

Marketing

This books covers things such as sending the newsletter.

- [Writing & Sending The Newsletter](#)

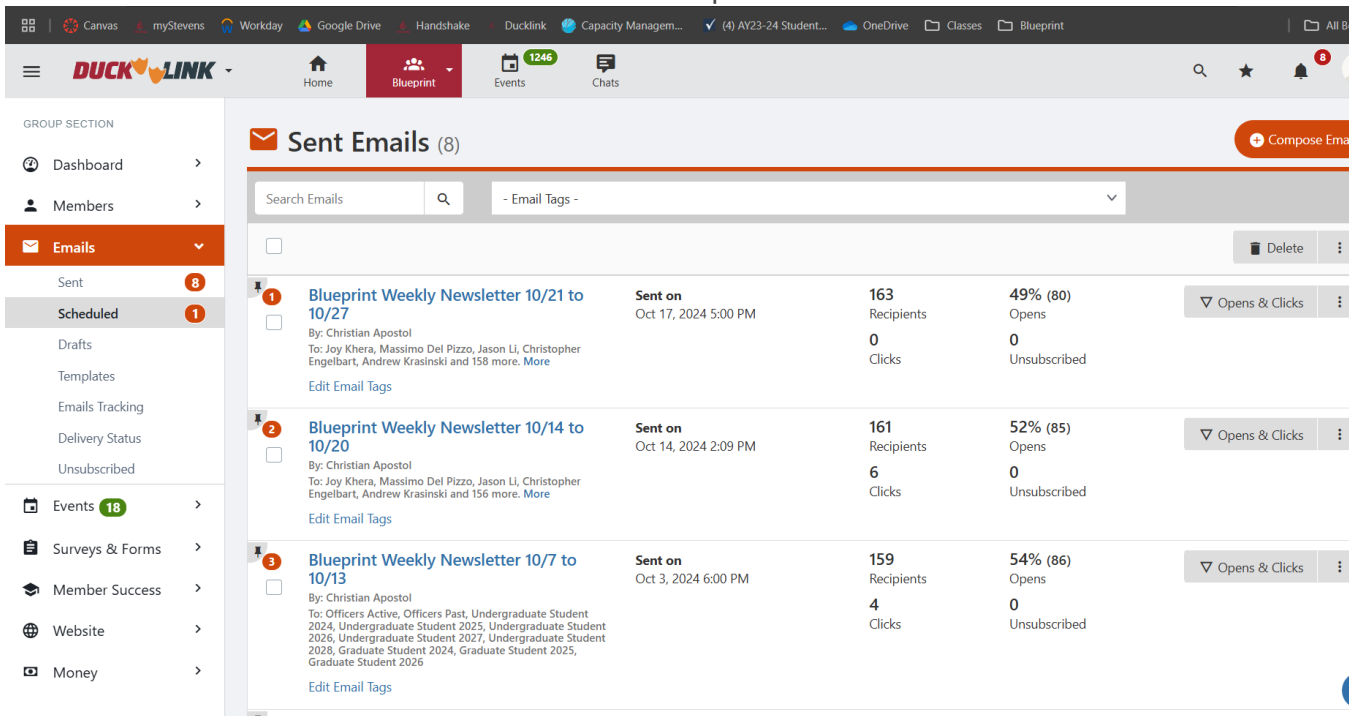
Writing & Sending The Newsletter

Every week we send a newsletter out to our members through Ducklink's Email Folder. The goal is to send the Newsletter on the Thursday or Friday before the advertised week, so that members have time to plan ahead. It should include

- **Future GBMs & Events**
- **Office Hour Schedules**
- **Future Tech Team Meetings**
- **Announcements**
- **Weekly Recaps**
- **Links to Socials (Discord, Instagram, LinkedIn, Public Calendar)**

Step-By-Step Guide For Writing the Newsletter

1. Access the Email tab on Ducklink and select "Compose Email"



The screenshot displays the Ducklink web interface. On the left is a navigation sidebar with a 'GROUP SECTION' containing 'Dashboard', 'Members', 'Emails', 'Events', 'Surveys & Forms', 'Member Success', 'Website', and 'Money'. The 'Emails' section is expanded, showing 'Sent' (8), 'Scheduled' (1), 'Drafts', 'Templates', 'Emails Tracking', 'Delivery Status', and 'Unsubscribed'. The main content area is titled 'Sent Emails (8)' and features a search bar and a dropdown menu for email tags. Below this is a table of sent emails:

		Sent on	Recipients	Opens	Unsubscribed	
<input type="checkbox"/>	1 Blueprint Weekly Newsletter 10/21 to 10/27	Oct 17, 2024 5:00 PM	163	49% (80)	0	Opens & Clicks
	By: Christian Apostol To: Joy Khera, Massimo Del Pizzo, Jason Li, Christopher Engelbart, Andrew Krasinski and 158 more. More					
	Edit Email Tags		0	0	0	
			Clicks		Unsubscribed	
<input type="checkbox"/>	2 Blueprint Weekly Newsletter 10/14 to 10/20	Oct 14, 2024 2:09 PM	161	52% (85)	0	Opens & Clicks
	By: Christian Apostol To: Joy Khera, Massimo Del Pizzo, Jason Li, Christopher Engelbart, Andrew Krasinski and 156 more. More					
	Edit Email Tags		6	0	0	
			Clicks		Unsubscribed	
<input type="checkbox"/>	3 Blueprint Weekly Newsletter 10/7 to 10/13	Oct 3, 2024 6:00 PM	159	54% (86)	0	Opens & Clicks
	By: Christian Apostol To: Officers Active, Officers Past, Undergraduate Student 2024, Undergraduate Student 2025, Undergraduate Student 2026, Undergraduate Student 2027, Undergraduate Student 2028, Graduate Student 2024, Graduate Student 2025, Graduate Student 2026					
	Edit Email Tags		4	0	0	
			Clicks		Unsubscribed	

2. Select the "MEMBERS" checkbox

1 Select recipients

The screenshot shows a recipient selection interface with two columns of options. The left column is under the heading 'MEMBERS (164)' and includes three sub-options: 'Officer (17)', 'Undergraduate Student (154)', and 'Graduate Student (10)'. The right column is under the heading 'CONTACTS (38)' and includes two sub-options: 'Past Members (0)' and 'Other Contacts (38)'. Below these, there are filters for 'Officer', 'Current User', and 'Alumni'. At the bottom, there is a section for 'TAGGED MEMBERS & CONTACTS (5)' with three sub-options: 'Member Tags (0)', 'Sub-Groups Tags (5)', and 'User Tags (79)'. A horizontal scrollbar is visible at the bottom of the interface.

MEMBERS (164)

- Officer (17)
- Undergraduate Student (154)
- Graduate Student (10)

CONTACTS (38)

- Past Members (0)
- Other Contacts (38)

Officer Current User Alumni

TAGGED MEMBERS & CONTACTS (5)

- Member Tags (0)
- Sub-Groups Tags (5)
- User Tags (79)

3. Select "Email Builder"
4. Follow this format for the title and make sure to select "group email" so that it sends from *blueprint@stevens.edu*. Otherwise the Newsletter will come from your personal Stevens email!

3 Choose a setup

Subject:

Blueprint Weekly Newsletter 9/16 to 9/22

"From" address:

Christian Apostol - caposto1@stevens.edu ▼

Your group main email address (blueprint@stevens.edu) ([Edit](#))

Introduction:

No Introduction ▼

 Add attachments

5. Select the NEWSLETTER TEMPLATE - It should have the Blueprint logo as a header. The template may change in the future.
 6. Fill in the Template in with this week's Newsletter content, making sure to update all of the dates and times
 7. Preview the email and/or send a test to yourself
-

8 Delivery options

Schedule email delivery, date: **Time:** - ▼ : - ▼ EDT (GMT-4)

Display default email footer

Only display Unsubscribe link in footer

Send myself a test email

Preview it first...

Save as draft

Save and Send

-
8. Once everything looks good, feel free to send!

Note: Ducklink is very glitchy, so it may sometimes crash or freeze. Check the "Drafts" section of the email tab and it will usually have your saved progress if this occurs.

