

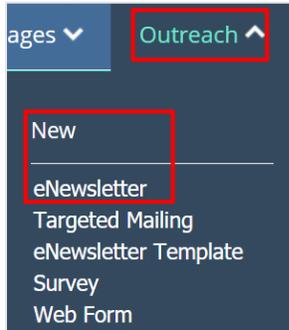
Creating and Publishing an eNewsletter

Market: Federal/State/Local, House, Senate

Description: These instructions teach users how to select an existing eNewsletter template, create the content, select the audience, review the information, and process the publication of an eNewsletter using the IQ eNewsletter Wizard.

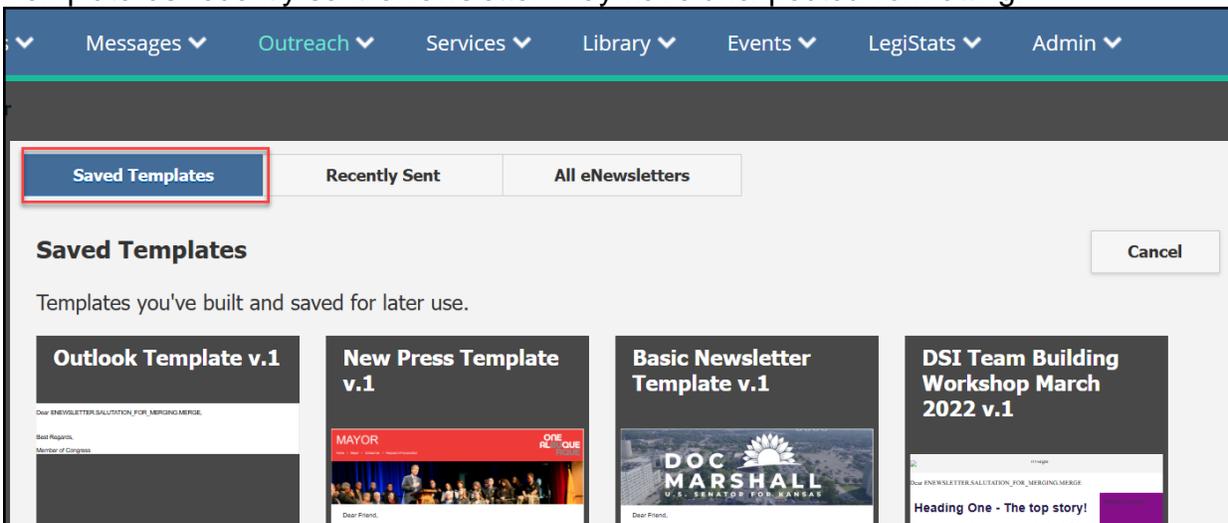
Selecting the Template

1. Navigate to **Outreach > New > eNewsletter**.



Note: In IQ, a Targeted Mailing uses the same process as creating an eNewsletter.

2. Select a template from the available options. A best practice is to select from a Saved Template as recently sent eNewsletter may have unexpected formatting.



Adding the Content

3. The template is displayed along with the **eNewsletter Wizard**, which is automatically set to **Content**.



- On the left page, change the name, attach documents as needed, and modify the settings and sections of the eNewsletter...

- Modify the content using the menu. Hover the cursor over an icon to identify their function, as needed.

- Select **Save**.

Selecting the Audience

- Click **Select Audience**.

- Complete the fields by selecting values for each field. To determine the size of the audience, click **Review Audience Size**.

- Select **Save**.

Reviewing the Information

10. Click **Review**.



11. Complete the fields.

Start

- *Build Only*: IQ will generate the eNewsletter only.
- *Build and Send*: IQ will generate the eNewsletter and will send it to the target audience based on the specified date and time.
- *Build and Send Immediately*: IQ will generate the eNewsletter and immediately send it to the target audience.
- *No Hard Stop*: IQ allows the newsletter to continue sending until completed.
- *Yes. Stop deliver at a specific date/time.:* IQ will stop sending the newsletter to contacts in the target audience who have not received the newsletter and a chosen date and time.

12. To send, click the button that is displayed. The type of selection will vary based on the type of build.



Select **Build**, which is the display if **Build Only** is selected above.



Select **Send**, which is the display if **Build and Send** is selected above.



Select **Send Now**, which is the display if **Build and Send Immediately** is selected in the previous step.