

ChamberMaster: Email Designer Overview

Email Designer Overview

Along with your ChamberMaster/MemberZone software, **Email Designer** provides you the ability to create and design your own newsletters and email templates.

Email Designer is extremely flexible and provides a variety of tools for content elements that populate from your database.

Email Designer Overview

Email Designer is available as an **Add-on** feature for those who have Plus, Premier, or Pro editions of ChamberMaster or MemberZone.

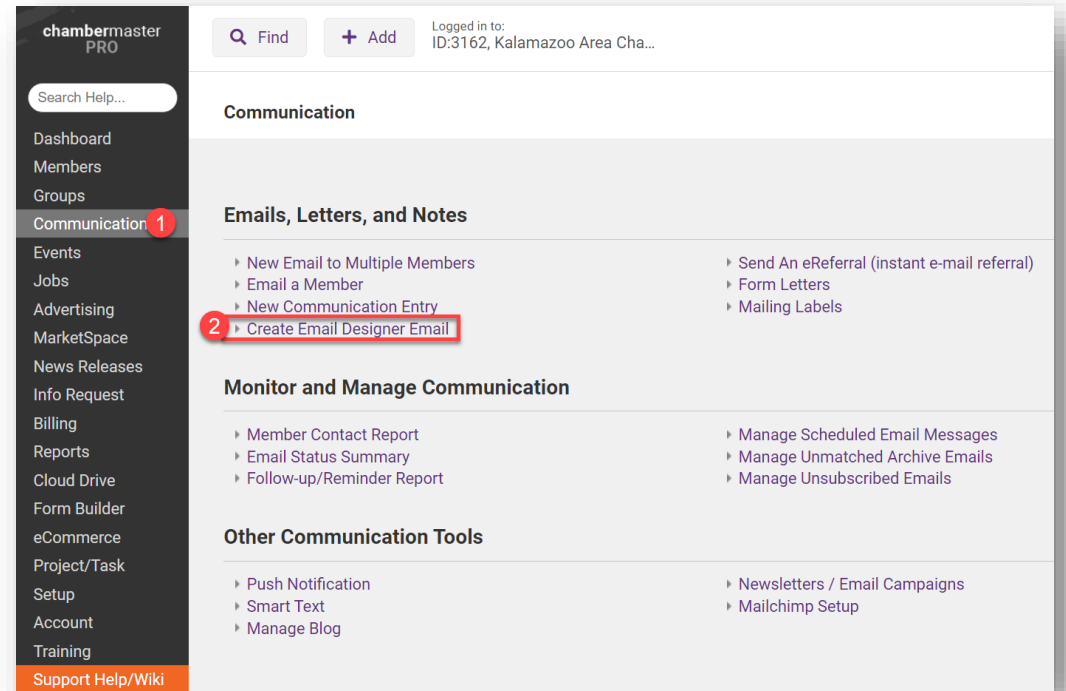
For pricing information, please reach out to the [Account Management Team](#).

Agenda

- Where is it?
- Default Templates
- Template Settings
- How does it work?
- Content Tools
- Common Tasks
- Saving Your Work
- Sending Your Newsletters
- Troubleshooting

Where is it?

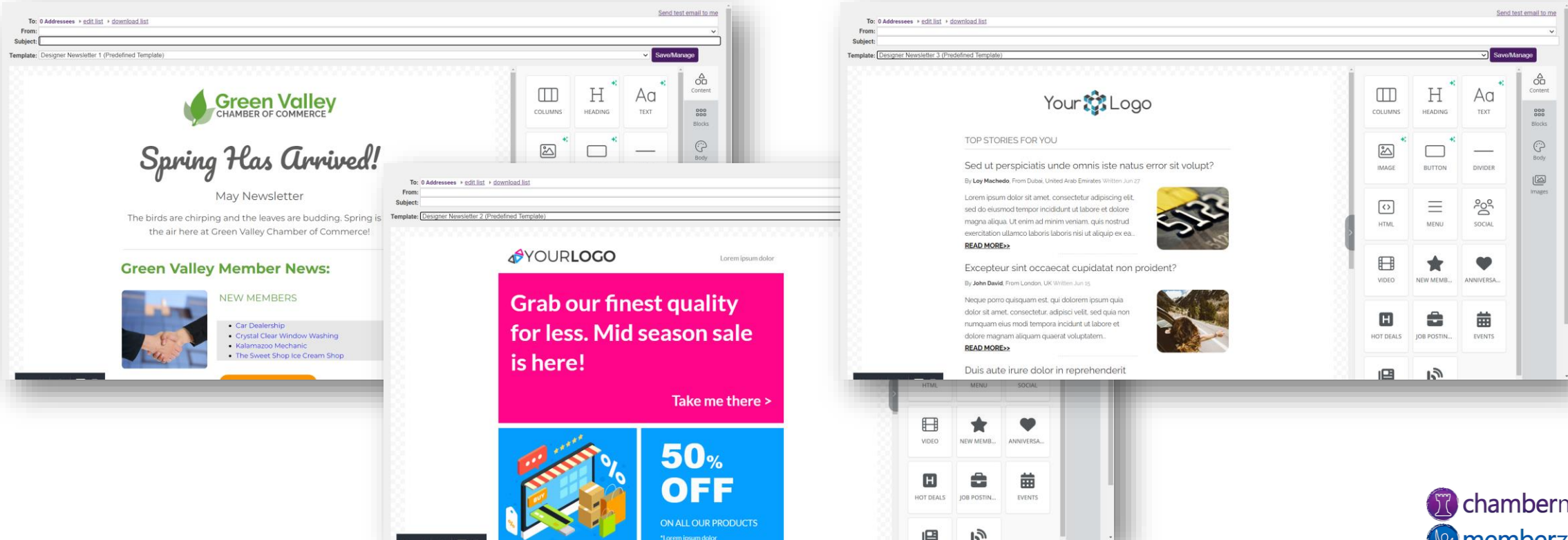
Email Designer is located in your Communication module. Click the **Create Email Designer Email** link to open the Email Designer window.



The screenshot displays the Chambermaster PRO user interface. On the left is a dark sidebar menu with the following items: Dashboard, Members, Groups, Communication (highlighted with a red circle and a '1'), Events, Jobs, Advertising, MarketSpace, News Releases, Info Request, Billing, Reports, Cloud Drive, Form Builder, eCommerce, Project/Task, Setup, Account, Training, and Support Help/Wiki (highlighted in orange). The main content area is titled 'Communication' and contains three sections: 'Emails, Letters, and Notes' with links for 'New Email to Multiple Members', 'Email a Member', 'New Communication Entry', 'Send An eReferral (instant e-mail referral)', 'Form Letters', and 'Mailing Labels'; 'Monitor and Manage Communication' with links for 'Member Contact Report', 'Email Status Summary', 'Follow-up/Reminder Report', 'Manage Scheduled Email Messages', 'Manage Unmatched Archive Emails', and 'Manage Unsubscribed Emails'; and 'Other Communication Tools' with links for 'Push Notification', 'Smart Text', 'Manage Blog', 'Newsletters / Email Campaigns', and 'Mailchimp Setup'. A red circle with a '2' highlights the 'Create Email Designer Email' link in the 'Emails, Letters, and Notes' section. At the top right of the main area, there is a search bar, an 'Add' button, and a 'Logged in to: ID:3162, Kalamazoo Area Cha...' notification.

Default Templates

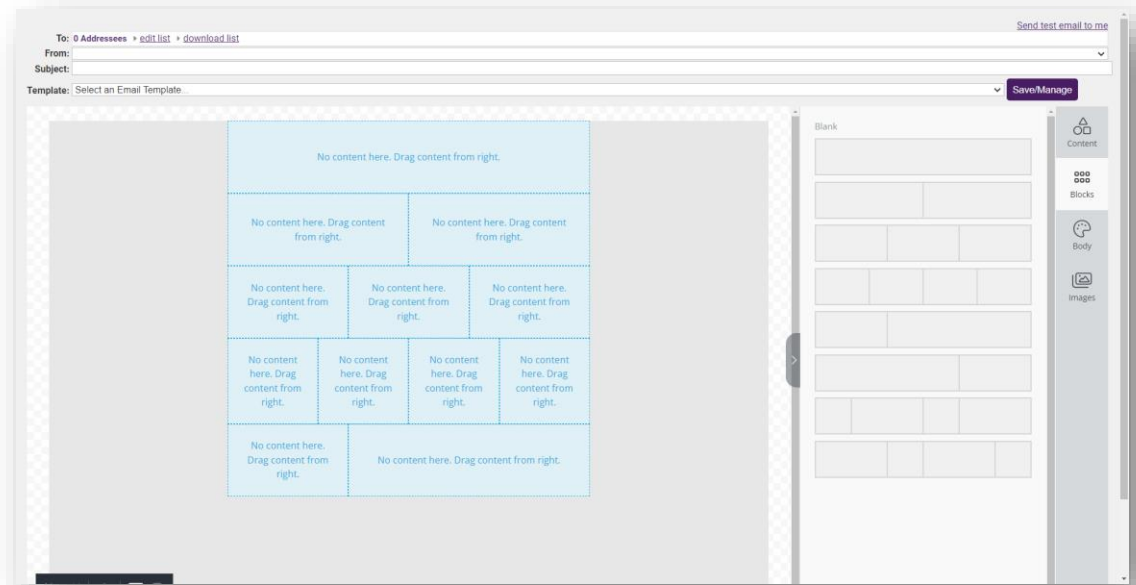
There are several Default Templates you can view and customize.



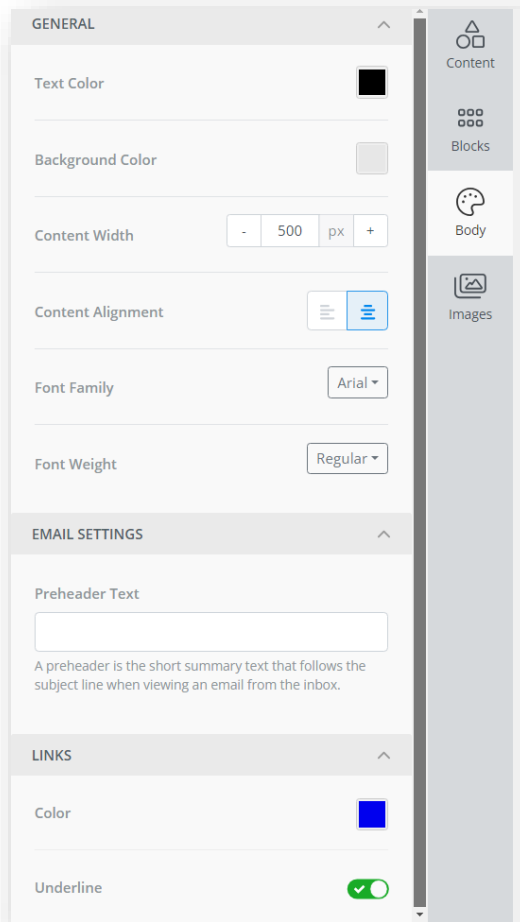
Template Settings

Blocks

Blocks help you define the areas of your template and can divide them into sections; each Block can contain multiple types of content.



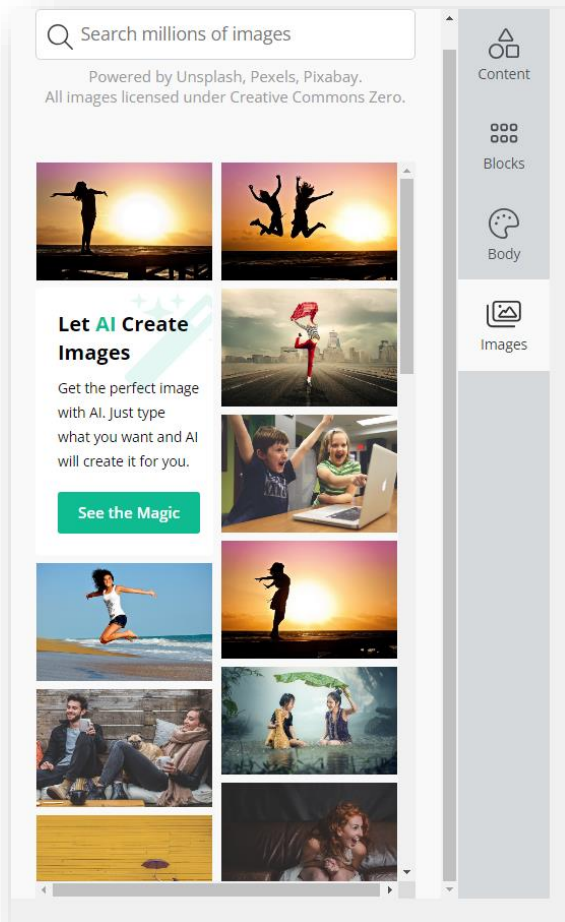
Template Settings



Body

Using the **Body** option, you can define the global settings for your templates, including the width of the template, the background color, default fonts to be used, link color, etc.

Template Settings



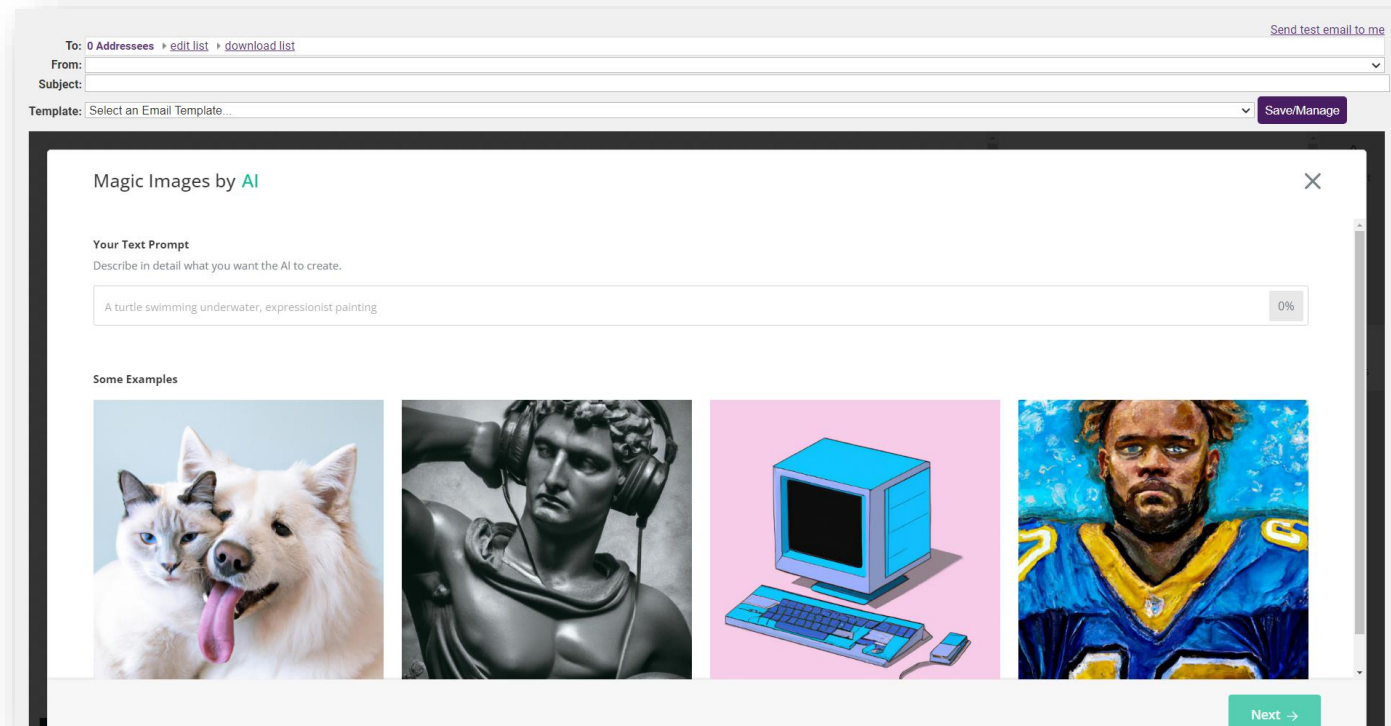
Images

Search and select from an extensive library of Creative Commons stock images

Template Settings

NEW! AI-Created Images!

Use the **Magic Images by AI** option to create any image you need.



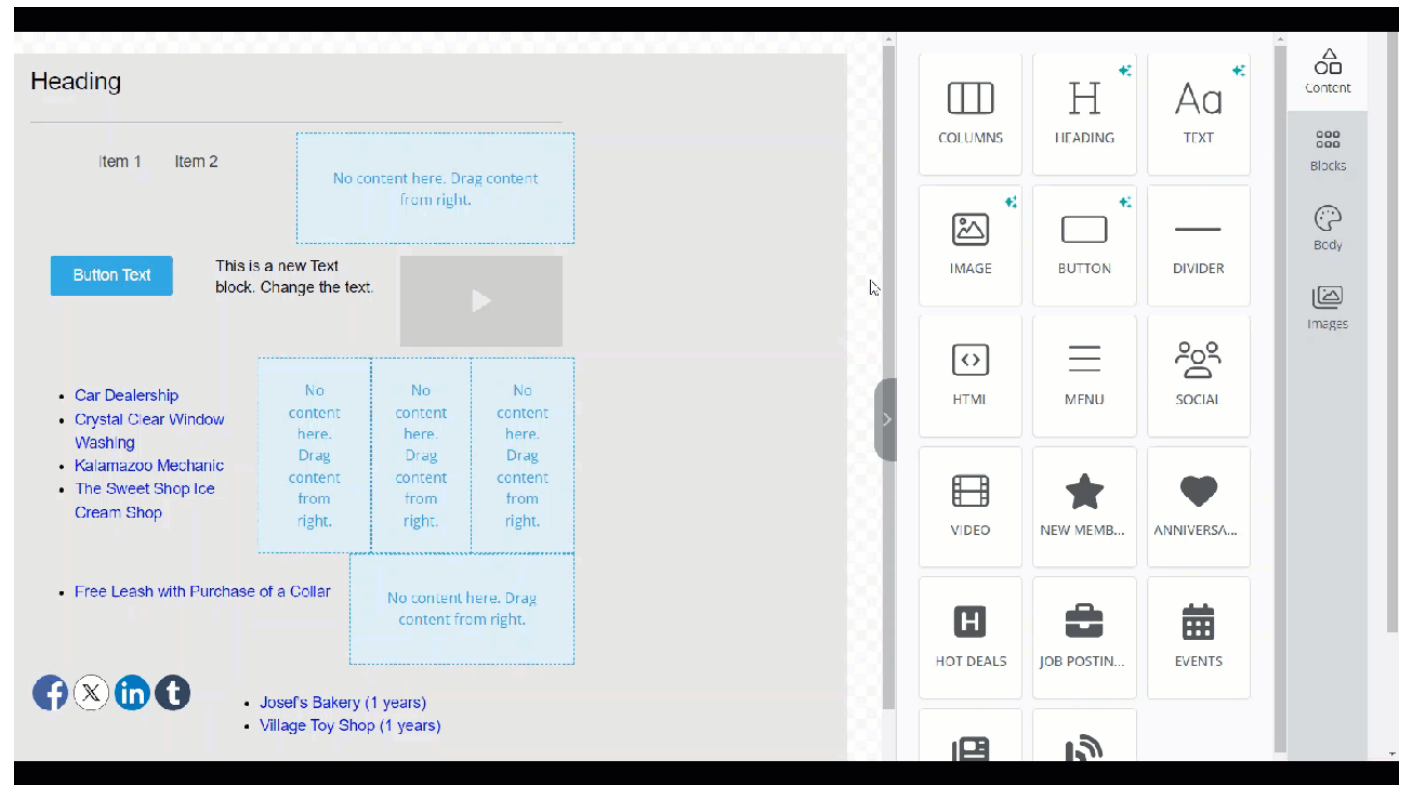
How Does It Work?

How Does It Work?

Email Designer is a drag-and-drop, “What You See Is What You Get” (WYSIWYG) email editor.

To use it, click and hold the tool you want to use and drag it into the spot you want the content to appear.

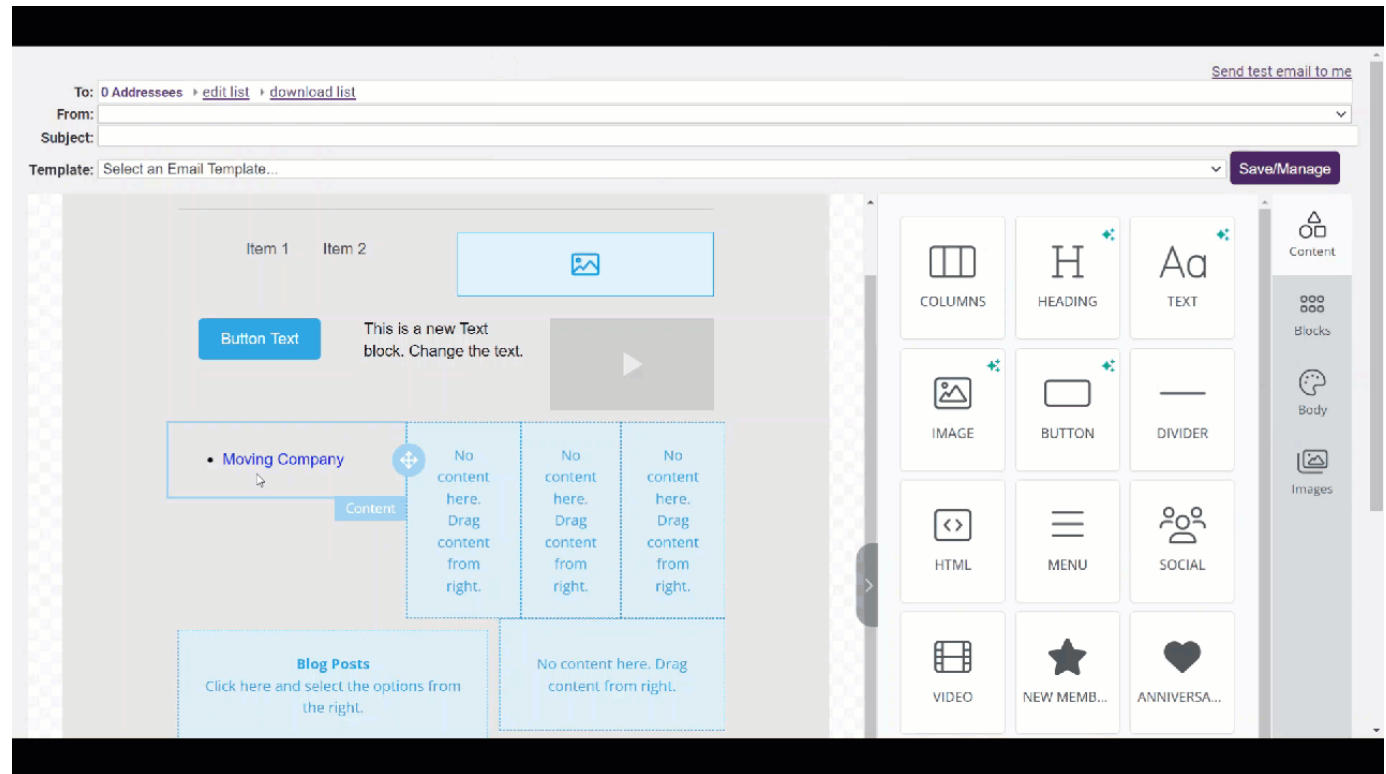
It's that simple!



How Does It Work?

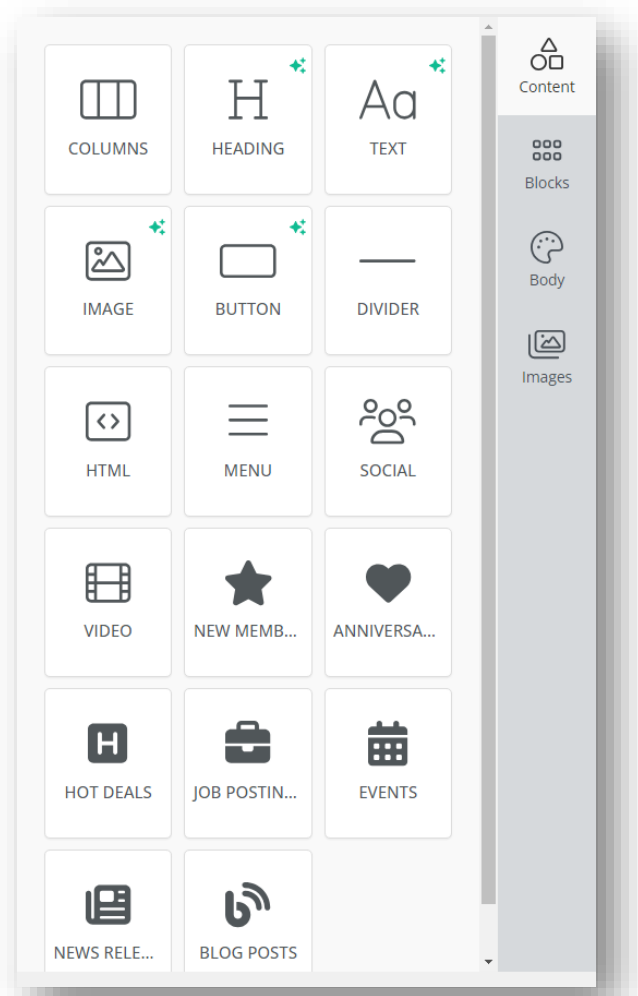
Updating Content

When working with content from your database, keep in mind it does not update automatically- for current lists of new members, upcoming events, etc., be sure to **Reload Content** before sending out your newsletter!



CONTENT TOOLS

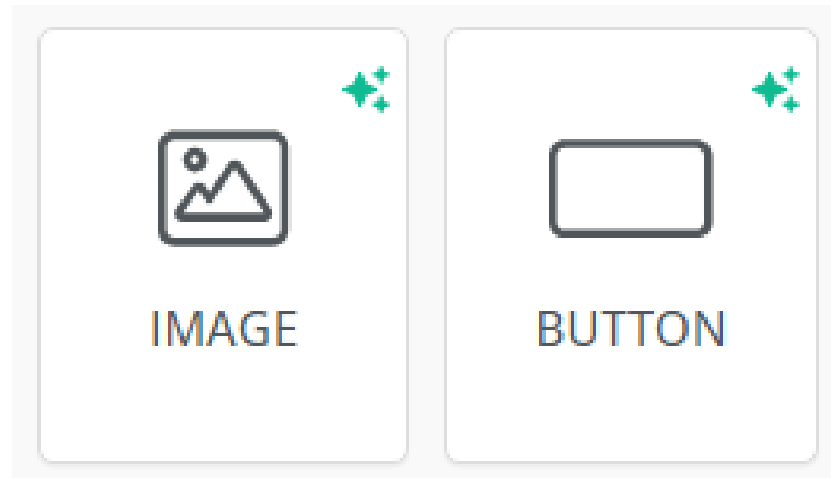
Content Tools



On the Content tab are both standard and custom tools you can use to edit existing content or add new content.

Content Tools

AI functions are now included throughout Email Designer.
Hint: look for the little green sparkles!



STANDARD TOOLS

Standard Tools

Columns

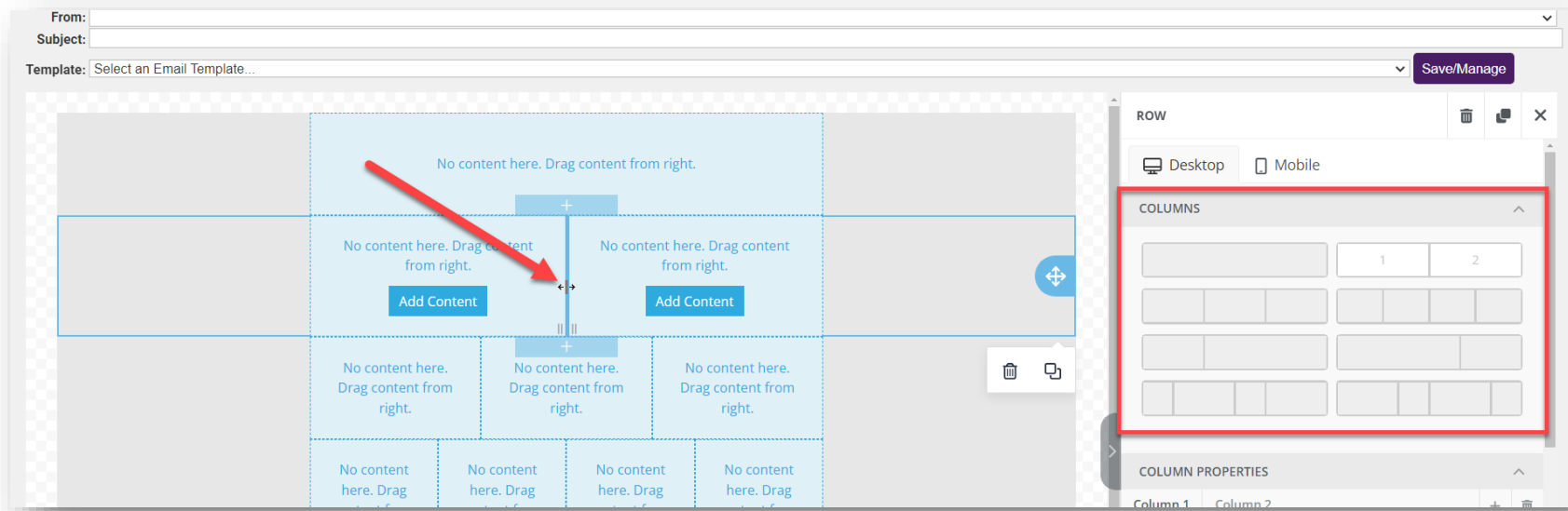
This is essentially the same tool as the **Blocks** option. Click and hold the Columns button, and drag it into place.



Standard Tools

Columns

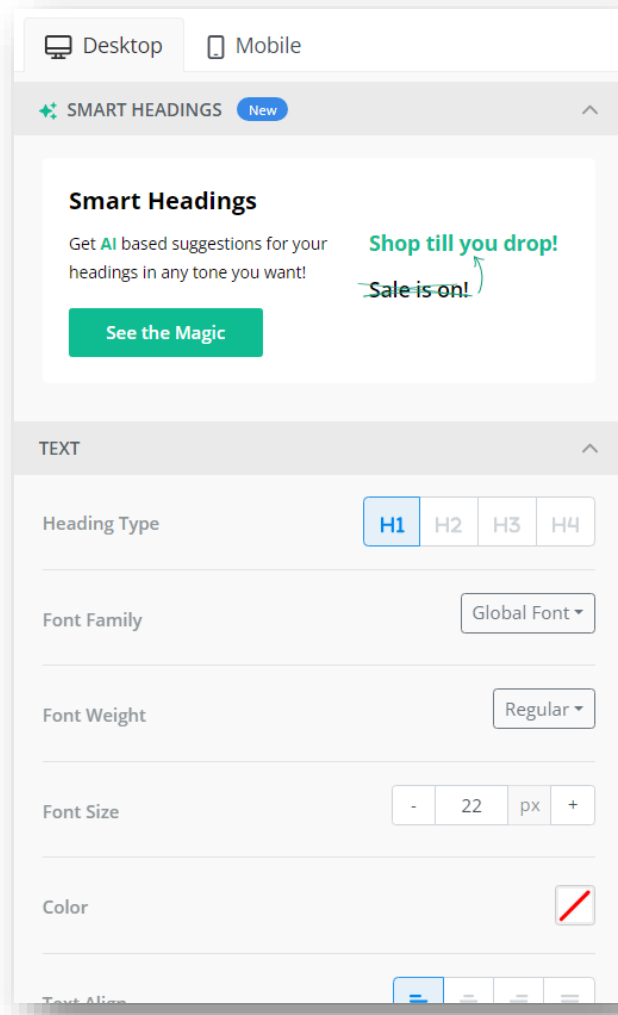
Select the configuration of the row of editable content areas you want, and drag the dividers around to further customize the content areas.



Standard Tools

Heading

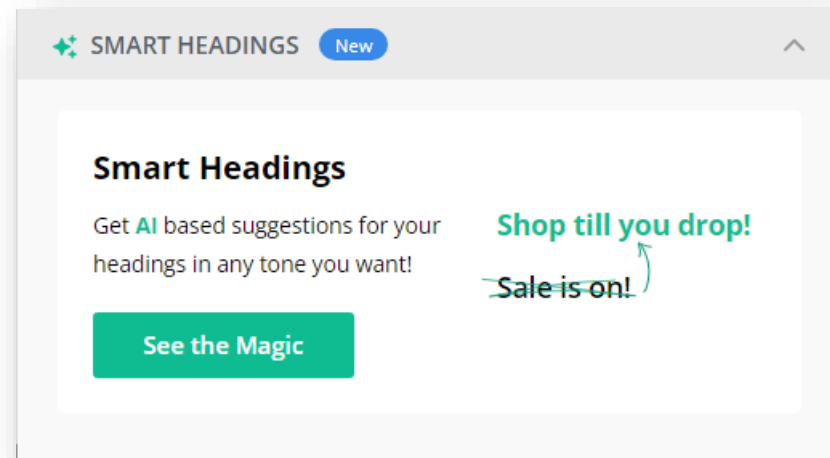
This will drop a text box with preconfigured Heading options into place.



Standard Tools

NEW! Smart Headings!

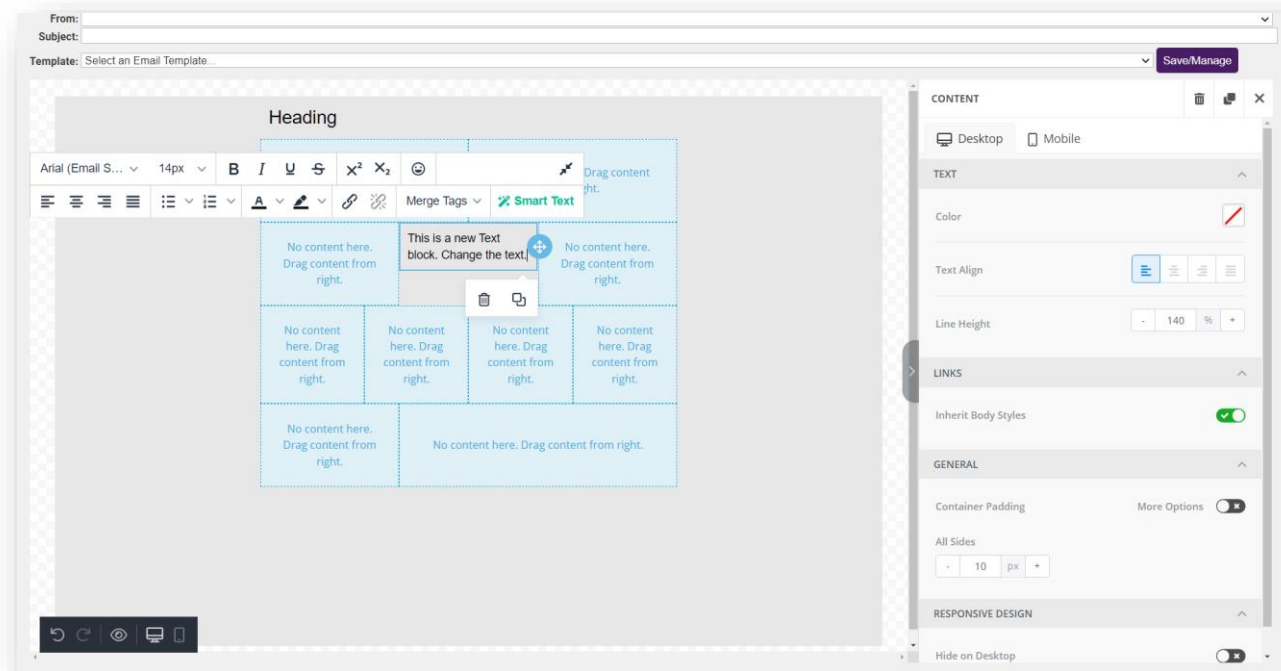
Get AI based suggestions for your headings!



Standard Tools

Text

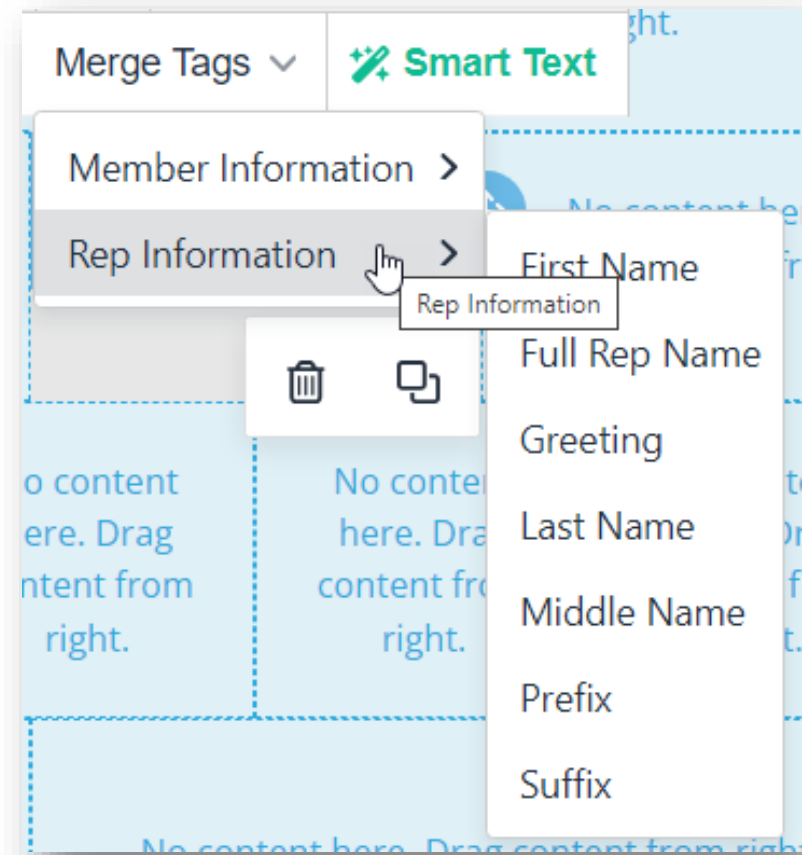
The Text tool allows you to add the text block to your newsletter. Standard word processing functions are available.



Standard Tools

Merge Tags

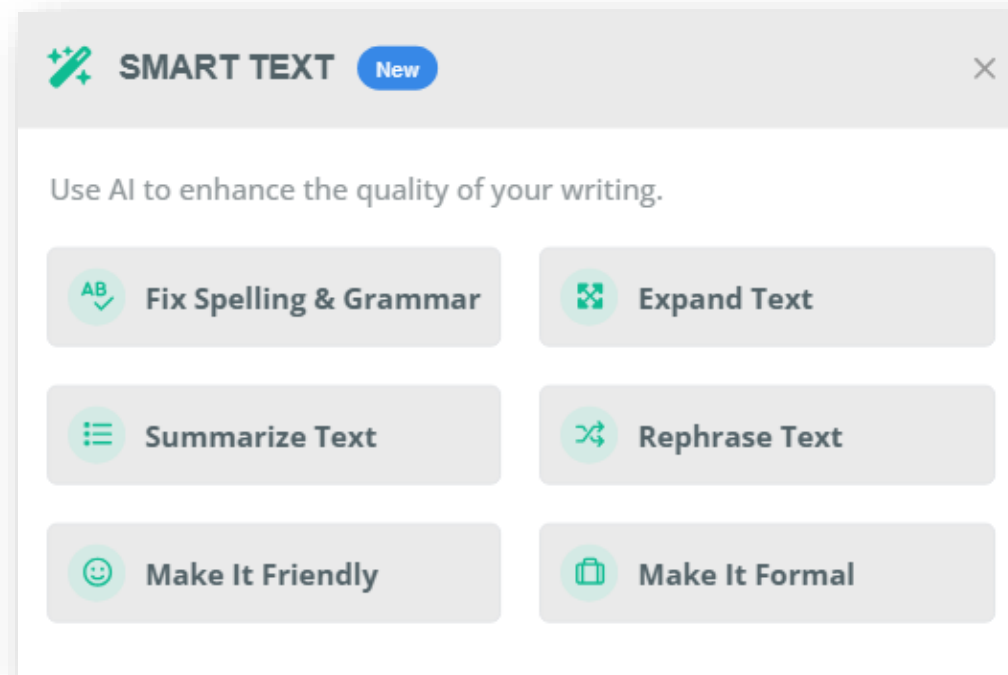
Use Merge Tags to populate text areas with ChamberMaster data such as Member Name and Rep Information.



Standard Tools

NEW! Smart Text!

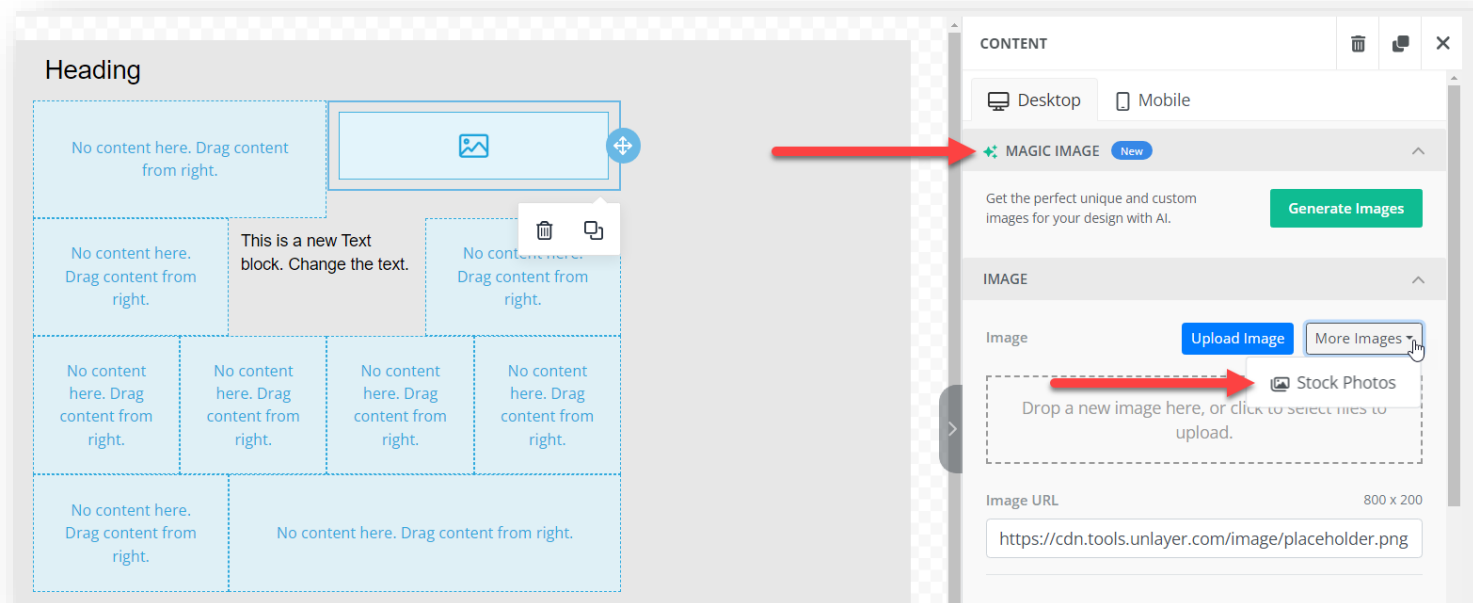
Use AI to enhance the quality of your writing.



Standard Tools

Image

To insert images into your newsletter, drag and drop the Image Tool into one of your content areas. Upload an existing image or access the AI option or Stock photos.



Standard Tools

Button

Encourage members to follow links by including attractive clickable buttons. Appearance and behavior are completely customizable.

The image shows a content editor interface with a grid of content blocks and a configuration panel on the right. The grid includes a heading, a text block, a button, and several placeholder blocks. The configuration panel on the right is titled 'CONTENT' and has tabs for 'Desktop' and 'Mobile'. It features a 'SMART BUTTONS' section with a 'New' button and a 'Smart Buttons' section with AI-based suggestions. Below this is an 'ACTION' section with 'Action Type' set to 'Open Website', a 'URL' field, and a 'Target' dropdown set to 'New Tab'. The 'BUTTON OPTIONS' section includes 'Text Color' and 'Background Color' pickers.

Heading

No content here. Drag content from right.

Button Text

This is a new Text block. Change the text.

No content here. Drag content from right.

No content here. Drag content from right.

No content here. Drag content from right.

No content here. Drag content from right.

No content here. Drag content from right.

No content here. Drag content from right.

CONTENT

Desktop Mobile

SMART BUTTONS New

Smart Buttons

Get AI based suggestions for your buttons in any tone you want.

Claim Your Coupon

Learn More

See the Magic

ACTION

Action Type Open Website

URL

Target New Tab

BUTTON OPTIONS

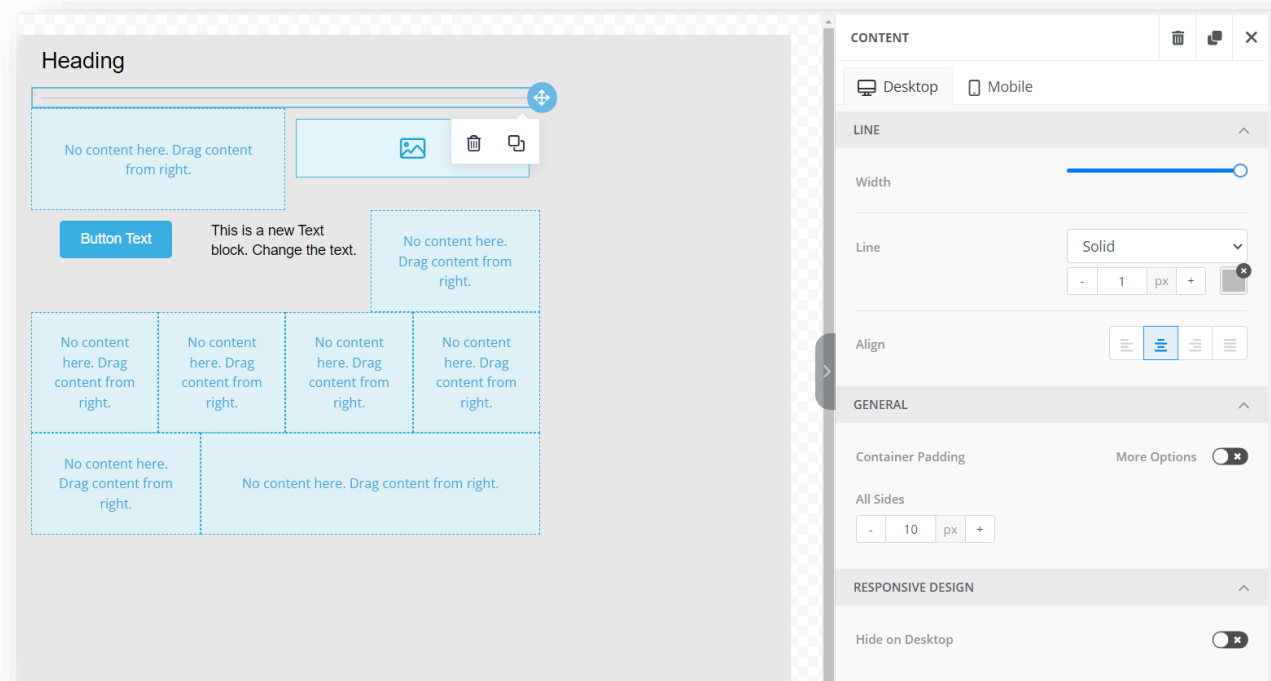
Text Color

Background Color

Standard Tool

Divider

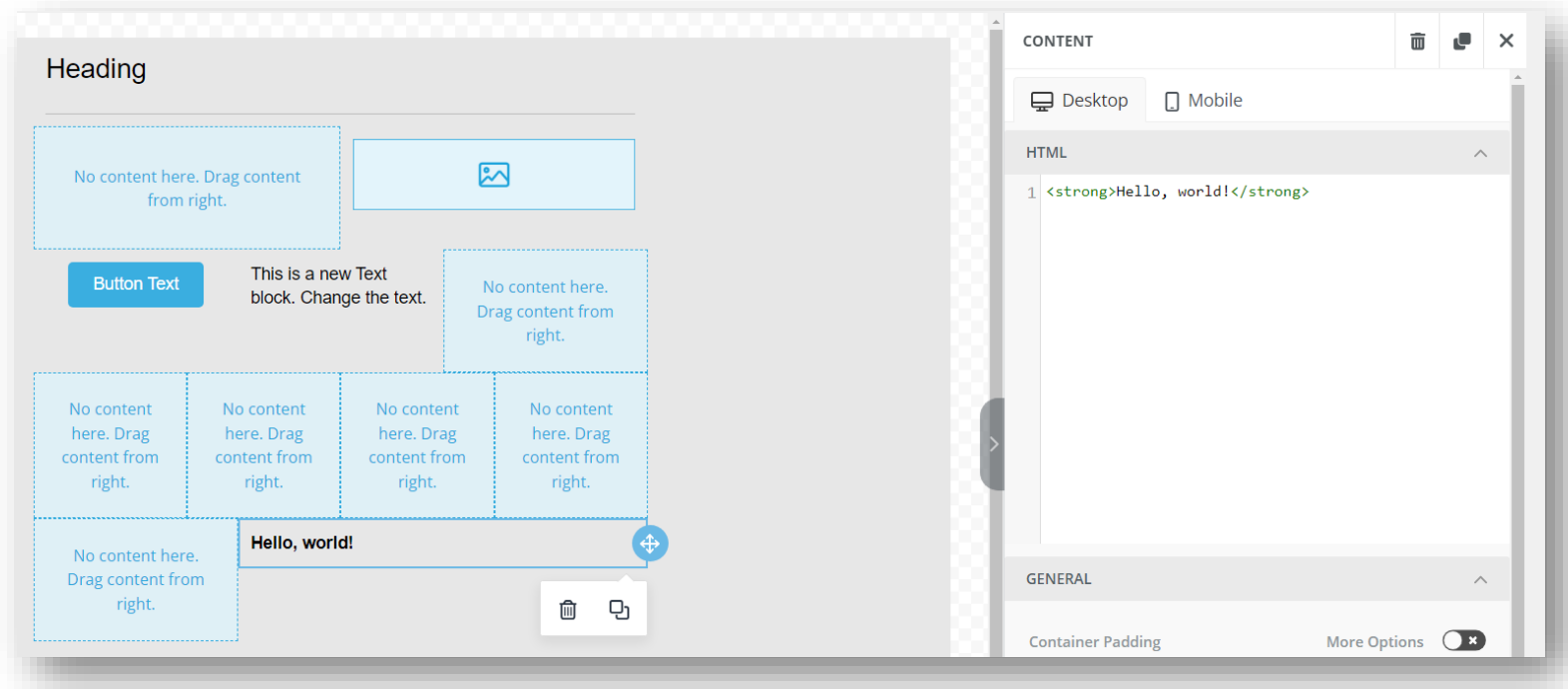
Add stylized horizontal lines to organize content and add visual interest.



Standard Tool

HTML*

Write your own or paste in HTML code in your newsletter.

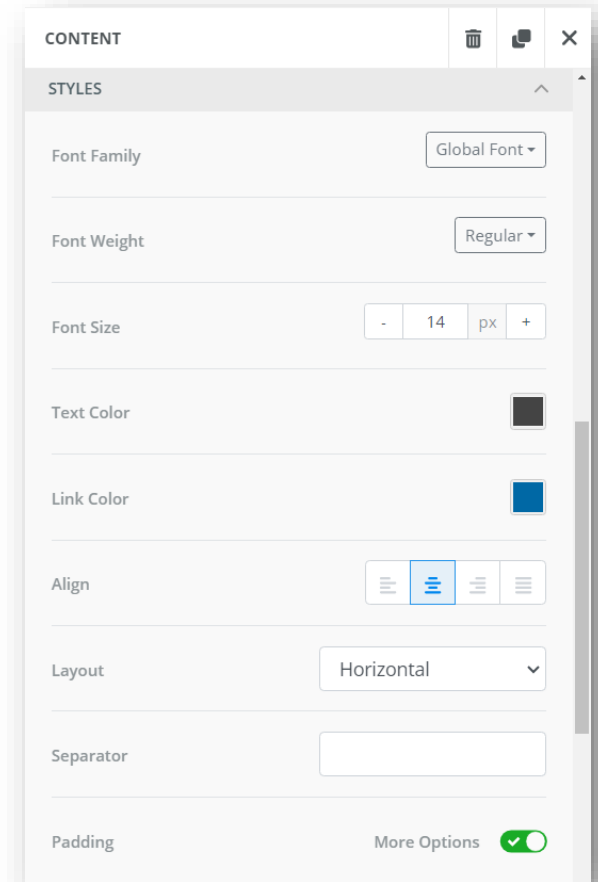
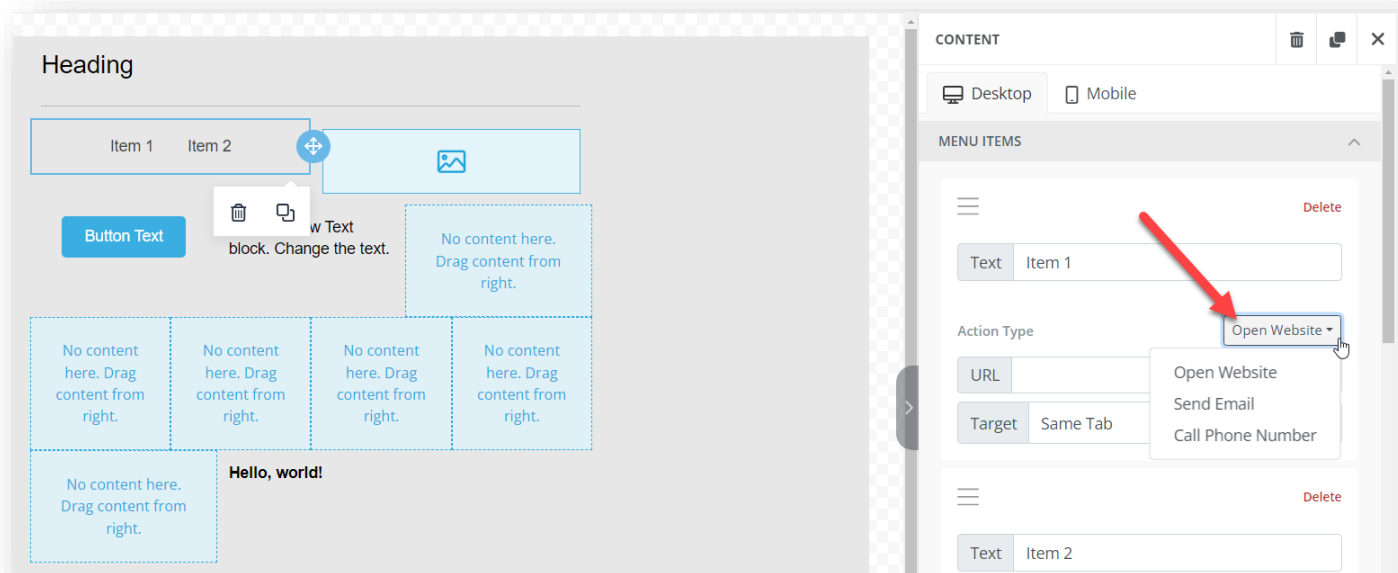


***ChamberMaster does not support troubleshooting this field; use at your own risk.**

Standard Tools

Menu

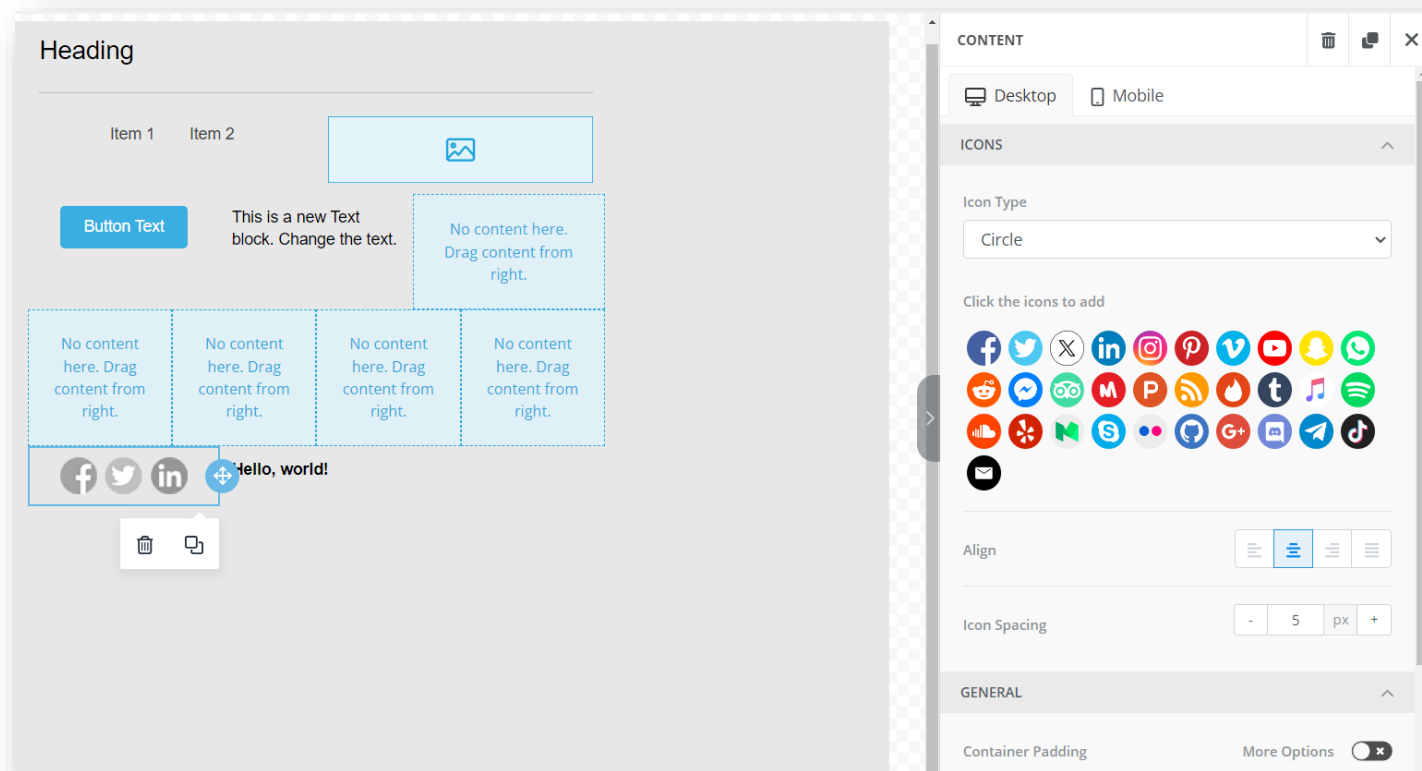
Add menus in your newsletter and select from several behaviors. Colors, fonts, and layout (horizontal or vertical) is all customizable.



Standard Tools

Social

Add links to social platforms with colorful, branded icons.



Standard Tools

Video

Link to a YouTube or Vimeo video in your template.

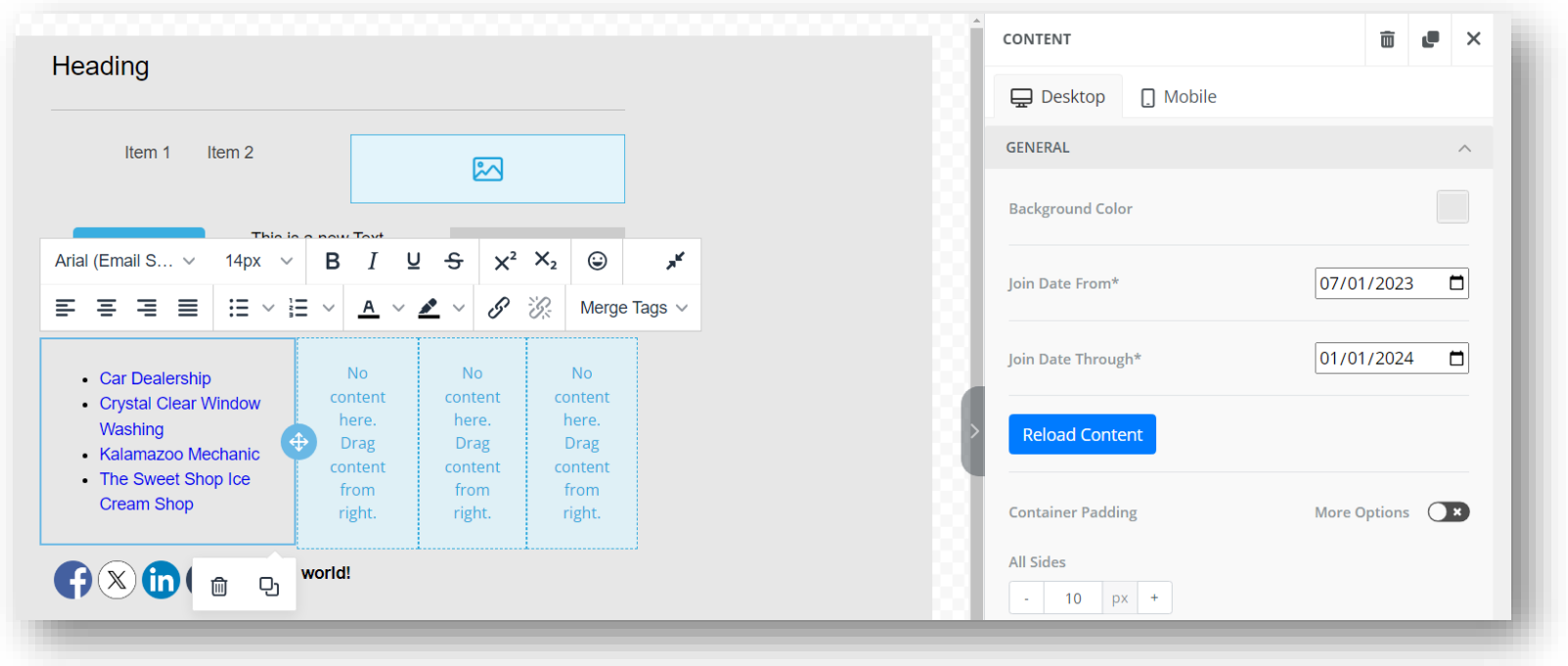
The screenshot displays a web design tool interface. On the left, a preview window shows a template layout with a heading, two items, a button labeled "Button Text", a text block "This is a new Text block. Change the text.", a video player block, and a footer with social media icons and the text "Hello, world!". A video player block is highlighted with a blue border and a play button icon. On the right, a configuration panel titled "CONTENT" is open, showing options for "Desktop" and "Mobile" views. The "VIDEO" section contains a "Video URL" input field and a note: "Add a YouTube or Vimeo URL to automatically generate a preview image. The image will link to the provided URL." The "GENERAL" section shows "Container Padding" set to "All Sides" with a value of "10 px" and a "More Options" toggle switch.

CUSTOM TOOLS

Custom Tools

New Members

Use this tool to generate and format a list of new members within a specified date range in your template.



Custom Tools

Anniversary

Use this tool to generate and format a list of members with a specific anniversary month in your template.

The screenshot displays a web editor interface. On the left, a preview area shows a list of members under a heading. The list includes items like 'Car Dealership', 'Crystal Clear Window Washing', 'Kalamazoo Mecha', and 'The Sweet Shop Ice Cream Shop'. A specific list is highlighted, showing 'Josef's Bakery (1 years)' and 'Village Toy Shop (1 years)'. A toolbar with various editing tools is visible below the list. On the right, a 'CONTENT' settings panel is open, showing options for 'Desktop' and 'Mobile' views. The 'GENERAL' section includes a 'Background Color' selector, an 'Anniversary Month' dropdown set to 'February', and 'Years of Membership (min)' and 'Years of Membership (max, optional)' input fields. A 'Show years next to name' checkbox is checked. A 'Reload Content' button is at the bottom of the panel.

Custom Tools

Hot Deals

Add a list of current Public or Member-to-Member Hot Deals

The image shows a web editor interface for configuring a 'Hot Deals' widget. The main editor area displays a preview of the widget with a heading, two items, a button, a text block, a video player, and a list of deals. A right-hand sidebar titled 'CONTENT' contains configuration options for the widget, including background color, active deals date, type, and list size. A 'Reload Content' button is at the bottom of the sidebar.

CONTENT

Desktop Mobile

GENERAL

Background Color

Active Deals As Of* 01/31/2024

Type Member-to-Member

Include Member Name

Include Deal Dates

Maximum List Size - 10 px +

Order By Hot Deal Title

Reload Content

Custom Tools

Job Postings

Use this tool to generate and format a list of active job postings within a specific date range.

The screenshot displays a web editor interface for creating and managing job postings. The main editing area is titled "Heading" and contains several content blocks: two items labeled "Item 1" and "Item 2", a blue button labeled "Button Text", a text block with the instruction "This is a new Text block. Change the text.", a video player, and a list of job postings including "Car Dealership", "Crystal Clear Window Washing", "Diephouse Realty - Seeking Landscaping Professional", and "Anthony's on Main - Wait Staff Needed". A rich text editor toolbar is visible below the main content, featuring options for font face (Arial), size (14px), bold, italic, underline, strikethrough, link, unlink, and merge tags. A "CONTENT" sidebar on the right provides configuration options for the job postings, including "Active Posts From*" (07/01/2023), "Active Posts Through*" (01/31/2024), "Include Member Name" (checked), "Include Category" (unchecked), "Maximum List Size" (10 px), and "Order By" (Job Posting Title). A "Reload Content" button is located at the bottom of the sidebar.

Custom Tools

Events

Use this tool to generate and format a list of upcoming events within a specific date range.

The screenshot displays a web editor interface. On the left, a list of events is shown, including:

- Car Dealership
- Crystal Clear Window Washing
- Young Professionals Weekly Lunch
- Business After Hours Event
- Main Street Tree Lighting
- Weekly Trivia Night
- Weekly Trivia Night
- Weekly Trivia Night
- Coffee with the Mayor
- Blood Drive
- Board Meeting
- Test Event

Below the list are social media icons for Facebook, X, LinkedIn, and Twitter. A configuration panel on the right, titled "CONTENT", includes:

- Desktop and Mobile view toggles
- GENERAL section with:
 - Background Color (color picker)
 - Event Category (dropdown menu set to "All Categories")
 - Start Date From* (calendar icon, set to 01/01/2024)
 - Start Date Through* (calendar icon, set to 01/31/2024)
 - Include Event Date(s) (toggle switch, turned on)
 - Maximum List Size (input field with minus and plus buttons, set to 10 px)
 - Order By (dropdown menu set to "Event Date")
- Reload Content button

Custom Tools

News Releases

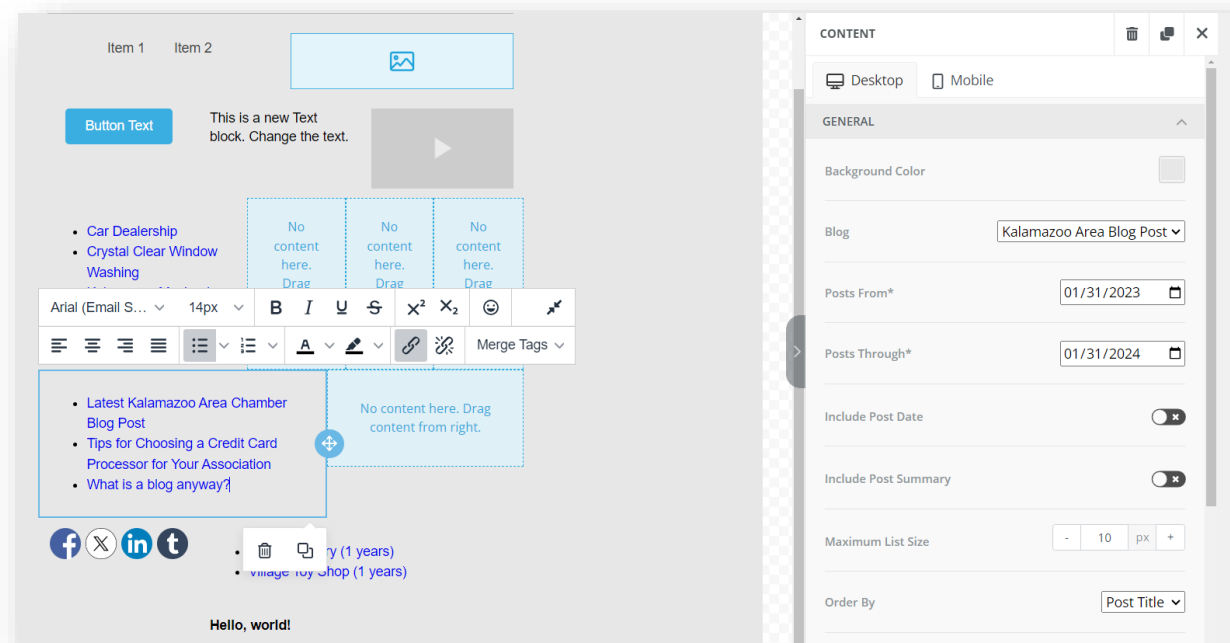
Use this tool to generate and format a list of recent news releases within a specific date range.

The screenshot displays a web editor interface. On the left, a preview area shows a list of news releases. The first item is "Kalamazoo County visitor spending hits all-time high of \$585 million". Below the list are social media sharing icons for Facebook, X, LinkedIn, and Twitter. A "Hello, world!" message is visible at the bottom of the preview. On the right, a "CONTENT" configuration panel is open. It has tabs for "Desktop" and "Mobile". Under the "GENERAL" section, there are settings for "Background Color", "Type" (set to "All Types"), "Releases Active On*" (set to "01/31/2024"), "Include Member Name" (checked), "Include Release Date" (checked), "Maximum List Size" (set to "10 px"), and "Order By" (set to "Title"). A "Reload Content" button is located at the bottom of the panel.

Custom Tools

Blog Posts

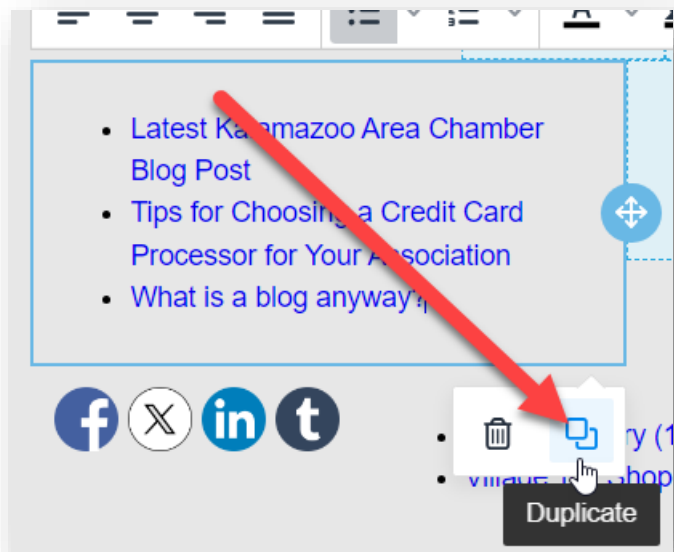
Use this tool to generate and format a list of recent blog posts within a specific date range.



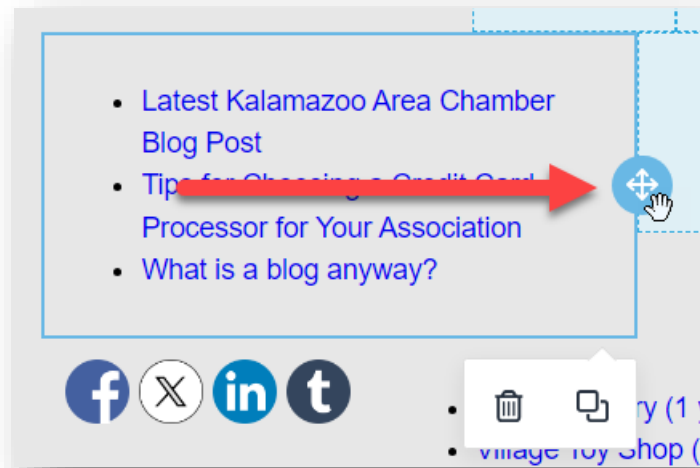
COMMON TASKS

Common Tasks

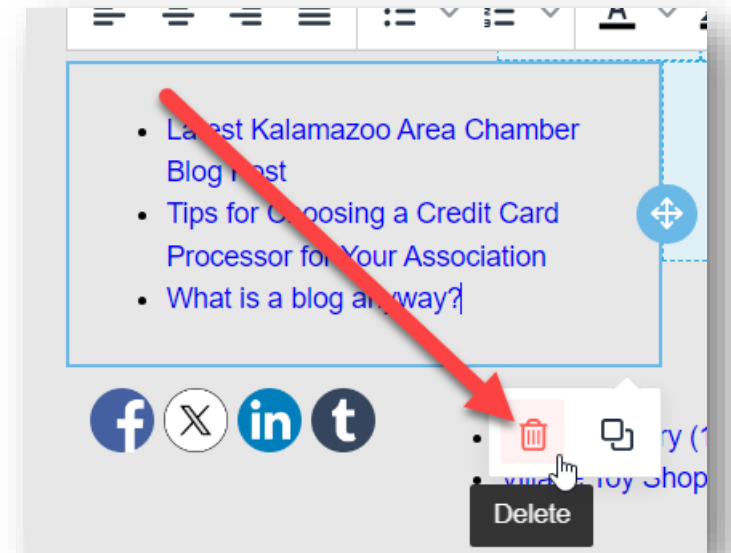
Copy or Duplicate a Content Block



Move a Content Block



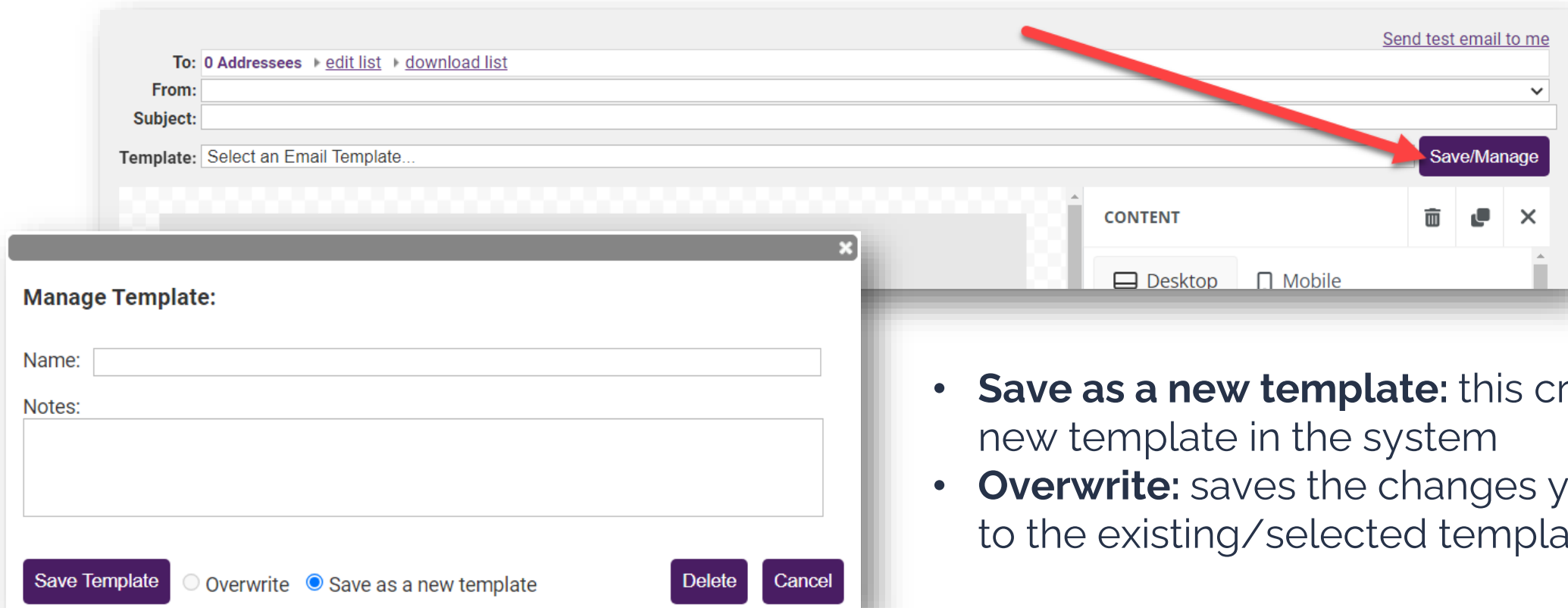
Delete a Content Block



SAVING YOUR WORK

Saving Your Work

Use the Save/Manage button and select your option:



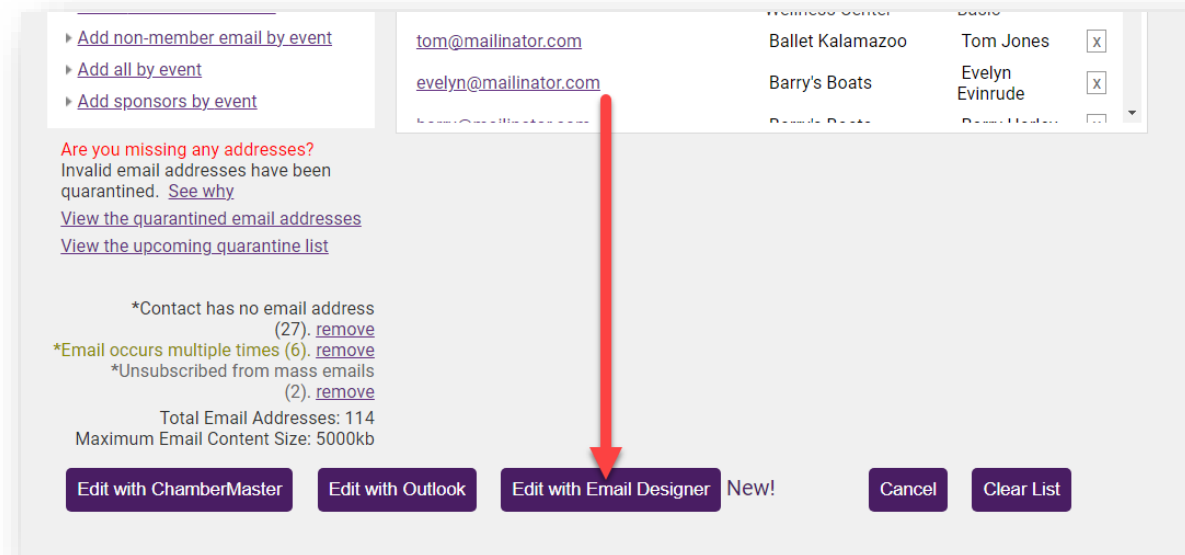
The screenshot shows an email editor interface. At the top, there are fields for 'To: 0 Addressees', 'From:', 'Subject:', and 'Template: Select an Email Template...'. A red arrow points to a 'Save/Manage' button. Below the fields is a 'CONTENT' preview area with 'Desktop' and 'Mobile' views. In the foreground, a 'Manage Template' dialog box is open, showing a 'Name' field, a 'Notes' text area, and three radio buttons: 'Save Template', 'Overwrite', and 'Save as a new template'. The 'Save as a new template' option is selected. There are also 'Delete' and 'Cancel' buttons at the bottom of the dialog.

- **Save as a new template:** this creates a new template in the system
- **Overwrite:** saves the changes you made to the existing/selected template

SENDING YOUR NEWSLETTERS

Sending Your Newsletters

1. Click **Communications** in the left-hand navigation panel.
2. Click **New Email to Multiple Members.**
3. Select desired recipients.
4. Click **Edit with Email Designer.**



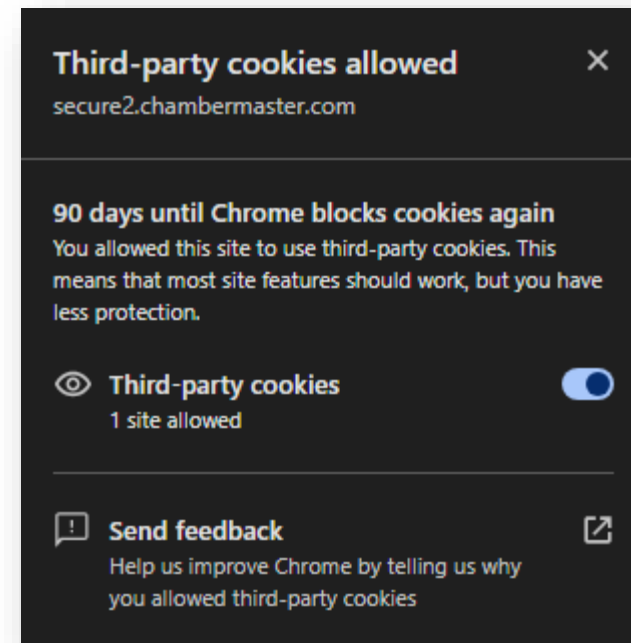
TROUBLESHOOTING

Troubleshooting

Error: When trying to load data from the custom tools, you get an error message: *“Unable to retrieve data, please check required options and try again. If this issue persists please contact support.”*

Issue: Third-party cookies are being blocked

Resolution: Refer to your browser's documentation for instructions on how to enable cookies.



Questions?