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**.



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.

~	Messages 🗸	Outreach 🗸	Services 🗸	Library 🗸	Events 🗸	LegiStats 🗸	Admin 🗸
	Saved Templates	Recently	Sent /	All eNewsletters			
S	aved Templates						Cancel
Te	emplates you've built	and saved for late	er use.				
Dear B	Outlook Template	v.1 New P v.1	ress Template	Basic Ne Templat	ewsletter e v.1	DSI Tean Worksho 2022 v.1	n Building p March
Best R Membe	ngarda,	MAYOR Dar Filend,		DO C MAR Der Filers.		R Der FNFWSLETTFE SALUTATION J Heading One - Th	rmape Com_MERCINA_MERCE he top story!

Adding the Content

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

Outreach » Newsletter									
Change Layout	Content	> Select Audience	Review						

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



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

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6. Select Save.

Actions 📀	Save	Review »

Selecting the Audience

7. Click Select Audience.										
Outreach » News	letter									
Change Layout	Content	• Select Audience	Review							
	Click Select Au Outreach » News Change Layout	Click Select Audience. Outreach » Newsletter Change Layout Content	Click Select Audience. Outreach » Newsletter Change Layout Content Select Audience							

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

Select Your Audience With all of these attributes Name: Training Sample of eNewsletter Start with:	× 0	Salutation: Formal • Audience Selection:						
All contacts with valid email addresses	Ŧ	Use the entire audience size						
Include only contacts with ALL of these attributes		Exclude contacts with ANY of these attributes						
× VET - Veteran (8)	0	x DECEASED - Deceased (0) or x DNC - Do Not Call (3) or x EO - Elected Official (0)	0					
x COVID - COVID Relief Bill (527)	•	× COVID- HYBRID LEARNI - COVID- HYBRID LEARNING (2)	0	+				
🗴 Covid Relief v.1 (264)	0	Form Letters	0					
Special Rules	0	Special Rules	0					
x COUNTY: District of Columbia (46)	0	Geographic	0					
Show Less Criteria								

9. Select Save.

Actions 📀 Save Review »

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Reviewing the Information

- 10. Click Review.

 Change Layout
 Content
 Select Audience
 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.



Save

Send Now »

Actions 🚫

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.