Designing a DMS Mail

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Donor Management System

When communicating with your donors through DMS Mail (Bulk Email), it's crucial to add visual components in order to attract new donors or encourage your existing donors to contribute again.

This article will show you how to add a variety of visual elements to your DMS Mailing to really make it pop.

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Prefer to watch a guided walk-through of this design stage? Check out our Communicating with your Donors Webinar.

DMS Mail: Events Newsletter Example

Below is an example of a monthly newsletter built using the DMS Mail feature. Check out the instructions below to see how we arrived at this final product.

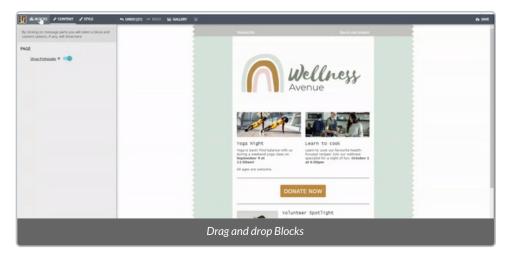


Building your Emails

Before sending a DMS Mail, you must first choose the Contacts that you would like to receive your email. Please first follow the steps to create a Group or Smart Group and draft and schedule DMS Mails

Add or Remove Blocks

1. Drag and drop Blocks in the order you would like your email to be configured.



2. The order of Blocks can be modified by selecting the blue up/down arrows:

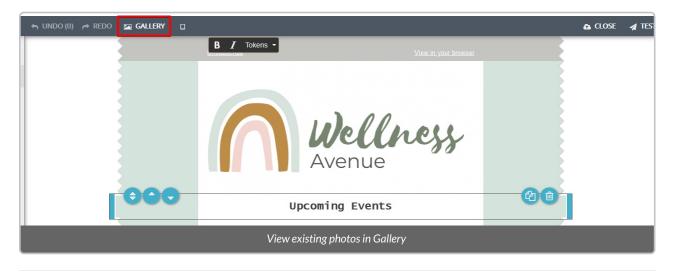
← UNDO (0) ← REDO 🖂 GALLERY 🔲			🚯 CLOSE	🔺 TES
	B / Tokens - <u>View in your browser</u>			
	Avenue			
	Avenue			
	Upcoming Events	20		
	Reconfigure the order of your Blocks			

3. Duplicate or Remove existing Blocks:

⇔ UNDO (0) 🎓 REDO 🖾 GALLERY 🔲		🔓 CLOSE	🔺 TEST
	B / Tokens -		
	Wellness Avenue		
000	Upcoming Events		
	Duplicate or Remove Blocks		

Reuse Photos

Select the Gallery button to view all existing photos in your DMS Gallery to reuse any photos from previous mailings.



Add New Photos

When you've added a new Block with space for a photo, you can **Drag and Drop** a photo from your computer in 2 ways:

- 1. Drag the photo directly to the photo space
- 2. Drag the photo into the Gallery

Gallery:	숙 UNDO (6) 🎓 REDO 🔚 GALLERY	0
Click or drag files here RECENTS CALLERY No images uploaded, yet	2	Verin your troose
	1 — A	Drop your logo here 258 x 150 px (jpg.png.git) dd new photos in 2 ways

Modify Content and Links

1. Select a Block that you wish to modify and select **Content** on the top left corner of the Email Builder.

👬 🗞 BLOCKS 🖌 CONTENT 🖌 STYLE	← UNDO(0) ← REDO 🖬 GALLERY	D			
2 COLUMNS BLOCK					
Show Title					
Show Button					
Show Image					
Image Height				pl pps	
LEFT IMAGE				ellness enue	
Link		2	Av	enue	
Alternative Text @		2			
LEFT BUTTON			Upcomin	ng Events	
Link					
RIGHT IMAGE					
Link			Yoga Night	Learn to cook	
Alternative Text @			Yoga is back! Find balance with us during a weekend yoga class on	Learn to cook our favourite health- focused recipes! Join our wellness specialist for a night of fun: October	
RIGHT BUTTON			September 4 at 11:00am! All ages are welcome.	1 at 6:00pm	
Link			REGISTER	REGISTER	
PAGE					
Show Preheader 🛛			DONA	TE NOW	
			Dona		
Modify Content within Each Block					

2. Depending on whether your Block has images and/or buttons, the **Content** selection may look different.

• At the top, select the toggles for **Title**, **Buttons** or **Images** to display or hide

2 COLUMNS BLOCK		<u>Unsubscribe</u>	View in your browser	
Show Title				
Show Button				
Show Image				
Image Height 100			all hall	
LEFT IMAGE			ellness enue	
Link		AV	enue	
Alternative Text @				
		Upcomin	g Events	
RIGHT IMAGE				1
Link				
Alternative Text @		A A		
PAGE				
		Yoga Night	Learn to cook	
Show Preheader 🛛		Yoga is back! Find balance with us during a weekend yoga class on	Learn to cook our favourite health- focused recipes! Join our wellness	
		September 4 at 11:00am! All ages are welcome.	specialist for a night of fun: October 1 at 6:00pm	
		All ages are increally.		
	Display or Hide visu	al elements		

• Add a URL, if desired, to your Images and Buttons so that your donors can interact with the email

LEFT IMAGE	Avenue	
RIGHT IMAGE	Upcoming Events	
Atternative Text ©	Yoga is back Find balance with us Yoga is back Find balance with us September 4 at 1100ant: All ages are velocine.	
	Add a Link to the Image	

• Add Alternative Text, which will display for email recipients who are unable to load the images

Modify Colours and Fonts

ALBOOKS / CONTENT / STILE IN LINCO (2) /* 8		& 5M
MAN STRE Respond Care Respond Care Respond Care Respond Care Respond Care Respond Care Respond	<text><image/><image/><image/><image/><image/><image/><image/><image/><image/><image/><image/><image/></text>	
	Change Colors, Fonts, and Formatting	

1. Select a Block that you wish to modify and select **Style** on the top left corner of the Email Builder.

👫 & BLOCKS 🖌 CONTENT 🖌 STYLE	🖘 UNDO (0) 产 REDO 🖾 GALLERY 🔲			
MAIN STYLE				
Background Color #ffffff		and the second		
External Background +d4e3db				
AaZz TITLE Font Lucida Console -				
		Wellness Avenue		
Size 18		Avenue		
AaZz PARAGRAPH		Upcoming Events		
Font Verdana 👻			1	
Color +3f3f3f				
Size 13 -				
		Yoga Night Learn to cook		
BUTTON		Yoga is back! Find balance with us Learn to cook our favourite health- during a weekend yoga class on focused recipes! Join our wellness		
Font Verdana 👻		September 4 at 11:00am! specialist for a night of fun: October 1 at 6:00pm All ages are welcome.		
Text Color #ffffff		REGISTER REGISTER		
Text Size 13				
Button Color 💮 #71806b				
Corner Radius @ 13		DONATE NOW		
Modify Style within each Block				

2. Modify Main Style

- Select a preset **Color** or add a specific HEX code (i.e. #3f3f3f) for the **Background Color** and **External Background**
- We recommend adding your charity colors for consistency in your branding!

3. Modify Title

- Choose from a selection of **Fonts**
- Select a preset Color or add a specific HEX code (i.e. #3f3f3f)
- Choose a text Size

4. Modify Paragraph

- Choose from a selection of **Fonts**
- Select a preset Color or add a specific HEX code (i.e. #3f3f3f)
- Choose a text Size
- Select a different Link Color so any links that you may add stand out in the body of your email

Size 18		Avenue	
AaZz PARAGRAPH Font Verdana		Upcoming Events	
Color +915152 Size 13 + Link Color +974806			
Theme Colors		Yoga Night Learn to cook Yoga Is hark! End balance with us during a weekend yoga class Learn to cook our favourite health-fouring a weekend yoga class September Fut Lindown All ages are welcome.	
Te) Button Standard Colors	000	REGISTER REGISTER	<u>a</u>
Corner Rac 9974806		DONATE NOW	
	Select a Link Color or ad	d a HEX code	

5. Modify Button

- Choose from a selection of Fonts
- Select a preset Text Color or add a specific HEX code (i.e. #3f3f3f)
- Choose a text Size
- Select a preset Button Color or add a specific HEX code
- Modify the Corner Radius (the curve of the button)
 - Increase: rounder
 - Decrease: sharper

Note: The preset radius is **4.** Modifications to the corners may not be supported on all email servers (i.e. Outlook), so be mindful when making adjustments.

Edit Text, Insert Links, and More

When a text box is selected, a text editor will display:

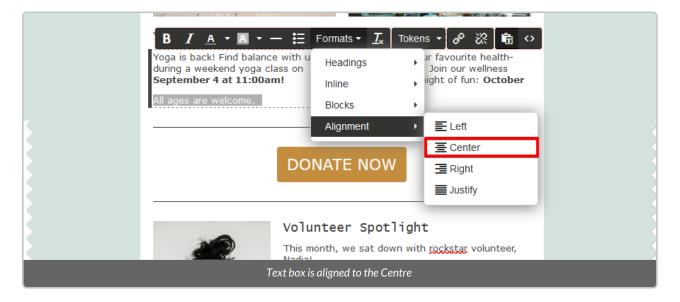


- Bold or Italicize your text
- Modify the text Color to override the color you've set in the Style menu
- Modify the Background Color to override the color you've set in the Style menu

- Add a Horizontal Line
- Add a **bulleted** list
- Modify Formats (Headings, Inline, Block, Alignment)
 - Alignment (center, left, right)
- First, highlight the test you would like to change, select Formats then Blocks and Div

			B		
	B I A · A · - E Yoga is back! Find balance with u during a weekend yoga class on September 4 at 11:00am! All ages are welcome.		•	s ▼ & ※ 🛱 ↔ ur favourite health- Join our wellness ight of fun: October Paragraph	
		Alignment	•	Blockquote	2
				Div	
	DO	NATE NOW		Pre	
Modifying Text Box alignment					

• Leave text highlighted, then select Formats, Alignment, and your preferred alignment (i.e. center)



- Clear formatting and restore to default
- Add Merge Fields (i.e. recipient first or last name)
- Insert, edit, or remove a Link
- Paste text into the text box
- Modify HTML source code, if relevant

What's Next?

Now that you know how to design a DMS Mail that's beautifully branded to your charity, check out how to save and manage a design as a Template for future use.