

# Designing a DMS Mail

Last Modified on 11/21/2024 7:23 pm EST

## 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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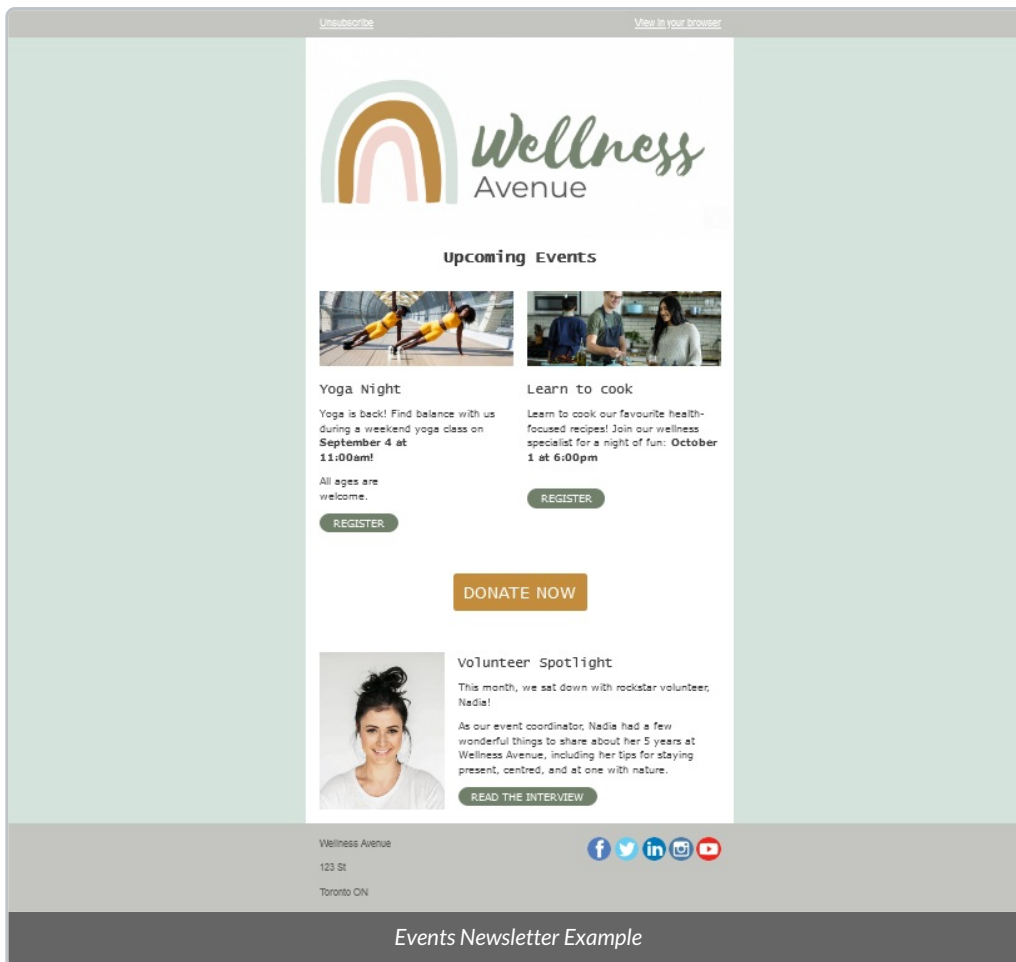
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▮ Prefer to watch a **guided walk-through** of this design stage? Check out our [Communicating with your Donors Webinar](#).

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## 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.



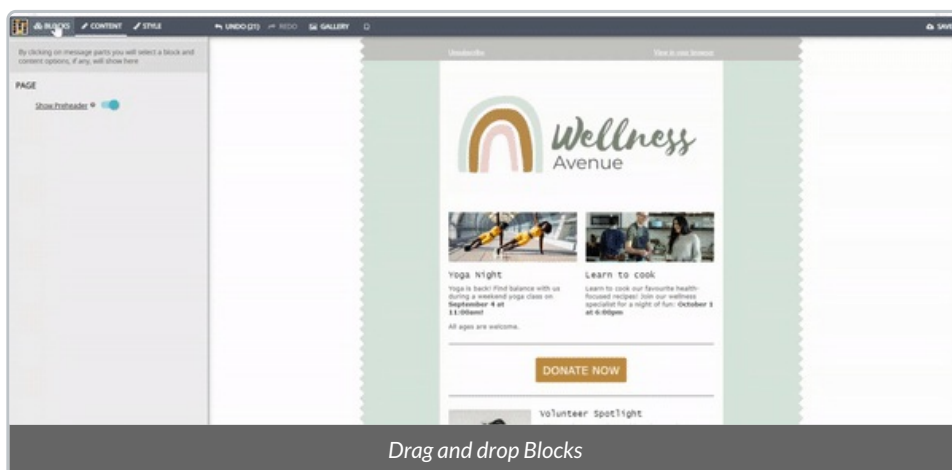
Events Newsletter Example

## Building your Emails

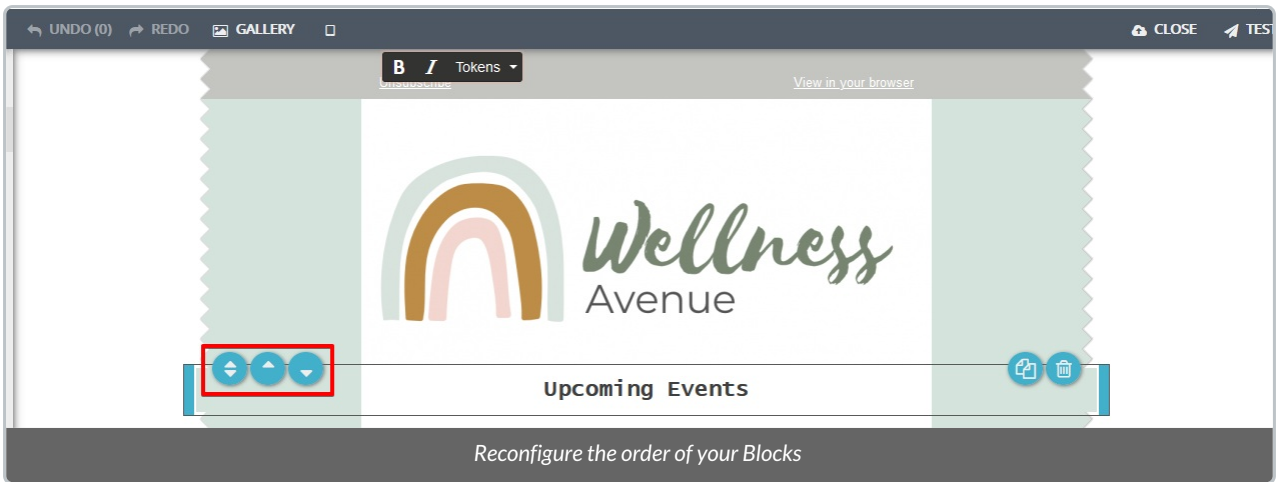
Before sending a DMS Mail, you must first choose the Contacts that you would like to receive your email. Please first follow the steps to [create a Group](#) or [Smart Group](#) and [draft and schedule DMS Mails](#)

## Add or Remove Blocks

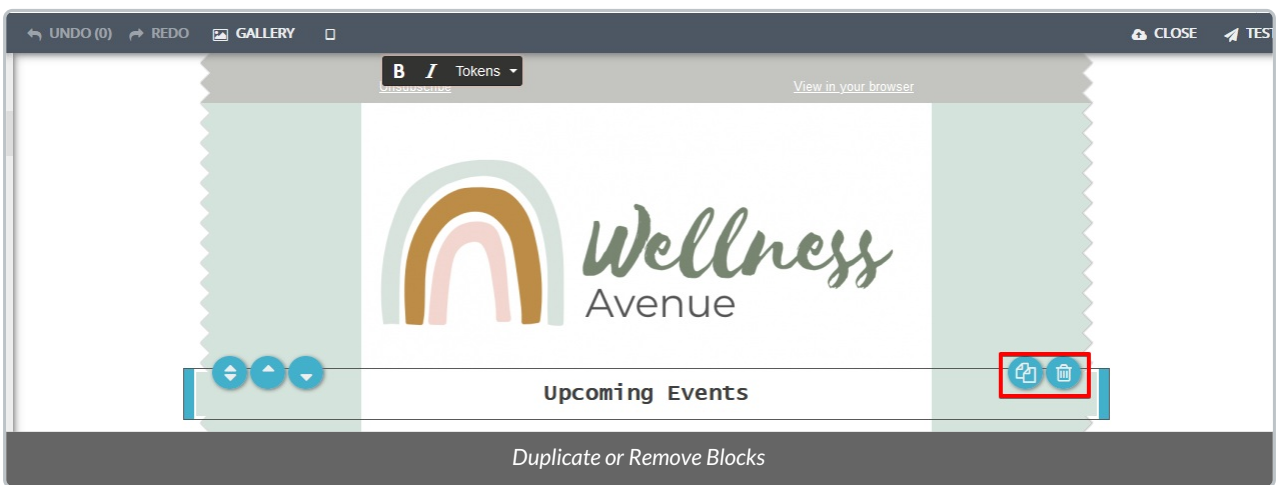
1. Drag and drop Blocks in the order you would like your email to be configured.



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

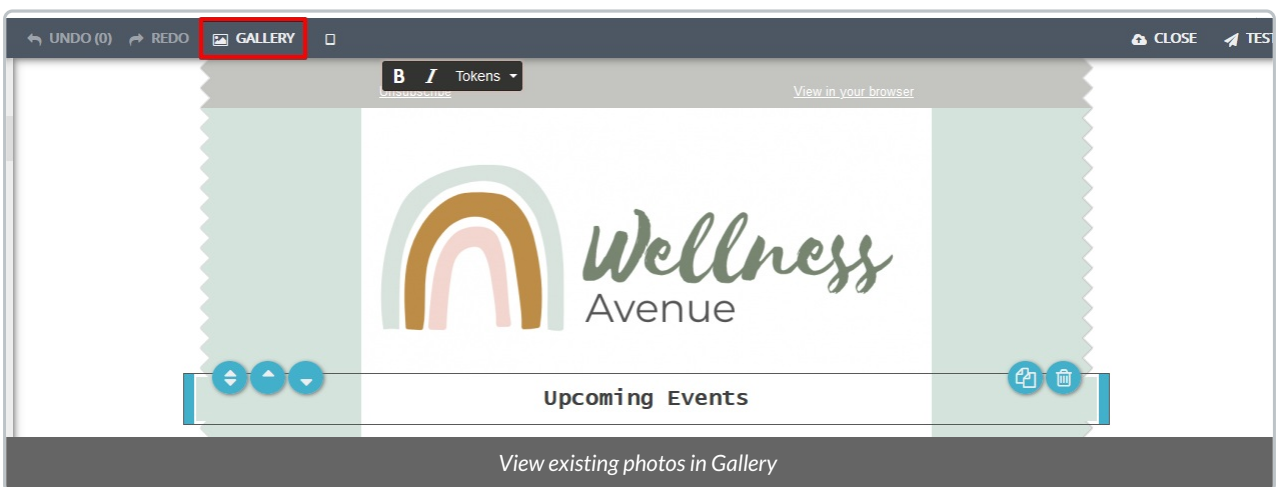


3. Duplicate or Remove existing Blocks:



## Reuse Photos

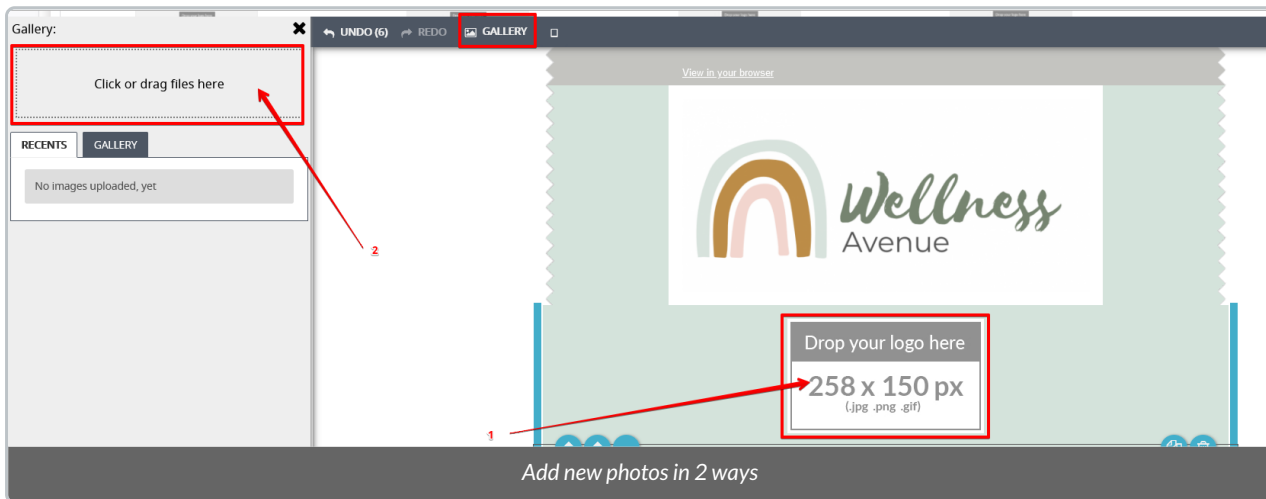
Select the Gallery button to view all existing photos in your DMS Gallery to reuse any photos from previous mailings.



## Add New Photos

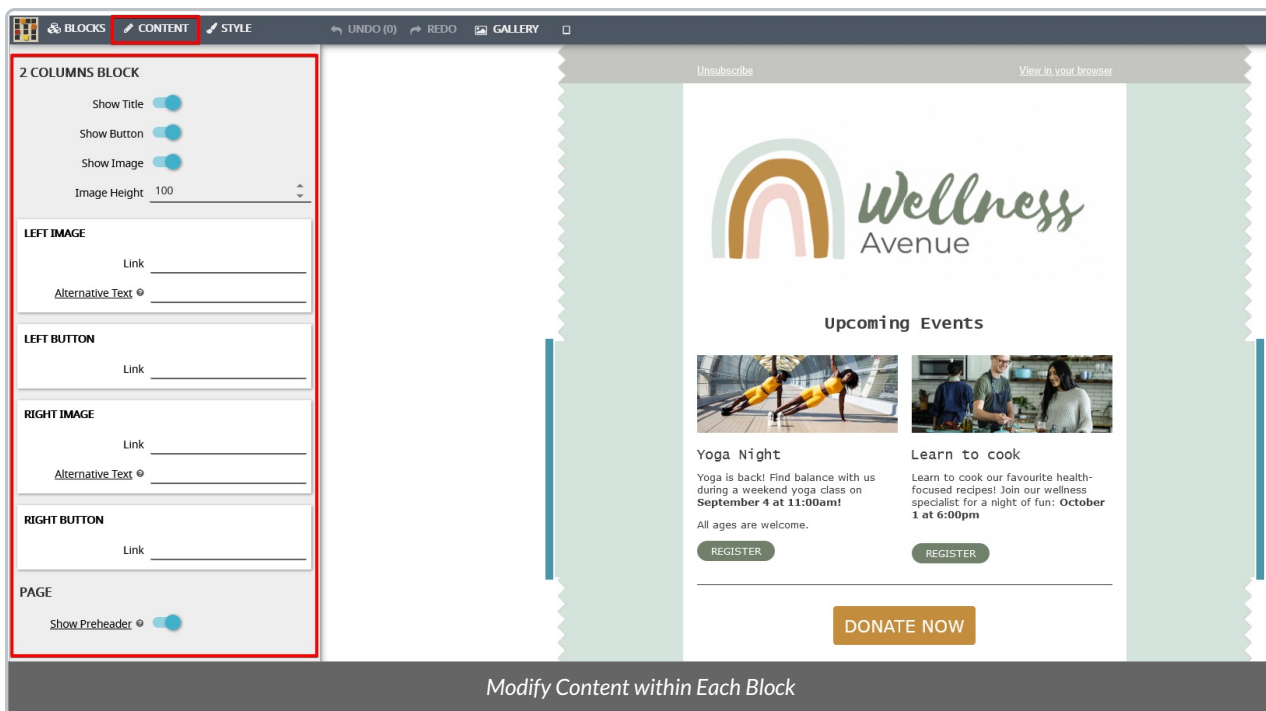
When you've added a new Block with space for a photo, you can **Drag and Drop** a photo from your computer in 2 ways:

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



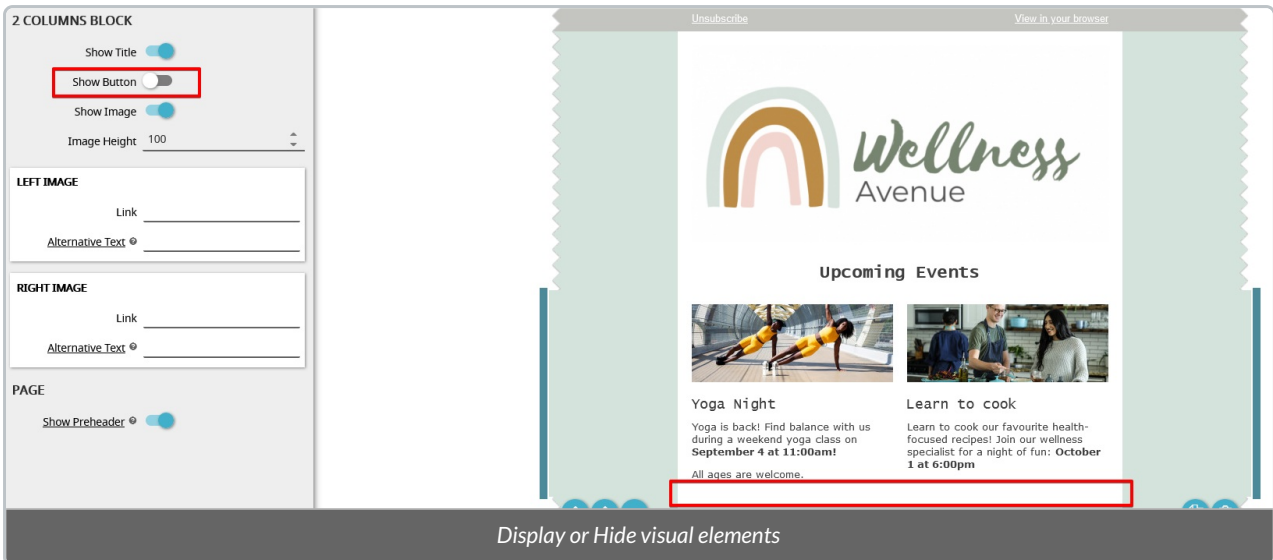
## Modify Content and Links

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



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

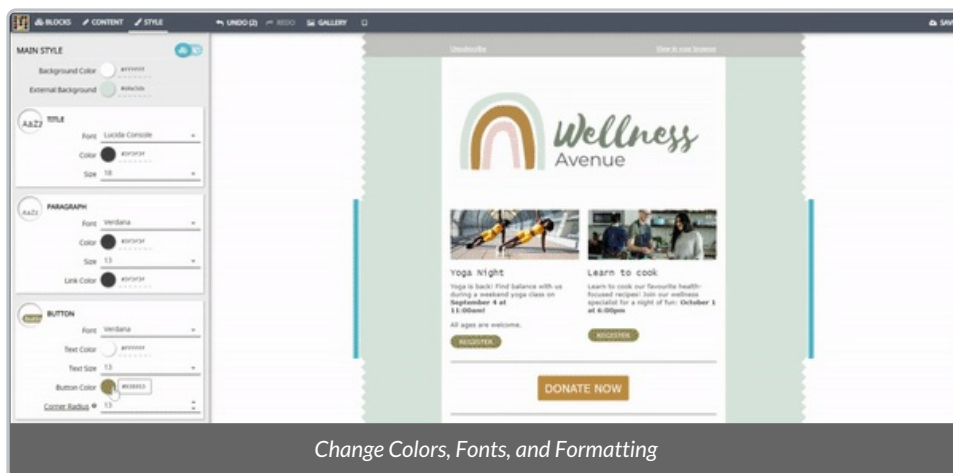


- Add a URL, if desired, to your **Images** and **Buttons** so that your donors can interact with the email

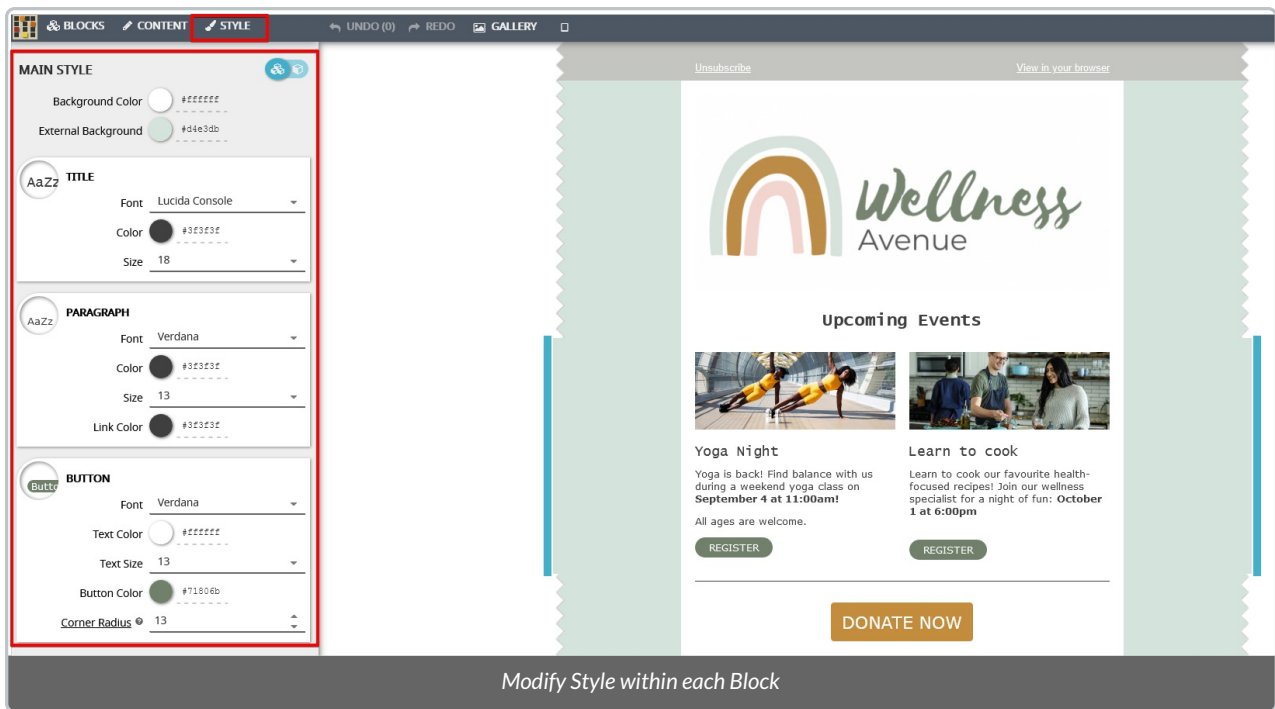


- Add **Alternative Text**, which will display for email recipients who are unable to load the images

## Modify Colours and Fonts



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



Modify Style within each Block

## 2. Modify *Main Style*

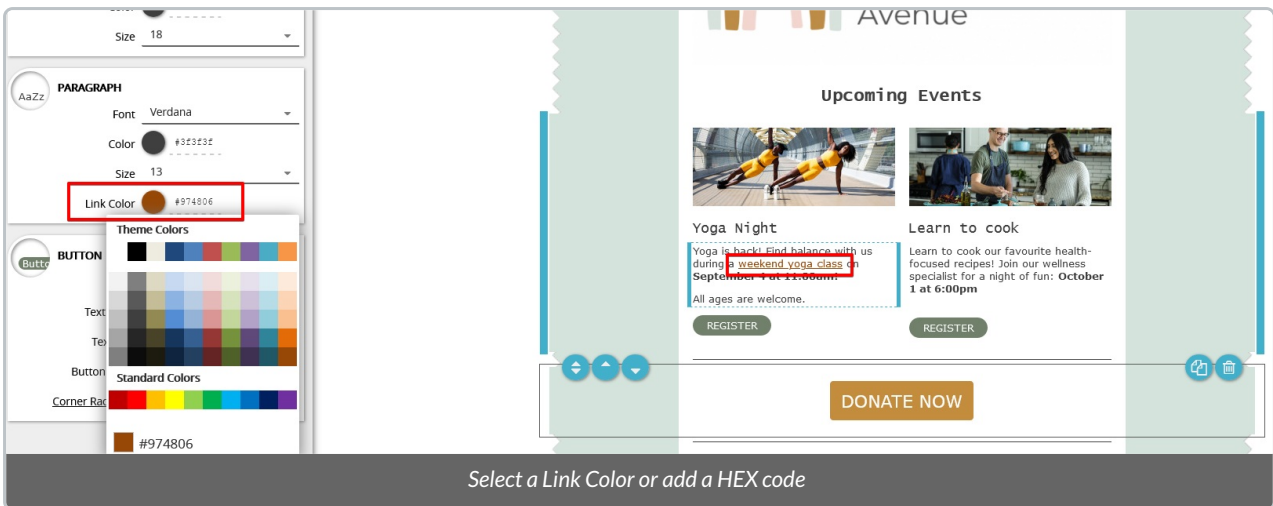
- Select a preset **Color** or add a specific HEX code (i.e. #3f3f3f) for the **Background Color** and **External Background**
- We recommend adding your charity colors for consistency in your branding!

## 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



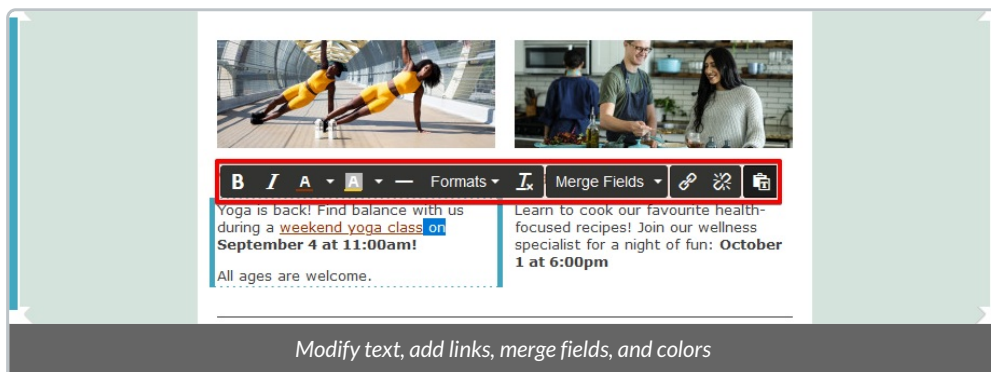
## 5. Modify *Button*

- 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.

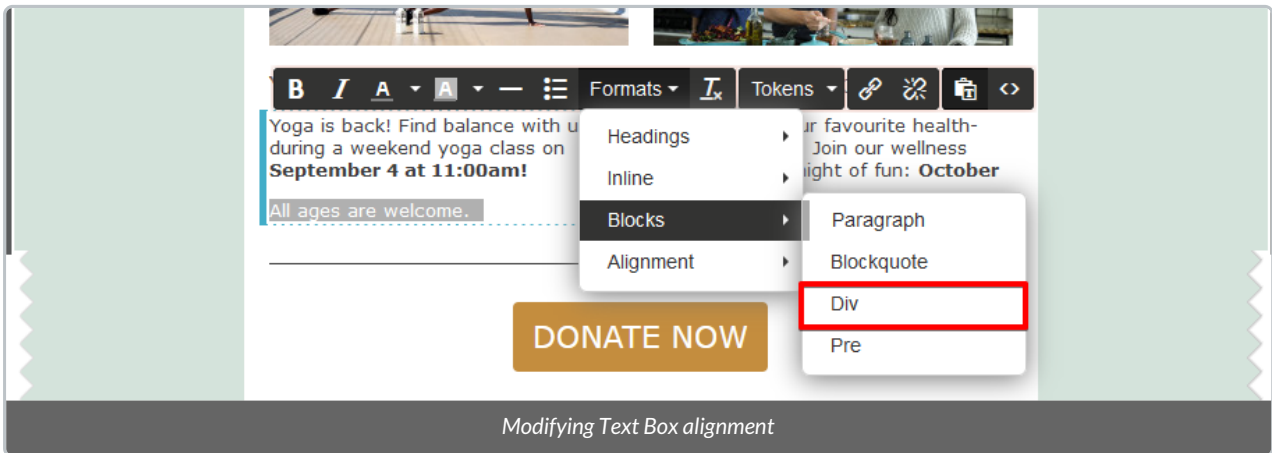
## Edit Text, Insert Links, and More

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



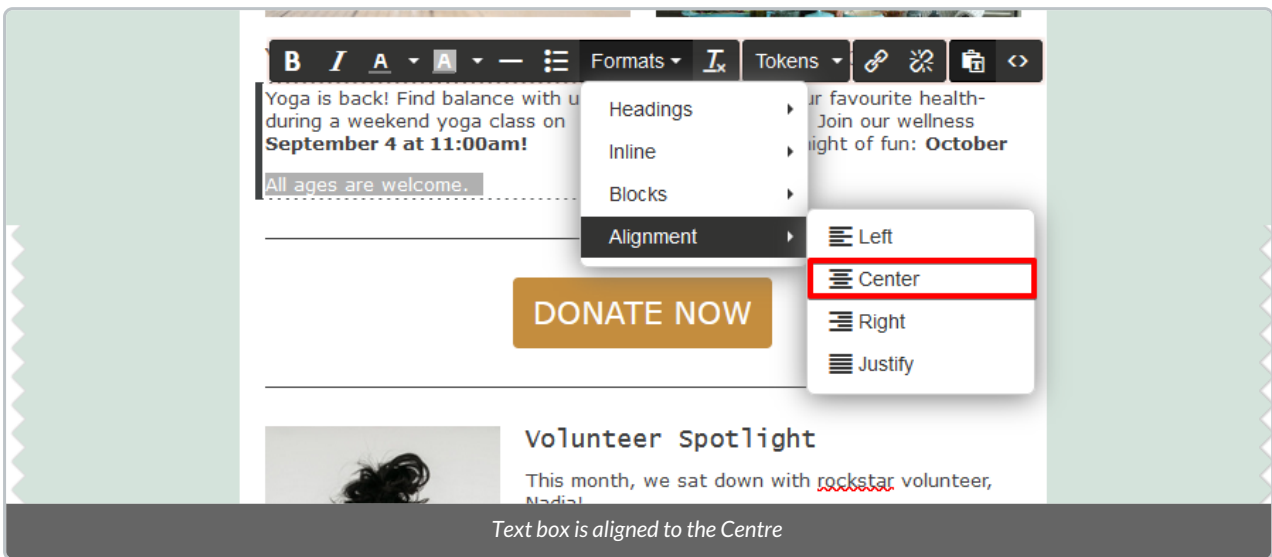
- **Bold** or **Italicize** your text
- Modify the **text Color** to override the color you've set in the **Style** menu
- Modify the **Background Color** to override the color you've set in the **Style** menu

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



Modifying Text Box alignment

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



Text box is aligned to the Centre

- **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.