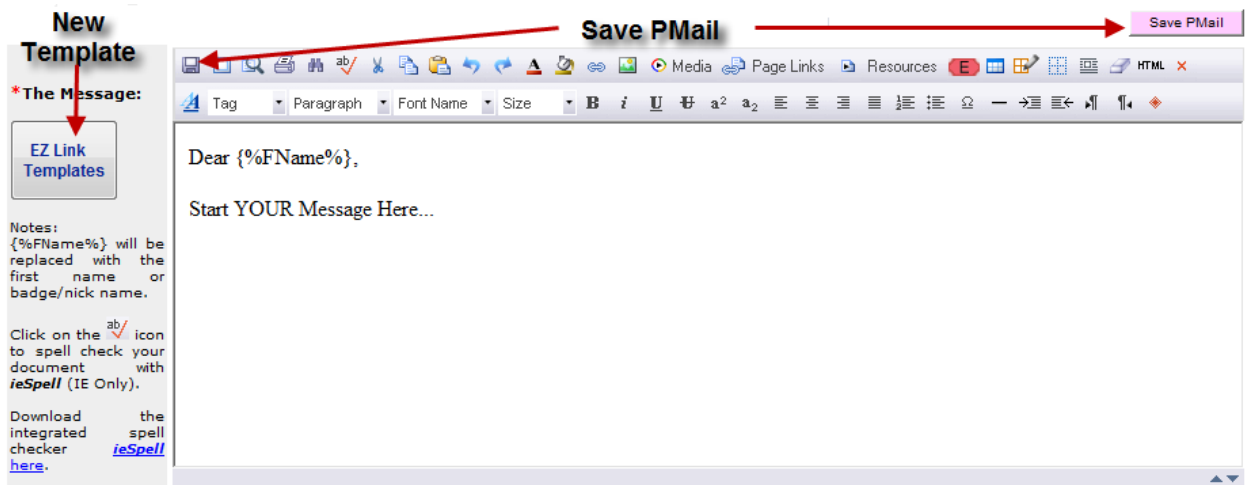


The content of the Subject field is the name used to save the PMail template under.

 Note: Because the PMail may be saved as a template and the subject contents are used as the template name, the subject must be a valid file name. Consequently, we limit the special characters that can be used within the subject since most special characters are not allowed in a file name.

4.5 Message

The message body is the content of the message your selected members will receive. This is the most complicated part of PMail. There is a section later in this document that talks about some of the toolbar features.

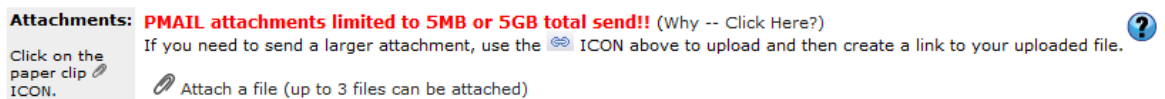


Two features that need to be pointed out:

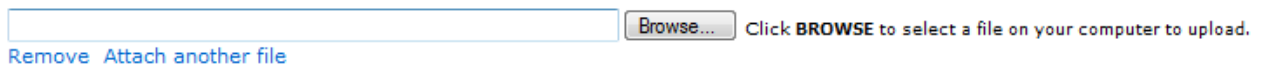
- **Save PMail** – the ability to save the PMail (or work in progress) for a later time can be accomplished using the Save ICON or the Save PMail button. Either one gets you to the same place.
- **EZ-Link Templates** - You can now change templates without leaving PMail. Simply click on the EZ Link Template button to switch the template library. A new template from the System, Account/District, Club or Personal folder can be selected. The contents of your old message will be lost however.

4.6 Attachments

Up to three (3) attachments can be sent with any PMail. However, because large attachments use significant system resources, we have limited the size of attachments to 5MB or 5GB "**Total Send**".



To attach a file on your local PC/Desktop, click on the Paperclip ICON. An entry box will appear along with a browse button. Use the Browse button to find the file on your PC/Desktop that you want to load up to the server and attach to the document.



Click on the "Attach another file" hyperlink to add a 2nd or 3rd attachment. Click on Remove to delete the reference to a previously attached document. If you Remove a document, it WILL NOT be included in the PMail being sent.

There are a number of issues you should be aware of in sending attachments to your members:

- Member mailbox size constraints may cause a message with a large attachment to be rejected
- Messages without attachments can be delivered and downloaded quicker
- Some personal PDA type devices do not deal well with attachments (especially large attachments)
- Disk space on our system can be more effectively managed. Yes, this is our issue, but something that needs to be managed
- And, let's be honest – some users never look at the document that is attached. So why waste all the bits and bandwidth and take up room in the member's mailbox.

4.6.1 What is a total send?

Total send is the total number of bytes sent out by the system as an attachment. Simply, it is the size of all attachments times the number of users that are being sent the documents. Note the plural documents. Up to three (3) documents can be sent – each with its own file size. The sum of the file size of all documents sent times the number of users is the Total Send. The chart below will show you what is possible.


Personalized Email (PMail)

USER DOCUMENTATION



# Users	Total Attachment File Size (in K bytes)						
	10	100	500	1,000	2,000	4,000	5,000
1	10	100	500	1,000	2,000	4,000	5,000
10	100	1,000	5,000	10,000	20,000	40,000	50,000
100	1,000	10,000	50,000	100,000	200,000	400,000	500,000
1,000	10,000	100,000	500,000	1,000,000	2,000,000	4,000,000	5,000,000
2,000	20,000	200,000	1,000,000	2,000,000	4,000,000	Too Big	Too Big
5,000	50,000	500,000	2,500,000	5,000,000	Too Big	Too Big	Too Big


How will we know we exceed the limit? We will tell you when you send the PMail. Unfortunately, there is no way to know this in advance until the attachment documents are uploaded to the system and the file size is calculated.

4.6.2 Sending Links

If you have a really big document that you want to send to all members, what do you do? Upload the document to our server using the Link ICON () and generate a link to it in your document.

Place your cursor in the text editor at the location where you would like the link to your file to appear.

- Click on the Link ICON () in the text editor.
- When the "Hyperlink - Web Page Dialog" that opens, click on  (Folder icon) in the top right corner.

 Note: Do NOT use the Source drop-down menu in the "Hyperlink - Web Page Dialog" window.


- In the "Asset manager -- Web Page Dialog" that opens, use the dropdown menu in the upper left to select the folder where your file is located (where it was uploaded to).
- A list of files will appear in the right half of the Asset manager dialog window.
- Click the file which you would like to link to in your email.
- Depending on what type of file it is, a preview of the file will be displayed in the left half of the Asset manager dialog window. Underneath the preview area the link (URL) to the file will be displayed.

Click the "ok" button in the lower right corner of the Asset manager dialog window.

The Asset manager dialog window will close, and the link (URL) will be displayed in the right-hand field for Source in the "Hyperlink - Web Page Dialog".

Click the "insert" button.

A link to your document/file will be inserted into the text editor at the cursor's location.

 Note: There is **NO** restriction on the number of document links that can be sent in an email. A link to a document takes only a handful of bytes. A link (hyperlink) to a 5 MB document is the same to a link to a 200K document – basically nothing.

4.7 PMail Send Options

All the PMail options have now been organized in one section.

Send Options:

- Check to Send Me Test Email
- Show ALL TO Members on Email
- Un-check this if you do not want to see a list of all 0 member(s) being PMailed.
- Include List Source? ([What is this?](#))

4.7.1 Check to Send Me a Test Email

When you are creating a PMail with links and complicated content we recommend that you first send yourself a test PMail. To facilitate this, a new checkbox was added at the top of the options.

When "Check to Send Me Test Email" is checked, ***only you*** (the sender) will receive a copy of the PMail that is generated. The first person (we had to pick on someone) that you are PMailing will be used as the test case for generating the PMail. This means that any tags (explained later), document links, user information will be the first person. This is only intended to be a representative example of what the other PMails will be.

4.7.2 Show "ALL TO" Members on Email

PMails that are sent are personalized to the TO members sent to. As such, an ~~ed~~ individual message is sent to each member, translating the "TAG Data" for each member. A member receiving the message has no idea who else received the message.

If you want your members to know who else received the message, then check this option.

4.7.3 Un-check this if you do not want to see a list

When a PMail is sent, there is a confirmation screen that is shown. On that screen, is potentially a very long list of members that were sent a PMail. By default, if the number of members being sent is greater than 100, the checkbox is unchecked. Checking this checkbox will show the complete list of members that were sent a PMail. When sending to 3,000 members in the Account or District -- we recommend that you leave this unchecked. TMI!


4.7.4 Include List Source

PMail can be invoked from many locations within DaCdb. The list source identifies the primary source of the TO list that is being used to send this PMail. This might be a Club Name, Committee Name or Event Name.

4.8 PMail Confirmation

After sending a PMail, a confirmation screen will be shown similar to the one below.

Send Personalized Email (PMail)

Print the summary for your records 

Sending PMail:

Date:	04/14/2009 04:48 PM
Sent From:	Michael Thacker (Display Name)
From Email:	Mike@MikeThacker.com (Bounced e-mail messages are returned here)
Reply To:	Mike@MikeThacker.com (Member's will reply to this address)
Subject:	Test

Sending To:

Recipient	Name	Email Address	Unformatted Partial Message / Comments
Thacker, Michael W	Mike	Mike@MikeThacker.com	Dear Rotarian Mike, We had a really great program at Rotary this week... And, we missed you at 0....

BCC To:

- Mike@MikeThacker.com

Sending Summary:

- 1 of 1 Email(s) sent to members addressed
- 0 Email(s) addresses were blank
- 0 Email(s) skipped because Member Opt-Out setting
- NO CC Email defined or sent
- 1 BCC Email(s) sent to: Mike@MikeThacker.com

Message Summary:

Subject: **Test**

Dear Rotarian {%FName%},

We had a really great program at Rotary this week..
And, we **missed you** at our meeting.

I hope all is well with you. And, we are looking forward to seeing you next week.
And, if you are interested in "making up" at another club or on-line, just let me know.


If I can be of any assistance, please contact me in the usual ways.

Yours in Rotary Service,
{%SenderName%}
Club Secretary

Email: {%SenderEmail%}
HPhone: {%SenderHomePhone%}
OPhone: {%SenderOfficePhone%}

Note: variables ("{%tag%}") above where replaced with values appropriate for each recipient.

Done - Pmails Sent

 Note: Print this screen for your records (if you want). However, you should receive a BCC copy of the message that was sent.

Personalized Email (PMail)

4.8.1 Sending PMail

The ***Sending PMail*** section summarizes the message being sent.

Sending PMail:

Date:	04/14/2009 05:49 PM
Sent From:	Michael Thacker (Display Name)
From Email:	Mike@MikeThacker.com (Bounced e-mail messages are returned here)
Reply To:	Mike@MikeThacker.com (Member's will reply to this address)
Subject:	Rotary - District Notice


4.8.2 Sending To

The ***Sending To*** section will summarize who the message is sent to. The UserName, First Name or Nick Name, Email Address and 128 characters of the message (unformatted – no HTML) is shown.

Sending To:

Recipient	Name	Email Address	Unformatted Partial Message / Comments
Thacker, Michael W	Mike	Mike@MikeThacker.com	Dear Mike, Start YOUR Message Here.....

A line similar to the above is listed for every person that is sent an email.

 Note: If you un-checked the box shown below under send options, the above detail will not list members that had an email – which when mailing the District/Account could be several thousand members long. Instead, only an exception list will be generated of members with no-emails or members that “opt-out” of PMail mailings.

Send Options:

- Check this to Send Me Test Email
- Un-check this if you do not want to see a list of all 1 member(s) being PMAiled.
- Include List Source? (What is this?)

By default, this box is un-checked if over 100 members are being PMAiled.


5. PMail Groups

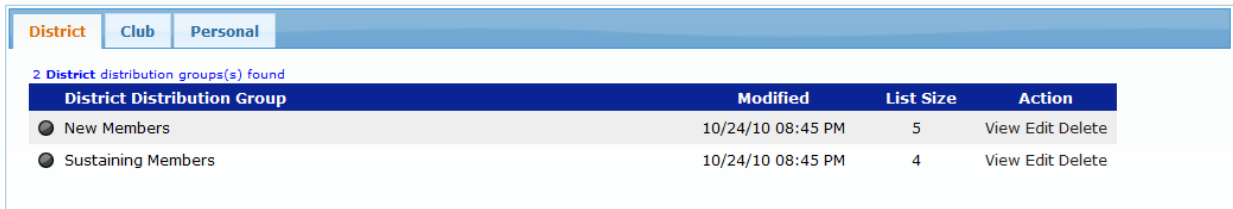
PMail Distribution Groups are a new feature in this release/version of PMail. A PMail Distribution Group allows members to create and maintain an unlimited number of lists of members to PMail. Prior to this release, a committee might have been created to maintain a list of members for purposes of P mailing. While this can still be done, PMail Distribution Groups offer an alternative option without cluttering up the committee listings with extra committees.

PMail Distribution Groups are similar to PMail EZ-Link templates but operate slightly differently -- mainly because of security reasons to control access to email addresses. Distribution Groups can be created at the District (Account), Club (Chapter) or Personal levels depending on your security level within the system.

- **District** – level lists are available only to level 6+ members. This means that a District/Account list can be created with members across the district but any members with security level 5 or below will not be able to View or use this list. Any level 6+ can View, Add, Edit, and/or delete from any District/Account list.
- **Club** – level lists are available only to level 4+ members. Each club has its own set of club-level distribution lists. All level-4+ members of a club can View, Add, Edit and/or Delete from the Club/Chapter lists.
- **Personal** – lists are personal and can only be seen by each member. Depending on the Member's security level, lists can only be created from the Member's club listing (Level 1-3) and/or from the entire District/Account (Level 6+)

To **Select** from a Distribution Group/List you have set up, click on a radio button below.

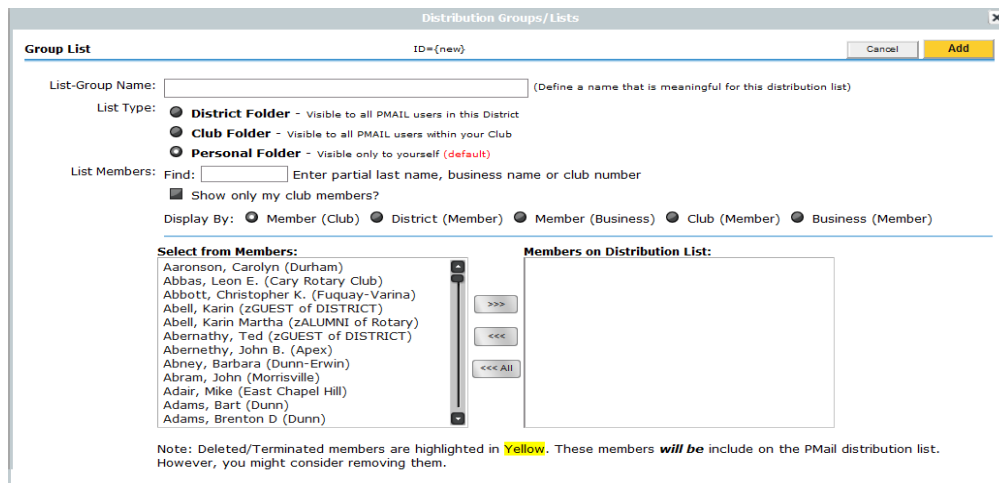
 Add Distribution List



District Distribution Group	Modified	List Size	Action
<input checked="" type="radio"/> New Members	10/24/10 08:45 PM	5	View Edit Delete
<input checked="" type="radio"/> Sustaining Members	10/24/10 08:45 PM	4	View Edit Delete

5.1 Adding a New Distribution List

To create a new distribution list, click on the pencil icon at the top right. This will bring up a dialog window similar to:



Group List ID={new} Cancel Add

List-Group Name: (Define a name that is meaningful for this distribution list)

List Type:

- District Folder** - Visible to all PMAIL users in this District
- Club Folder** - Visible to all PMAIL users within your Club
- Personal Folder** - Visible only to yourself (default)

List Members: Find: Enter partial last name, business name or club number

Show only my club members?

Display By: Member (Club) District (Member) Member (Business) Club (Member) Business (Member)

Select from Members:

- Aaronson, Carolyn (Durham)
- Abbas, Leon E. (Cary Rotary Club)
- Abbott, Christopher K. (Fuquay-Varina)
- Abell, Karin (zGUEST of DISTRICT)
- Abell, Karin Martha (zALUMNI of Rotary)
- Abernathy, Ted (zGUEST of DISTRICT)
- Abernethy, John B. (Apex)
- Abney, Barbara (Dunn-Erwin)
- Abram, John (Morrisville)
- Adair, Mike (East Chapel Hill)
- Adams, Bart (Dunn)
- Adams, Brenton D (Dunn)

Members on Distribution List:

Note: Deleted/Terminated members are highlighted in **Yellow**. These members **will be** include on the PMail distribution list. However, you might consider removing them.

Personalized Email (PMail)

This dialog window should look similar to the Add Committee dialog. The List-Group Name must be entered, the List Type (District/Account, Club/Chapter, or Personal) must be selected and the members you want on the list need to be selected from the list on the left to the list on the right.

Click Add to create the new distribution list. The list should appear under the District/Account, Club/Chapter or Personal lists.

5.2 Viewing a Distribution List

Under Action, click on the View link to obtain a list of members that are on the distribution list.

The screenshot shows a window titled "Distribution Groups/Lists" with a "Group List" header and "ID=7". A "Cancel" button is in the top right. Below the header, it says "List-Group Name: **New Members**". A table lists members with columns: Member Name, Member Type, Club Name, and District.

Member Name	Member Type	Club Name	District
Aaronson, Carolyn (N)	Active	Durham	7710
Akbar, Leon E. (N)	Active-R85	Cary Rotary Club	7710
Abbott, Christopher K. (N)	Active	Fuquay-Varina	7710
Aveni, Karim (N)	Guest	zGUEST of DISTRICT	7710
Abell, Karin Martha (N)	Alumni	zALUMNI of Rotary	7710

Note: Deleted/Terminated members are highlighted in **Yellow**. These members **will be** include on the PMail distribution list. However, you might consider removing them.

If any Member is highlighted in **Yellow**, this Member was terminated sometime in the past and is a candidate to be removed from the list. The system does not automatically do this. Thus, periodic review of the distribution lists is highly recommended.

5.3 Editing a Distribution List

To Edit members from a list, click on the Edit or Delete link under Action. The pop-up dialog is exactly the same as the Add dialog window. Add member by selecting from the left and moving to the right. Delete members by moving members from the right side to the left side.

The screenshot shows the "Distribution Groups/Lists" dialog in edit mode. It includes a "List-Group Name" field with "New Members", a "List Type" section with radio buttons for "District Folder", "Club Folder", and "Personal Folder", and a "List Members" section with a "Find" field and "Show only my club members?" checkbox. A "Display By" section has radio buttons for "Member (Club)", "District (Member)", "Member (Business)", "Club (Member)", and "Business (Member)".

Below these options are two lists of members:

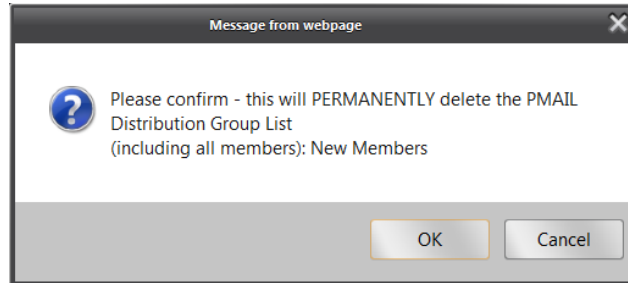
- Select from Members:** A scrollable list of member names.
- Members on Distribution List:** A scrollable list of member names.

Between the lists are buttons: >>>, <<<, and <<< All.

Note: Deleted/Terminated members are highlighted in **Yellow**. These members **will be** include on the PMail distribution list. However, you might consider removing them.

5.4 Deleting a Distribution List

To Delete a distribution list, click on the delete link under Action. A confirmation pop-up will be presented and if OK is clicked, the distribution list and all members that are on that list will be deleted.



There is no recovery from this operation short of recreating the distribution list.

6. PMail Tracking


PMail tracking is a new feature of this release/version of PMail. Tracking (or some call it Campaign Tracking) allows users to track the results of Pmails that are sent out. The most recent 30-days of PMail sends (campaigns) are shown on the list under the Tracking tab

32 PMail Campaigns found

Subject	No Sent	No Blank	No OptOut	No Read	% Read	Time	Action
Sent: Today							
<input type="checkbox"/> ROTARY - Warrenton	17	1	0	1	5.88%	06:31 PM	View Delete
<input type="checkbox"/> ROTARY - Warrenton	17	1	0	2	11.76%	06:26 PM	View Delete
Sent: Wednesday, October 20 2010 Age: 4 days ago							
<input type="checkbox"/> ROTARY -	1	0	0	0	0.00%	01:47 AM	View Delete

The tracking will summarize:

- No Sent -- the number of members (TO) sent this email.
- No Blank - the number of blank or missing emails encountered when sending this PMail
- No OptOut - the number of members that Opted out of receiving Pmails
- No Read - the number of members that opened (and presumably read) the Pmail that was sent to them.
- % Read - the percentage of Pmails opened and read
- Time - the time the PMail was sent.

 Note: The No Read (and % Read) statistics are approximate numbers of Pmails opened (not necessarily read) by members. Your read rate could be higher than what is reported. What is reported is a positive indication of Pmails being opened. Pmails opened off-line or on PDA's with no connectivity will not be included in the statistics. Also, some email programs do not allow for open tracking and others allow the recipient to choose whether to allow or disallow open tracking.

After 30-days, the system will automatically delete the statistics, keeping only the most recent 30-days of activity.

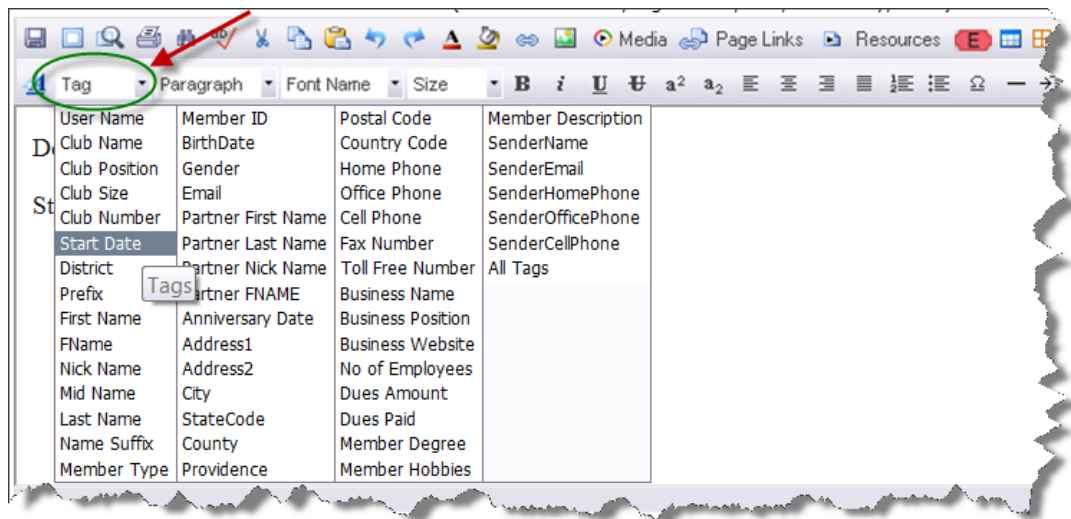
7. PMail Editor Toolbar

The secret sauce for composing a professional PMail is understanding all the tools that you have available to you and having some time and patience to construct a good PMail message. This section of the document will cover some of the major toolbar options in the PMail editor. The remainder of the Editor options are summarized in the attachment at the end this document.

7.1.1 Tags

The personalization part of PMail comes from using Tags. Tags are variables that can be inserted into a PMail message that are translated during the send process as the PMail is sent to each member. All variables are of the form: `{%VariableName%}`

The available tags for a message can be selected from the Tag pull-down as shown below.



Depending on where PMail was invoked from, the list of available Tags (variables) will change. PMail coming from a club link - will contain Member and Club information. PMail invoked from a Committee link will have Committee information. Likewise, Event links will contain Event information.

When highlighting your message content, it is mandatory that the variables names (e.g., `{%VariableName%}`) remain intact. For example, to add a BOLD attribute to a variable, it is important to select the entire variable (bracket to bracket) to make the variable bold. Selecting part of the variable will have undesirable consequences. Meaning, at the HTML level, the editor will insert a `` tag (this is the HTML equivalent of making something bold) in the middle of the tag. So the Tag might look like:

```
{%<STRONG>FName%}, <BR></STRONG>
```

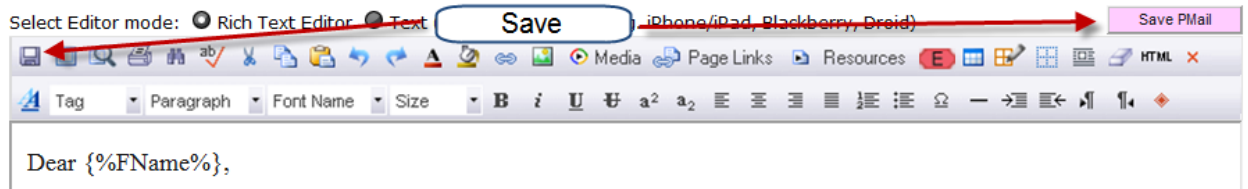
When we go to translate the variable and search for `{%FName%}` we do not find the variable because of the `` in the middle the variable.

A complete list of the Tag metadata is available in an Appendix to this document.

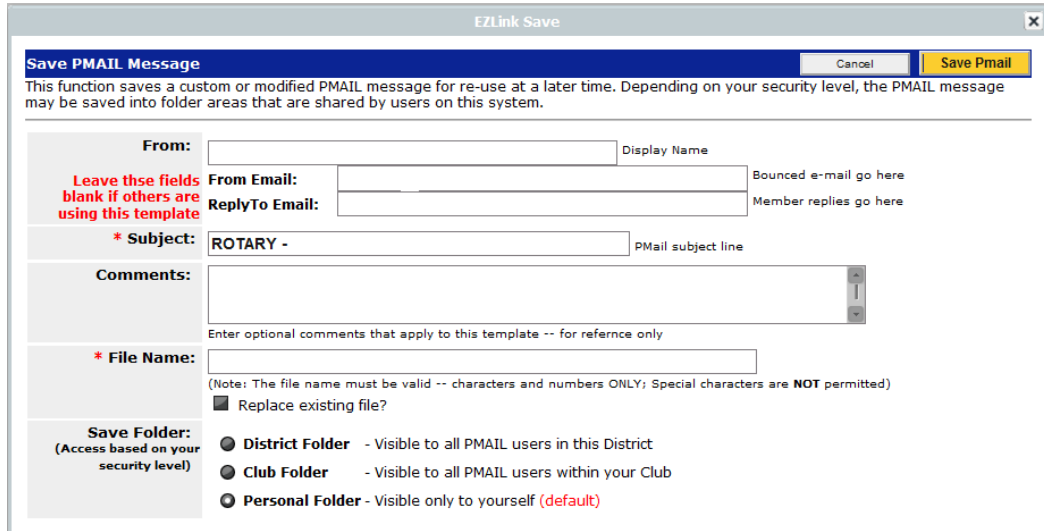
7.1.2 Save Template

The second most important function is the ability to save your message so you can re-use it at a later date. To save your message -- click on the **Save** ICON or click on the **[Save PMail]** button -- either gets you to the same place.

Personalized Email (PMail)



The SAVE Dialog box will open showing a screen similar to:



The most important selection here is where to save the PMail as a template. Depending on your security level you will have 1 to 3 options (District, Club or Personal) folders. By default, the personal folder is checked.


Make sure all the information (From, Subject, Comments, and FileName) is filled in. The comment field is optional, can contain some comment or notes about what this template should be used for.

The following fields are saved as part of any new PMail created or any existing PMail saved.

Metadata Fields	Description
From	This is the display name of the person sending the PMail
From Email	This is the email of the person sending the PMail. Because the way email works, this is the address that bounced emails will be returned to.
ReplyTo	When a member that receives the email successfully, and response with a Reply, the reply will be returned to this address. You probably want this to be an email address that you will read.
Subject	The subject of the PMail
Comments	This is an informational field, where descriptive information about the PMail template can be included.
Message	The actual message content of the PMail template
Created By	Author of the original PMail template
Created Tmstmp	The creation date and time of the PMail template
Modified By	The last person to modify the PMail template
Modified Tmstmp	The date and time of the last modification to the PMail template

Personalized Email (PMail)

USER DOCUMENTATION

 **Warning:** When you save a PMail template into a Club, District/Account or System folder, you may not want to save the template with your own Email data. When someone else uses the PMail, your data will be restored when the PMail is selected. However, this may be exactly what you want to happen when sending out a monthly newsletter on behalf of someone else.

7.1.3 Full Screen

Click the Full Screen ICON to compose the page in full screen mode. This will provide a larger document area in which you can compose your PMail. Click the Full Screen ICON again to return to normal page mode.

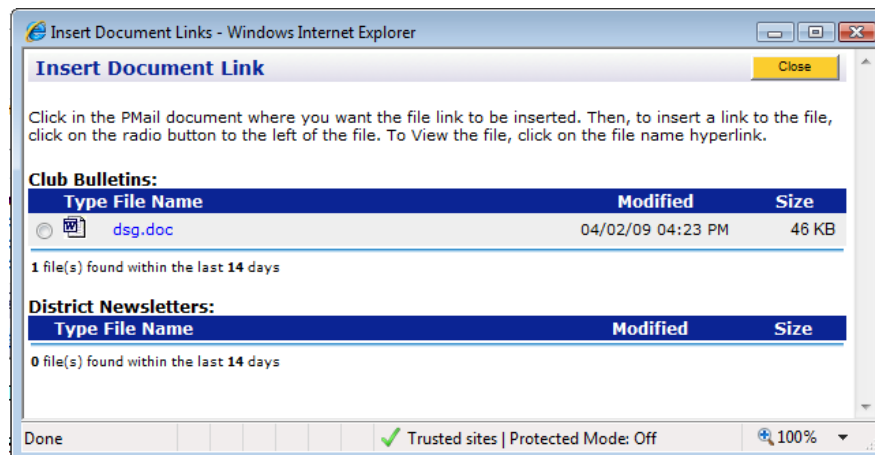


7.1.4 Page Links

Page Links is a new feature and is used to reference and insert previously saved Club Bulletins and District Newsletters.



Clicking on the Page Links ICON will bring up a dialog box in which you can insert either a club bulletin or a district newsletter.



7.1.5 Resources

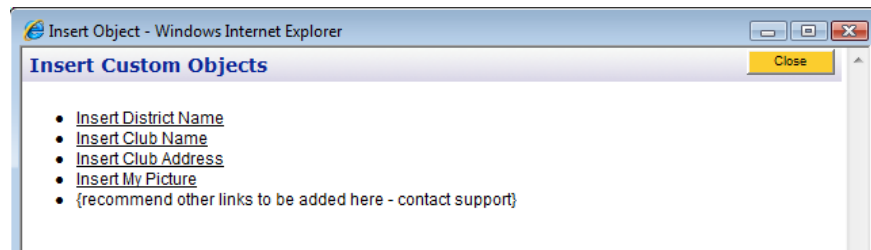
Resources is a new feature, where a User can insert common custom objects into a PMail.




Clicking on Page links will bring up the custom object window, where one item can be selected.

Personalized Email (PMail)

USER DOCUMENTATION




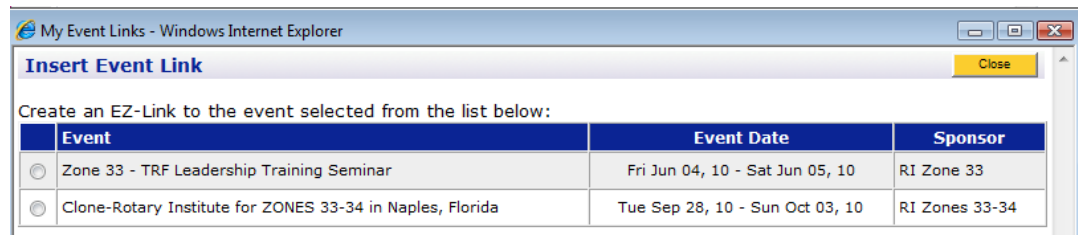
 Note: We are looking for suggestions/recommendations for other objects to include on this list. Do you have one? -- Send a note to Support.

7.1.6 Event Links


Use the E-Ticket ICON to insert event links into your PMail. Event links can provide your members with a hyperlink that will log them into the system and take them directly to the event to register.




 Note: Level 6+ members are required to login for security reasons. Level 5 and below will be logged into DaCdb and taken directly to the event registration screen for the selected event.



Selecting one of the events will put a one-click registration link and ICON into your PMail.

 [Register NOW](#) for **Zone 33 - TRF Leadership Training Seminar - June 04, 2010**

 Note: Your cursor must be positioned in the body of the message where you want the link to appear. If the ICON/Link above does not seem to work, click into the body of your message and try again.

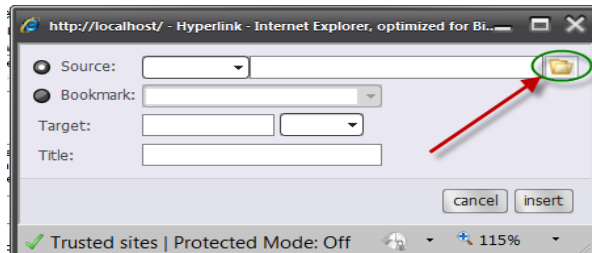
Personalized Email (PMail)

7.1.7 Upload Document/Images

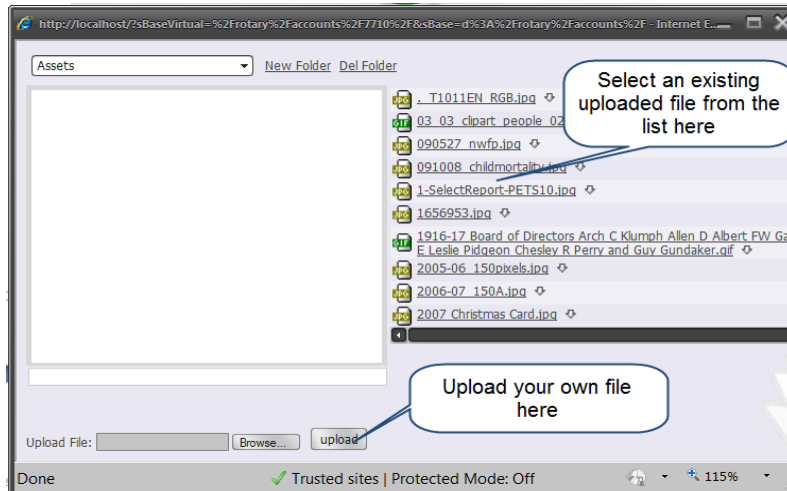
Use the Hyperlink ICON to upload document or images that you want to use in your PMail and to reference previously uploaded documents or images.




This brings up a dialog box:



Click on the File ICON (circled), and another dialog box is presented.



From this dialog panel, you can either click on one of the existing assets from the list at the top right, or you can upload you own file to add to this list by browsing for your file on your local system and then clicking the upload button.

 **Note:** To insert an asset into your document, you must first have clicked into your compose window exactly where you want to insert the document. If after uploading (or selecting an existing asset) nothing happens, chances are you did not click in the document where the insert should occur.

7.1.8 HTML

All PMAILs sent from DaCdb are sent as HTML. Using HTML, incredibly complex PMAILs can be created containing styled text, images/graphics, audio and video links.



Personalized Email (PMail)

USER DOCUMENTATION

In general, using the Editor toolbar features, P-mails can be created without any knowledge of HTML. In reality, you are going to want to know some HTML basics and you will want (or need) to use the HTML ICON to modify or add to the HTML that is being generated under the cover by the Editor.

There is no doubt – that building a professional template may take hours and be very frustrating experience – especially for the first time user. However, once the template is built and saved, it can be reused many times over.

Personalized Email (PMail)

USER DOCUMENTATION

8. PMail Template Examples

PMail templates can range in simplicity from PMail #01- [Dear Rotarian - then your message.htm](#)

```
remember to update the SUBJECT, and delete this line

Dear Rotarian {%FName%},

<NOTE: Your Name, Email and Phone numbers are automatically inserted into your message at the bottom of the page. To enter your message, simply highlight this entire area including the arrows ?<>? at the Beginning and End of this message, and then hit [Delete] key. Then, just begin typing your message. You may also remove the automatically inserted lines below, if you desire, and put in your own personal closing information.>

Yours in Rotary Service,

{%SenderName%}

Email: {%SenderEmail%}
HPhone: {%SenderHomePhone%}
OPhone: {%SenderOfficePhone%}
```

It is also possible to create very professional looking Pmails (e.g., DG Newsletters), which might look something like:

Rotary District 6110 News
THE FUTURE OF ROTARY IS IN YOUR HANDS
Aug/Sept 2009

District 6110 Links

- [Rotary District 6110](#)
- [Rotary International](#)
- [District Calendar](#)
- [DaCdb Log In](#)
- [DaCdb Info](#)
- [Club Resources](#)
- [Suggestion Box](#)

ROTARY YOUTH EXCHANGE

Every year over 8,000 students from 80 countries around the world have the experience of a lifetime by being exchange

Dear {FirstName%},

August was Membership Month. Membership in North America is declining. As a result of this decline, our Zones (30 Districts) were restructured. By the way, our Zone number has changed from 29 to 30. Why is that relevant to us? As has been pointed out by PDG [Name] brought at our Membership Seminars, as our membership declines, so does our representation on the Rotary International Board.

Our District did a great job with membership last year. This was

District Governor [Name] with [Name]

The basic idea behind creating a template is re-use. Create the template once (spending the effort to do it right) and re-use it time and again on future messages (like weekly and monthly newsletters).

Appendix A - PMail Metadata (Tags)

Metadata means data about data -- metadata describes other data. It provides information about a certain item's content. To customize an Invoice or to construct a PMAIL to send to members, you must have some understanding about the metadata being used.

The following variable metadata is available for your use. These allowable tags can be found under the Tag pull-down in the PMail editor toolbar.

8.1.1 Member Data

Variable	Description
{%Today%}"	Today's date in the format: mmm dd, yyyy
{%UserID%}"	UserID
{%UserName%}	The member's name in the format: last name, first name, middle name suffix
{%FName%}	Member First Name (or Badge Name, when available)
{%Prefix%}	Mr., Mrs., Miss, etc
{%FirstName%}"	Member First Name
{%MidName%}"	Member Mid Name
{%LastName%}"	Member Last Name
{%NameSfx%}"	Member Name Suffix
{%MemberType%}"	Member Type (Active, Honorary, Guest, etc.)
{%MemberID%}"	Member ID – e.g. RI member ID number
{%BirthDate%}"	Member's Birth date, format mmm-dd (no year)
{%Gender%}"	Member's Gender
{%EMail%}"	Member's E-mail
{%AccountID%}"	Members Account or District number
{%ClubID%}"	ClubID (the club number assigned by RI)
{%ClubName%}"	Club Name
{%ClubPosition%}"	Club Position
{%StartDate%}"	Member's start date
{%BadgeNumber%}"	Badge Number
{%BadgeTitle%}"	Badge Title
{%PartnerFName%}	Partner First or Nick Name (similar to Member FName)
{%PartnerFirstName%}	Partner First Name
{%PartnerLastName%}	Partner Last Name
{%PartnerNickName%}	Partner Nick Name
{%AnniversaryDate%}	Anniversary Date (format defined by District/Account)
{%Address%}"	Member Address (composite of address field 1 and 2)
{%Address1%}"	Member Address line 1
{%Address2%}"	Member Address line 2 (if used)
{%City%}"	Member City
{%StateCode%}"	Member State Code (e.g. AZ, CO, FL)
{%County%}"	Member County
{%Province%}"	Member Providence or Other
{%PostalZip%}"	Member Postal Zip (zip code)
{%CountryCode%}"	Member Country Code
{%HomePhone%}"	Member Home Phone
{%OfficePhone%}"	Member Office Phone
{%FaxNumber%}"	Member Fax Number
{%CellPhone%}"	Member Cell Phone
{%TollFreeNumber%}"	Member Toll Free Number

Personalized Email (PMail)

{%BusName%}	Member's Business Name
{%BusPosition%}	Member's Business Position
{%Employees%}	Number of Employees at Business
{%BusWeb%}	Business Website URL
{%DuesAmt%}	Dues Amount (not used in Rotary)
{%DuesPaid%}	Dues Paid (not used in Rotary)
{% Degree%}"	Degree
{% Hobbies%}"	Hobbies
{% Description%}"	Description

8.1.2 Sender Data (Changing the From will Change this Data)

Variable	Description
{%SenderName%}"	Sender's Member Name (FirstName MI FirstName, NameSfx)
{%SenderUserName%}"	Sender's User Name (LastName, FirstName, MI NameSfx)
{%SenderClubID%}"	Sender's Club Number
{%SenderFName%}"	Sender's First Name or Nick Name (if provided)
{%FirstName%}"	Sender's First Name
{%LastName%}"	Sender's Last Name
{%SenderMidName%}"	Sender's Middle Name
{%SenderEmail%}"	Sender's Email Address
{%SenderHomePhone%}"	Sender's Home Phone
{%SenderOfficePhone%}"	Sender's Office Phone
{%SenderCellPhone%}"	Sender's Cell/Mobile Phone
{%SenderName%}"	Sender's AccountID or District Number

8.1.3 Originator Data (This is the logged in User's Information)

Variable	Description
{%SESSION.MemberName%}"	Originator's Member Name (FirstName MI FirstName, NameSfx)
{% SESSION.SenderUserName%}"	Originator's User Name (LastName, FirstName, MI NameSfx)
{%SESSION.SenderClubID%}"	Originator's Club Number
{%SESSION.SenderFName%}"	Originator's First Name or Nick Name (if provided)
{%SESSION.FirstName%}"	Originator's First Name
{%SESSION.LastName%}"	Originator's Last Name
{%SESSION.MidName%}"	Originator's Middle Name
{%SESSION.Email%}"	Originator's Email Address
{%SESSION.HomePhone%}"	Originator's Home Phone
{%SESSION.OfficePhone%}"	Originator's Office Phone
{%SESSION.CellPhone%}"	Originator's Cell/Mobile Phone
{%SESSION.AccountID %}"	Originator's AccountID or District Number

Personalized Email (PMail)

USER DOCUMENTATION

8.1.1 Invoice Data

Variable	Description
{%Date%}"	Today's date
{%OrgYear%}"	The current org-year (e.g., 2008-09)
{%Invoice%}"	Invoice group (e.g., INV-00001)
{%DueDate%}"	Invoice due date
{%Period%}"	Invoice period
{%Description%}"	Invoice description
{%InvoiceDate%}"	Invoice date
{%SubTotal%}"	Invoice sub-total (excludes tax)
{%SalesTax%}"	Invoice sales tax
{%TotalAmt%}"	Invoice total amount (subtotal + sales tax)
{%InvoiceMsg%}"	Invoice message
{%MemberMsg%}"	Member's individual message

Personalized Email (PMail)


USER DOCUMENTATION

Appendix B - WYSIWYG Editor ICONS

The editor toolbar used in PMail is arranged in the following layout.














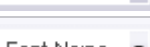











Each of the built-in ICONs have the following meaning. Page Links, Resources, and the E-Tkt (event insert) were described earlier in the document.

Icon	Name	Description
	"Save" button.	Save
	"Full Screen" button.	FullScreen
	"Preview" button.	Preview
	"Print" button.	Print
	"Search" button.	Search
	"Spell Check" button.	SpellCheck (IE Only)
	"Style & Formatting" button.	StyleAndFormatting
	"Cut" button.	Cut
	"Copy" menu item.	Copy
	"Paste" button.	Paste
	"Paste from Word" button.	PasteWord
	"Paste Text" button.	PasteText
	"Undo" button.	Undo
	"Redo" button.	Redo
	"Text Color" button.	ForeColor
	"Text Background Color" button.	BackColor
	"Bookmark" button.	Bookmark
	"Hyperlink" button.	Hyperlink
	"Custom Tag" button.	CustomTags - variables that are replaced during the send operation
	"Image" button.	Upload/insert image (JPG, GIF)
	"Flash" button.	Upload/insert Flash

Personalized Email (PMail)

USER DOCUMENTATION

Icon	Name	Description
	"Media" button.	Media
	"Internal Link" button.	InternalLink
	"Custom Object" button.	CustomObject
	"Table" button.	Table
	"Guidelines" button.	Guidelines
	"Absolute" button.	Absolute
	"Social Characters" button.	Characters
	"Horizontal Line" button.	Line
	"Form" button.	Form
	"Remove Formatting" button.	RemoveFormat
	"Source Editor" button for full HTML editing.	XHTMLFullSource
	"Source Editor" button for HTML BODY content editing.	XHTMLSource
	"Clear All" button.	ClearAll
	"Style Selection" button.	Styles
	"Paragraph" dropdown.	Paragraph
	"Font" dropdown.	FontName
	"Font Size" dropdown.	FontSize
	"Bold" button.	Bold
	"Italic" button.	Italic
	"Underline" button.	Underline
	"Strikethrough" button.	Strikethrough
	"Superscript" button.	Superscript
	"Subscript" button.	Subscript
	"Justify Left" button.	JustifyLeft
	"Justify Center" button.	JustifyCenter
	"Justify Right" button.	JustifyRight

Personalized Email (PMail)

USER DOCUMENTATION

Icon	Name	Description
	"Justify Full" button.	JustifyFull
	"Numbering" button.	Numbering
	"Bullets" button.	Bullets
	"Indent" button.	Indent
	"Outdent" button.	Outdent
	"Left to Right" button.	Left to Right
	"Right to Left" button.	Right to Left