



Email Blast Training

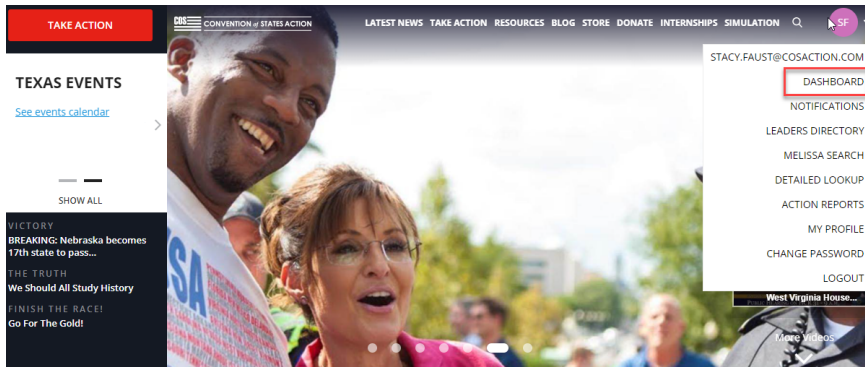
Version 1.0

5/16/2022

Setting up your Account and Logging in

Visit www.conventionofstates.com and create an account or Log In first.

Once you log in you will see the following page. In the top right corner, you will see your initials. Click on the Arrow Down and select **DASHBOARD**.

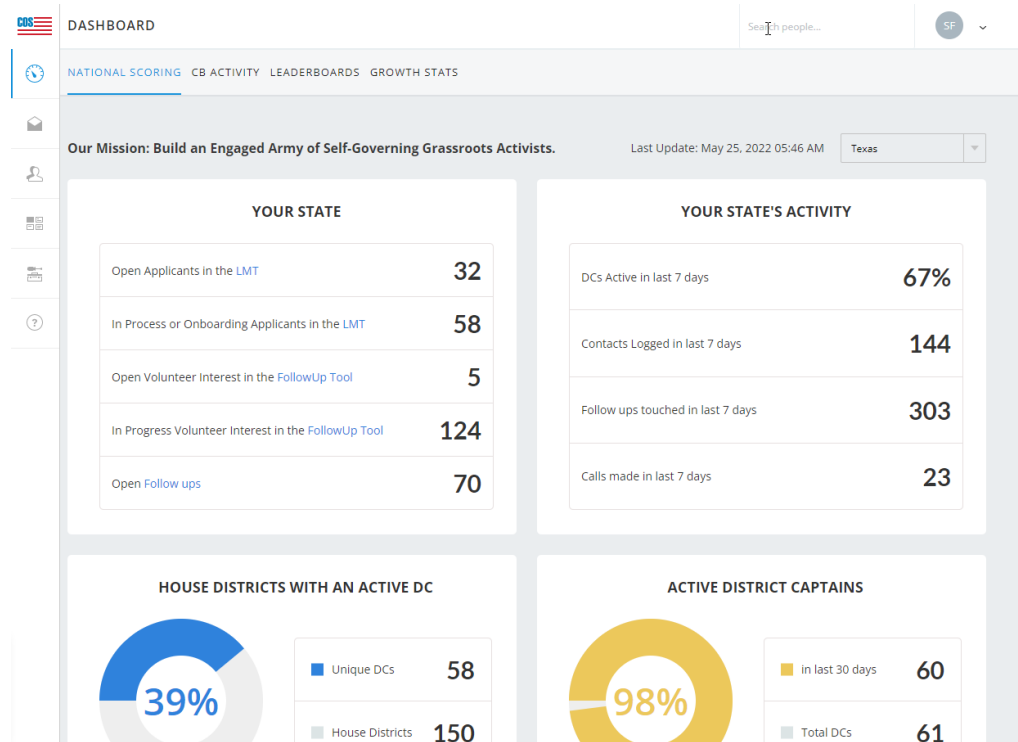


WHY CALL A CONVENTION OF STATES?

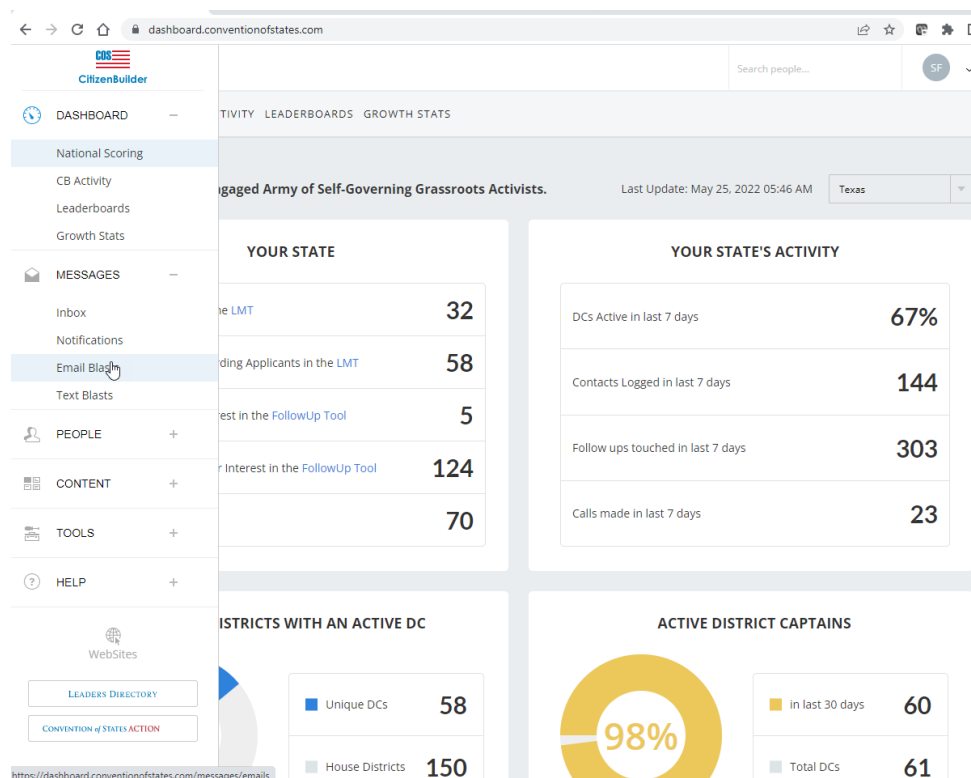
Simple: to bring power back to the states and the people, where it belongs. Unelected bureaucrats in Washington, D.C. shouldn't be allowed to make sweeping decisions that impact millions of Americans. But right now, they do. So it all boils down to one question: Who do you think should decide what's best for you and your family? You, or the feds? We'd vote for the American people every single time.



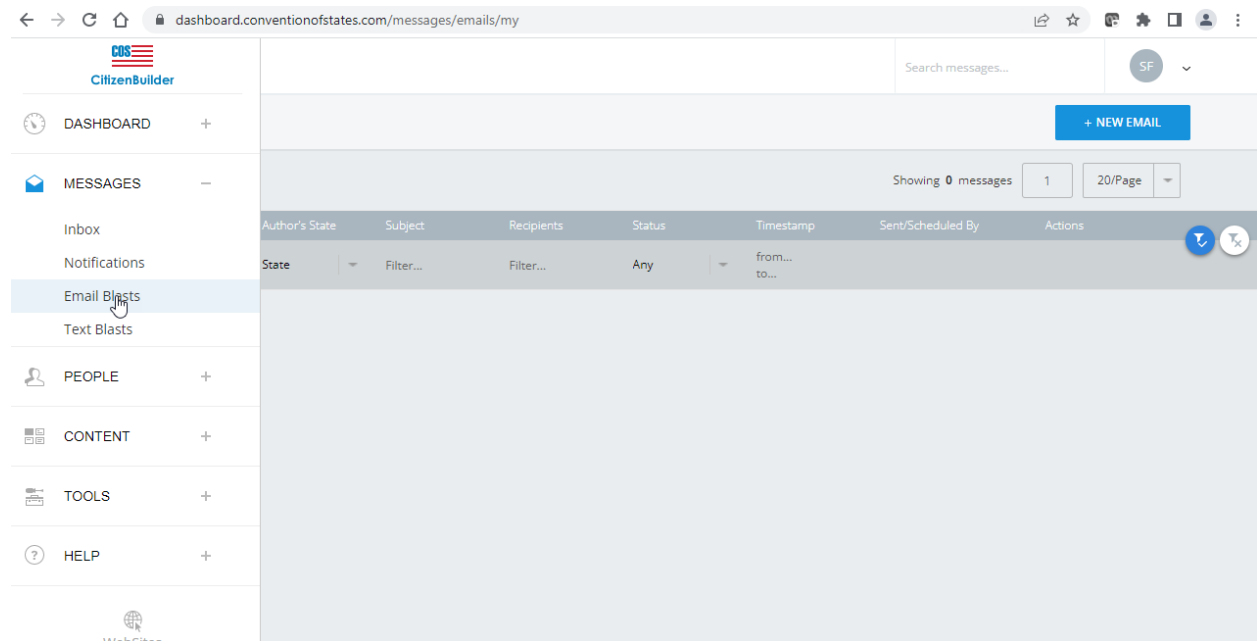
The following Page appears once you select Dashboard.



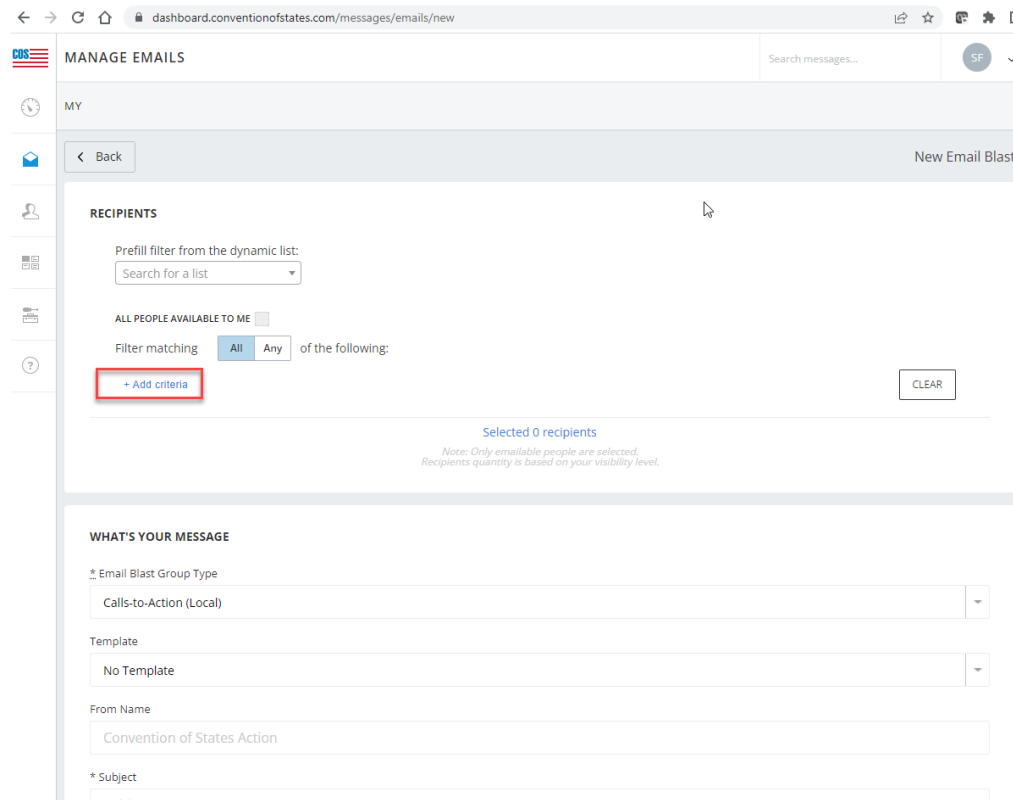
Drag your mouse to the left side of the screen and a menu will appear. Click on Messages > Email Blasts



Once you click on Email Blasts this screen will appear and you will click New Email



Here you will be selecting your criteria to Who you want to send out this blast to.



Click on Add Criteria and the drop down appears. They are not intuitive so you have to just look through the options to see what you want. It is first recommended you send a test email to yourself so you can

see what it will look like.

RECIPIENTS INFO

This is the preview mode. The changes will not make affect

ALL PEOPLE AVAILABLE TO ME

Filter matching **All** Any of the following:

Where **Person: Last Name** is

AND

Where **Person: First Name** is

Selected 1 recipients

*Note: Only emailable people are selected.
Recipients quantity is based on your visibility level.*

Once you have your criteria you want to decide what you want your email to say. You can use a template or create your own.

dashboard.conventionofstates.com/messages/emails/new

WHAT'S YOUR MESSAGE

* Email Blast Group Type
Calls-to-Action (Local) **There are 3 options. Use the Local option as that is typical**

Template
COSA - Events Template **Pick the template that matches what you might want to send. If nothing exists you can create your own**

From Name
stacy.faust@cosaction.com **You can use whichever email you want here.**

* Subject
Local Community Meeting July 28th! **What is this email about...**

* Email Body

Paragraph **B I** Merge Tags **<>**

|FNAME|

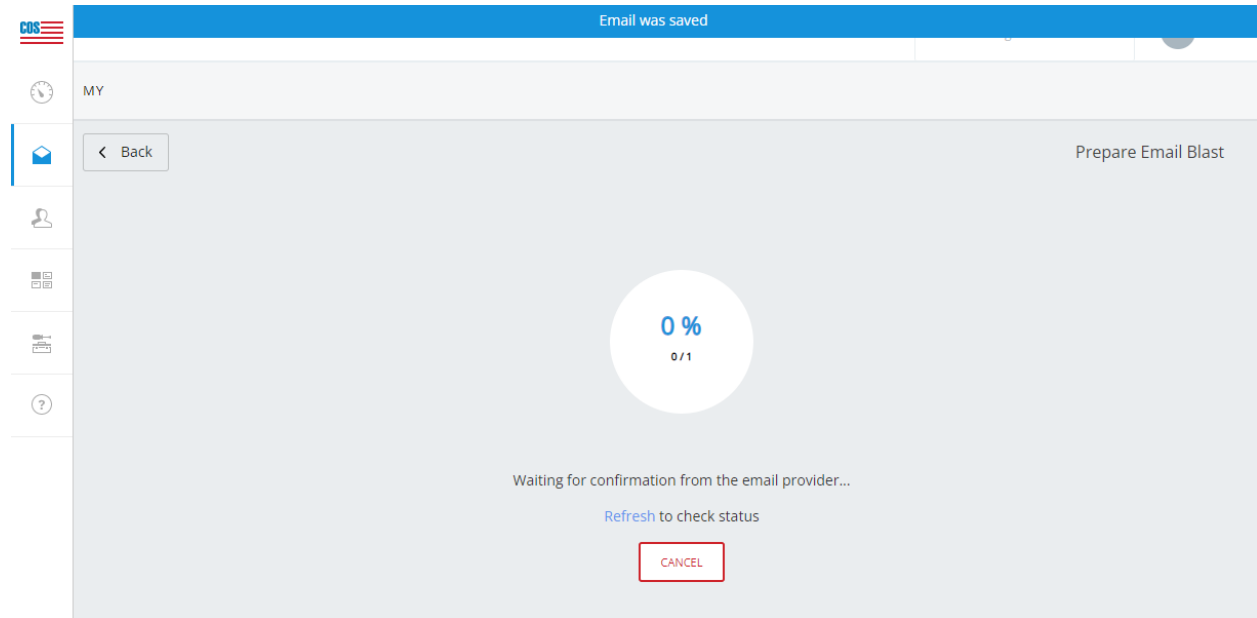
We are fed up with career politicians wasting trillions of dollars, putting our children's futures at risk. But there's good news. The Founding Fathers knew this might happen. We're putting their solution into action!

Now is the time to stand up, speak up, and show up. Join the Convention of States Texas Team at our C

The Convention of States resolution is the only viable solution as big as the nation's problems. But this effort will only be successful if YOU make your voice heard. This is your opportunity to meet the team and to meet with your legislator.

CENTER » TABLE » TBODY » TR » TD » TABLE » TBODY » TR » TD » TABLE » TBODY » TR » TD » TABLE » TBODY » TR » TD » P 220 WORDS POWERED BY TINY

You can update the body of the email as well and include an invite link if you are hosting a meeting. Once you think you are ready to send Hit the SAVE button at the bottom of the page. This screen will appear and let you know when it is completed.



You verified in your test email it looks good and now you are ready to have it reviewed by someone else. The COS team would like to have the email reviewed before it is sent. You can copy the link and paste it into Slack in the “email_review channel” or forward to someone you know and trust. Once you have the approval to send you will update your Recipients to your target audience.

Today I want to send an email blast to all my volunteers in my House District. Therefore I add my criteria for my District and if they selected Volunteer Interest.

From the drop down selecting Voting > Lower House to send to your District.

RECIPIENTS

Prefill filter from the dynamic list:
Search for a list

ALL PEOPLE AVAILABLE TO ME

Filter matching **All** Any of the following:

+ Add subcriteria

Person >
Personal >
Address >
Email >
Phone >
Voting >
Roles/Assignments >
Lists >
Tags >
Contact >
Activity >
Origin >
Social >
Webinars >
Comtool >

Selected 0 recipients
Note: Only emailable people are selected. Recipients quantity is based on your visibility level.

CLEAR

I also only want to include those that are interested in volunteering so I added another layer.

ALL PEOPLE AVAILABLE TO ME

Filter matching **All** Any of the following:

Where **Voting: Lower House** with any Current TX 70 ×
+ Add subcriteria

AND

Where **Person: Volunteer Interest** Yes ×
+ Add subcriteria

+ Add criteria

CLEAR

Selected 131 recipients
Note: Only emailable people are selected. Recipients quantity is based on your visibility level.

Scroll down

MESSAGE REVIEW

Review request

(Check all the statements, that may apply to this email blast)

THIS EMAIL INVOLVES LEGISLATIVE ACTIVITIES OR STRATEGY AND MUST BE REVIEWED BY OUR LEGISLATIVE DEPARTMENT.

I HAVE REVIEWED THIS EMAIL WITH ANOTHER PERSON FOR FORMATTING AND CONTENT.

(REQUIRED)

Please state one of the following (Required):

I CERTIFY THAT THIS EMAIL DOES NOT CONTAIN ANY MESSAGE THAT EXPRESSES SUPPORT OR OPPOSITION TO ANY POLITICAL PARTY OR CANDIDATE FOR PUBLIC OFFICE.

THIS EMAIL MAY CONTAIN A MESSAGE THAT EXPRESSES SUPPORT OR OPPOSITION TO A POLITICAL PARTY OR CANDIDATE; PLEASE REVIEW.

READY FOR REVIEW

DELIVERY

Email Blast Status: **Draft**

Delivery options would be displayed once the message is reviewed.

EDIT/DELETE

DELETE

EDIT

Click Ready For Review

MESSAGE STATISTICS

This message will be sent to 409 people

Statistics will be available after delivery

MESSAGE REVIEW

Submitted by Stacy Faust

On Jun 23 2022 10:28 AM

✗ This email involves legislative activities or strategy and must be reviewed by our legislative department.

✓ I have reviewed this email with another person for formatting and content.

✓ I certify that this email does not contain any message that expresses support or opposition to any political party or candidate for public office.

✗ This email may contain a message that expresses support or opposition to a political party or candidate; please review.

DELIVERY

Email Blast Status: **Ready to send**

OR *Please use 15 minute increments (e.i. 08:00 AM, 08:15 PM, 08:30 AM, 08:45 PM).

EDIT/DELETE

COS Recommends scheduling your email 15 mins in the future in case you have a last minute thought. Send.

Once the email is sent the confirmation appears.

Filter matching of the following:

Where **Voting: Lower House** with any TX 89 x TX 66 x TX 60 x TX 61 x TX 67 x TX 70 x

AND

Where **Person: Volunteer Interest** Yes

Selected 410 recipients

*Note: Only emailable people are selected.
Recipients quantity is based on your visibility level.*

MESSAGE STATISTICS

Messages sent: 409
Opens: 0 (0%)
Unique opens: 0 (0%)
Clicks: 0 (0%)
Subscriber clicks: 0 (0%)
Click rate: 0.0 (0%)



DELIVERY

Email Blast Status: **Sent Jun 23 2022 10:50 AM to 409 recipients by Stacy Faust**

EDIT/DELETE