

How to Send an Email to a Chapter via Constant Contact

- 1) Login to Constant Contact (<https://www.constantcontact.com/>)
Obtain Login/Password from your chapter admin or the REAA Corporate Webmaster
- 2) On the Main Login Page, Click View All to view All Campaigns

Performance

Total Contacts **1005** + Add

Email Open Rate **45%**

Contact Growth **48** ↑

Social Audience **0%** —

Recent Campaigns [View All](#)

Most Recent Active

REAA Sac/Al Social 221222
Sent Email • Sent Tue at 8:25am PST
254 sends • 132 (53%) opens • 1 (1%) click • 3 (1%) bounces • 0 (0%)...

Cultural Competency and Elimination of Bias - 6
Sent Email • Sent Dec 7, 2022 at 2:00pm PST
296 sends • 432 (45%) opens • 16 (2%) clicks • 32 (3%) bounces • 3 (...)

Cultural Competency and Elimination... ias - 6 CV
Copy ...

December 2022

S	M	T	W	T
				1
27	28	29	30	1
4	5	6	7	8
11	12	13	14	15
18	19	20	21	22
25	26	27	28	29

- 3) Search “Template” from the Search Menu

Campaigns

List View Calendar View

Settings Create

template

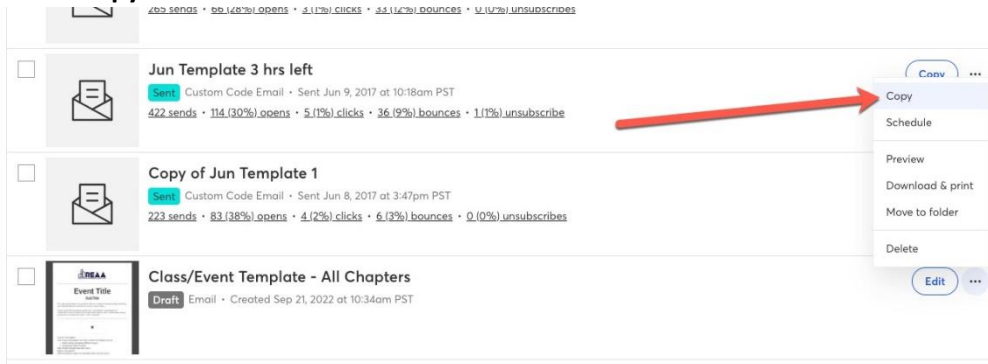
Jun Template
Sent Custom Code Email • Sent Jun 6, 2017 at 11:14am PST
264 sends • 85 (36%) opens • 8 (3%) clicks • 26 (10%) bounces • 0 (0%) unsubscribes

- 4) Click the “...” (Next to Edit) for the Campaign “Class/Event Template – All Chapters”

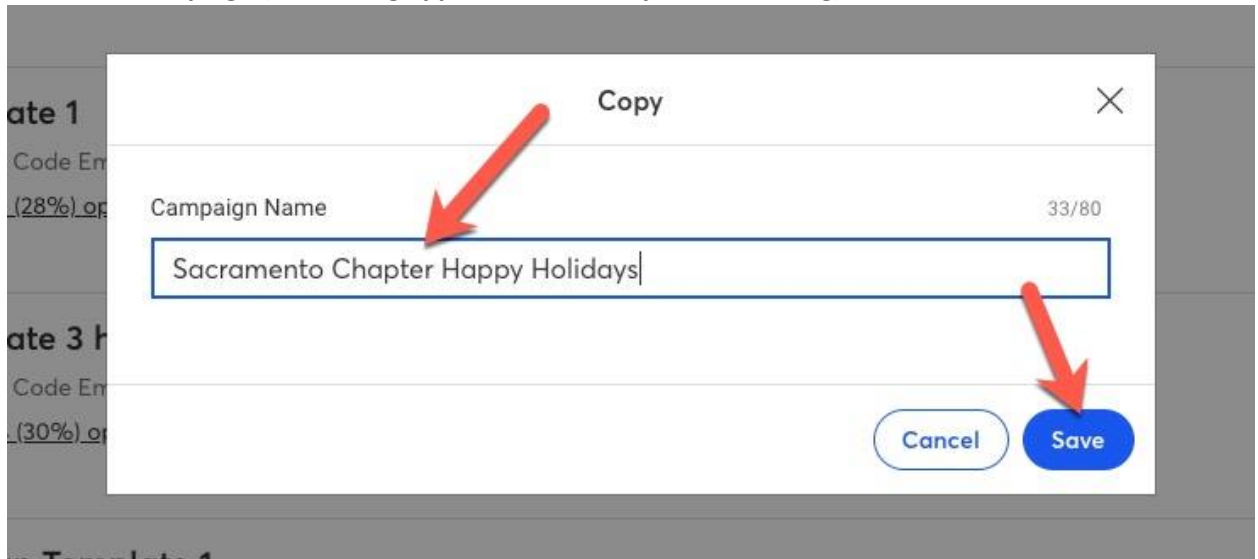
Class/Event Template - All Chapters
Draft Email • Created Sep 21, 2022 at 10:34am PST

Letter from President REAA-NB
Sent Email • Sent Mar 31, 2020 at 3:31pm PST
362 sends • 138 (41%) opens • 6 (2%) clicks • 29 (8%) bounces • 0 (0%) unsubscribes

5) Select Copy

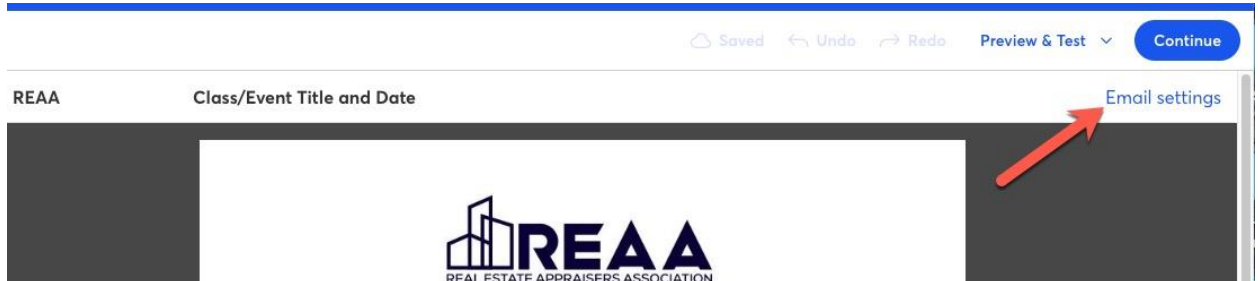


6) Name the Campaign (Something applicable to what you are sending). Click Save.

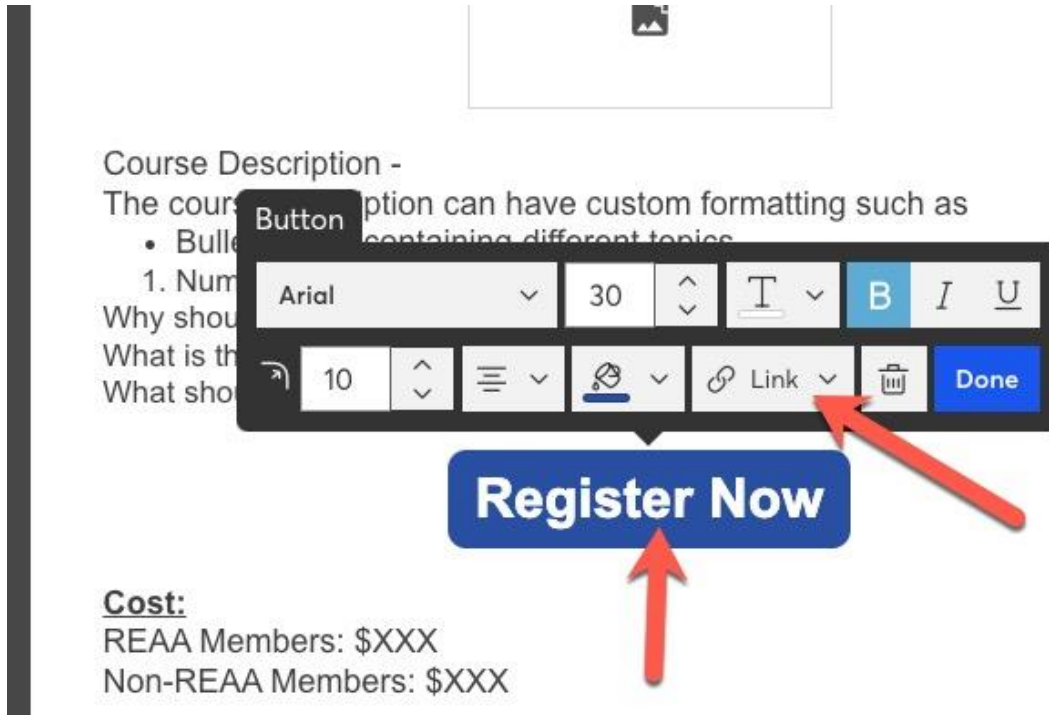


7) Edit the Details as applies.

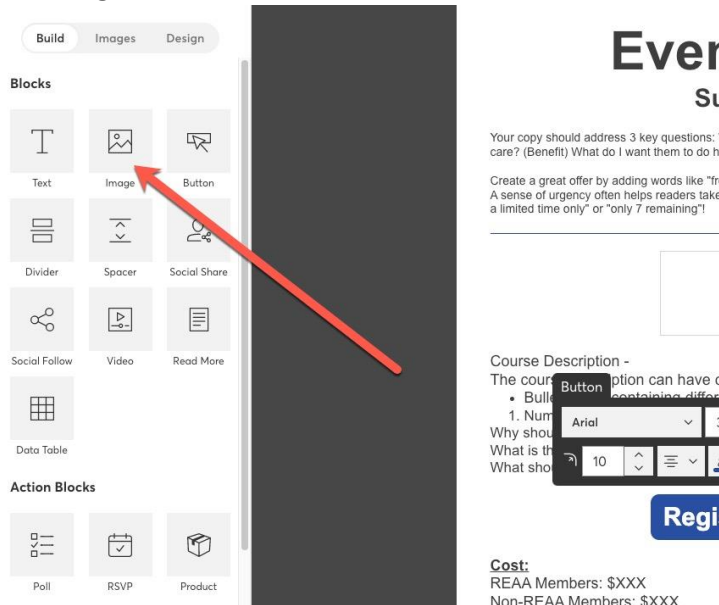
8) Click Email Settings to setup the From Email Address and the Subject



9) Click on Buttons to Edit Links



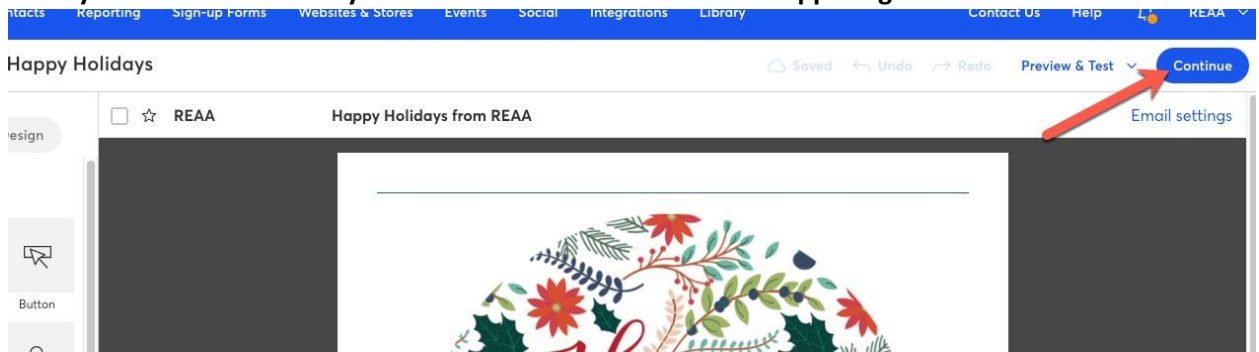
10) Add Image Blocks, Text Blocks, Buttons, Dividers, etc from the menu on the Left



11) Here's a quick 3 min tutorial on emails in Constant Contact

<https://www.youtube.com/watch?v=HHy4C9nI2U4>

12) Once you are satisfied with your content. Click Continue in the upper right hand corner.



13) Select the appropriate list

Note: Any (Updates Daily) lists automatically sync with Naylor profiles.

Each Chapter has its own list of current members

Select Recipients

Email Lists Segments

- Select All
- REAA East Bay, Oct 2019 (98) ★
- 01-All Current REAA Appraiser Members (Updates Daily) (235)
- 02-All REAA Members Inc. Affiliates and Org (Updates Daily) (244)
- 03-All REAA.org contacts (Updates Daily) (383)

12 Lists Selected

Update Recipients

Narrow by Tag

Want to make changes to your list? [Go to the Contacts page.](#)

Campaign Info

W
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Da
1
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1
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Ad

14) Select when to send the email campaign

Edit Save Schedule

When To Send
Improve your results with our checklist.

Send Now
 Schedule for Later

Date
12/24/2022

Time (PST)
10 : 10 AM

Additional Options
 Send me early results
info@reaa.org

15) Click Schedule

Edit Save Schedule

When To Send
Improve your results with our checklist.

Send Now
 Schedule for Later

Date
12/24/2022

Time (PST)
10 : 10 AM

16) Unschedule to make any edits.

Copy to schedule another email announcement (for events/classes)

