

# Community group newsletters

Here we describe how a community group can create an attractive e-mail newsletter using its Digital Fife website.

Community group newsletters are normally sent to members and others who have expressed an interest in the group, so there is little chance of the newsletter being deleted or binned without being looked at.

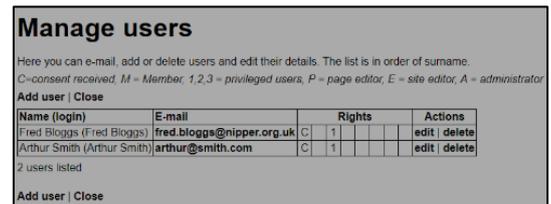
However, you should not take your readers for granted. These days people are used to very high visual and editorial standards in their communications and you should not compromise on quality just because you assume the readers will automatically be interested.

The Digital Fife “List” widget allows you to create short articles that can each include a title, text content, picture and link. As well as making for an attractive web page, the widget can generate automatically an e-mail that can be sent to recipients using the Digital Fife e-mail tools.

## 1. Create the list of e-mail recipients

All organisations holding and using personal data need to comply with the General Data Processing Regulations. This is likely to hold true even after we have fully left the EU. In the context of community group newsletters, this means that you cannot hold contact details of individuals and send them e-mails and other communications without their consent.

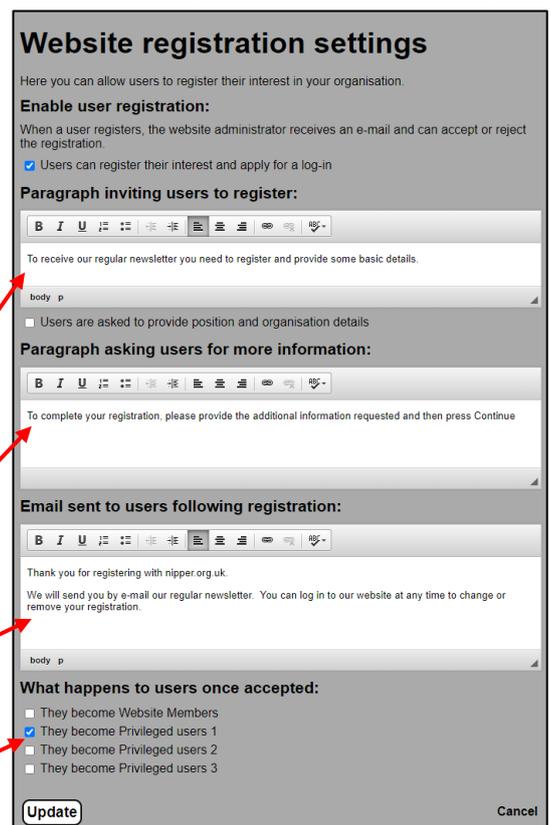
Digital Fife includes tools that allow you to build and maintain a database of users who consent to being contacted. The database is accessed through Admin > Advanced settings > Manage users:



Name (login)	E-mail	Rights	Actions
Fred Bloggs (Fred Bloggs)	fred.bloggs@nipper.org.uk	C 1	edit delete
Arthur Smith (Arthur Smith)	arthur@smith.com	C 1	edit delete

You can build this database manually from information you have received from members and others who have consented to belong to the e-mail mailing list. To do this click “Add user”, fill in the user’s name, a password and e-mail address and assign the appropriate user rights. “Consent received” indicates that you have the consent of the user and “Privileged user 1” allows you to select this class of user for your newsletter mailing.

You can also ask users to register themselves to receive newsletters. To do this go under “Advanced settings” to “Website registration settings”. This offers a wide variety of options related to registration and logging in. Those related to newsletter registration are shown here.



**Website registration settings**

Here you can allow users to register their interest in your organisation.

**Enable user registration:**

When a user registers, the website administrator receives an e-mail and can accept or reject the registration.

Users can register their interest and apply for a log-in

**Paragraph inviting users to register:**

To receive our regular newsletter you need to register and provide some basic details.

body p

Users are asked to provide position and organisation details

**Paragraph asking users for more information:**

To complete your registration, please provide the additional information requested and then press Continue

body p

**Email sent to users following registration:**

Thank you for registering with nipper.org.uk.

We will send you by e-mail our regular newsletter. You can log in to our website at any time to change or remove your registration.

body p

**What happens to users once accepted:**

They become Website Members

They become Privileged users 1

They become Privileged users 2

They become Privileged users 3

Update Cancel

*Message on log-in page inviting users to register for newsletter*

*Message after user clicks “Register” on login page*

*E-mail sent to user on successful registration*

*Privileges if any granted to user on successful registration*

When a user clicks “Login” an additional “Register” option now appears. When the user clicks this they are asked for basic personal information as shown.

The user is then sent a confirmation e-mail automatically and can subsequently log in to change their registration details. You are also sent an e-mail giving you the option to accept or reject the registration.

## 2. Create the web page containing the e-mail content

Starting with a new basic page, create a “List” widget in the main body of the page. There can also be other widgets on this page, for example in the information column.

The widget set-up box is shown on the right. Apart from the standard widget options, you can set a sort order for the articles. You can also set some formatting options.

Items are created and edited as follows:

Each item can contain a title, html content, link and picture.

The main content is entered with the help of a toolbar that allows for various formatting options. The link can be to a web page or to a document stored in the website library. The link text should clarify what the link does.

Finally, the picture can be sized and placed to the left, right, top or bottom of the text.

The first step is to build an attractive web page by creating each article and putting the articles in the correct order. The e-mail will look very similar to the web page, so it is worth spending time to get this right.

Clicking “generate e-mail” at the top of the widget pops up a window showing what the content of the e-mail will look like. This will be very similar to the widget on the web page. There may be some small formatting differences as e-mails use different layout tools to web pages. Most significantly, e-mails are formatted to be 640 pixels wide.

Overleaf is an example of the pop-up window.

Press “Cancel” to make any adjustments necessary and then press “Continue” to move on to complete the e-mail.

Here you can add an e-mail subject (compulsory) and a header and footer for your e-mail (both are optional)

### Edit unformatted e-mail message

Please edit the message and other details. Clicking "Continue" does not send the message.

**Subject:**  
Community Zoo Christmas newsletter

**Header (before message in e-mail):**

Format: **B I U** [bullet] [list] [link] [img] [table] [code] [quote] [pre]

Welcome to our newsletter to Christmas 2020. In spite of lockdown, the zoo has continued to thrive and we are all looking forward to seeing lots of visitors in 2021.

**Message (locked and cannot be edited here):**

**Bertie the gorilla**

Our popular and friendly gorilla celebrated his 30th birthday in November.

Bertie has been well all year, though started to put on extra weight when a local greengrocer started to supply him with a daily crate of bananas.

He is particularly popular with children and has been visiting local primary schools with his keeper, Mr. Hinge.



**Footer (after message in e-mail):**

Format: **B I U** [bullet] [list] [link] [img] [table] [code] [quote] [pre]

If you would like more information or would just like to get in touch, please use the contact form on our website at <http://www.nipper.org.uk>

**Email address to which a test message can be sent:**  
bob.crichton@hop.co.uk

Send e-mail message to:  
 All users  
  Members  
  Privileged users 1  
  Privileged users 2  
  Privileged users 3

Only include users with the "consent" flag set

**File name of attachment in library:**  
No attachment

You should also include your own e-mail address for testing purposes and choose who should receive the e-mail. Finally, there is an option to add a document from your library as an attachment. Pressing “Continue” then takes you to your e-mail library.

You can also access this library by clicking “Admin” > “Advanced settings” > “Manage e-mails”.

### 3. Send the e-mail newsletter

When you have built up a list of consenting users – either manually or automatically – you can then send them an e-mail by clicking “Manage e-mails” under “Advanced settings”.

It is always a good idea to send yourself a test message first and you can enter an e-mail address for this.

Clicking “Continue” takes you back to the list of e-mails and you can click “View” for a final check of the e-mail content and formatting and then “Test” to send yourself the e-mail. When this has arrived, check it to confirm all is as you expect and then click “Send” to prepare to send out the e-mail to all selected users.

When you send the e-mail you will be asked to confirm by retyping random numbers in a box and will then see a list of those to whom the e-mail has been sent.

Bob Crichton - HOP Associates, 15<sup>th</sup> December 2020

### Generate e-mail from list widget

The e-mail (minus subject, header and footer) is shown below. Scroll to the end of the e-mail to continue to prepare the e-mail or to cancel.

**Bertie the gorilla**

Our popular and friendly gorilla celebrated his 30th birthday in November.

Bertie has been well all year, though started to put on extra weight when a local greengrocer started to supply him with a daily crate of bananas.

He is particularly popular with children and has been visiting local primary schools with his keeper, Mr. Hinge.



**Harry the hippo**

This year we expanded our lake and the surrounding grassy area for the benefit of Harry our resident hippopotamus. Harry has been with us since he was a baby and just seems to grow and grow.

Hippo's are not known for being particularly friendly, but Harry seems to know how to pose for a great photograph.



**Fluffy the rabbit**

We found fluffy back in the Spring, wandering aimlessly by the side of the river. We think her mother may have been taken by a fox.

Our volunteer keeper of the rabbits, Molly Malloy, spent countless hours with Fluffy, grooming her and introducing her to the other rabbits in our collection.

Fluffy must be the cuddliest rabbit in the world and is very popular with visiting children.



**Mother goose**



Our own mother goose, Gossie, hatched 16 goslings on 15th July and all are doing well. The babies are nearing maturity and are expected to leave the safety of Gossie and fly south early in the Spring.

In the meantime you can come to the zoo and watch them flying in formation. They particularly enjoy diving at Harry the hippo and watching his bewildered response.

### Create and send e-mails

Here you can add, edit or delete e-mail messages and send them to your users. The latest message is shown first and new blank e-mails go to the top of the list. Before sending a bulk email you should use the "test" link to send a sample email back to yourself.

E-mails marked "\*" are pre-formatted and cannot be edited.

Subject	Date	Actions
*Community Zoo Christmas newsletter	14-Dec-2020	edit   delete   view   test   send