Sending an Affiliate Email Blast
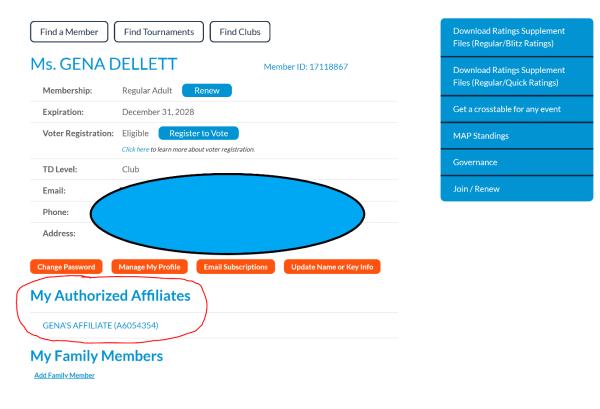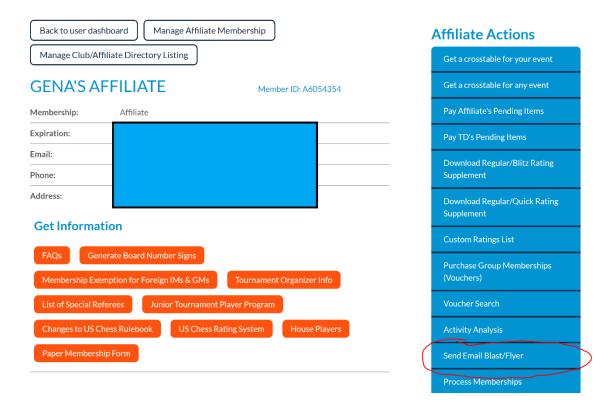
Revised November 2022

1. Start by clicking on the "My Dashboard" link on the uschess.org homepage on the upper right.

2. On your dashboard, click on the affiliate you wish to send the blast for under "My Authorized Affiliates" (some people have multiple affiliates).

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3. On the right blue menu, you'll see "Send Email Blast/Flyer"

Back to user dashboard   Manage Affiliate Membership

Manage Club/Affiliate Directory Listing

GENA'S AFFILIATE

Member ID: A6054354

Membership:	Affiliate
Expiration:	
Email:	
Phone:	
Address:	

Get Information

FAQs   Generate Board Number Signs

Membership Exemption for Foreign IMs & GMs   Tournament Organizer Info

List of Special Referees   Junior Tournament Player Program

Changes to US Chess Rulebook   US Chess Rating System   House Players

Paper Membership Form

Affiliate Actions

Get a crosstable for your event

Get a crosstable for any event

Pay Affiliate's Pending Items

Pay TD's Pending Items

Download Regular/Blitz Rating Supplement

Download Regular/Quick Rating Supplement

Custom Ratings List

Purchase Group Memberships (Vouchers)

Voucher Search

Activity Analysis

Send Email Blast/Flyer

Process Memberships

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4. To do your demographic query, click on "Find Contacts":

Mailing Dashboard

As a benefit of membership with US Chess Federation, your organization is allowed to send emails to the broader chess community in accordance with each individual's communication preferences. This dashboard will show you a list of mailings your Affiliate has generated, any saved demographic queries you have created, and statistics of recently sent mailings. To create a new mailing, click "Find Contacts" below.
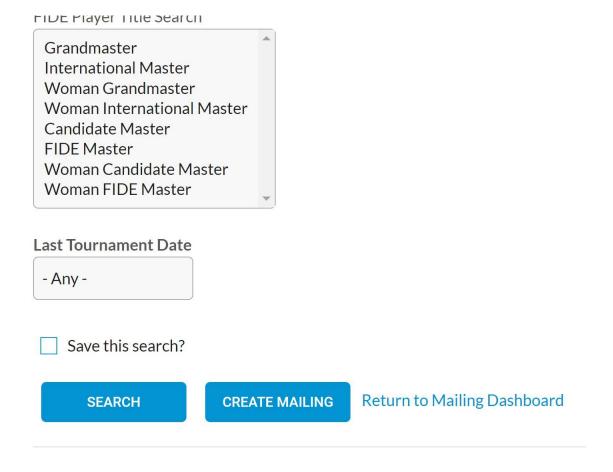
Saved Demographic Queries

Find your saved searches below. Note that the search count is the total number of contacts when the search was first completed and may have since changed.

Name	Created	Count	
NB DE	September 02, 2021	7	Create mailing ▼

FIND CONTACTS

Mailings

<NEXT PAGE>

5. If you're happy with the total number, click on "Create Mailing"; if you think it is a query you will use repeatedly, click the 'save this search' box and you'll be able to pull it up the next time (see "Saved Demographic Queries" in the previous screenshot).

FIDE Player Title Search

Grandmaster
International Master
Woman Grandmaster
Woman International Master
Candidate Master
FIDE Master
Woman Candidate Master
Woman FIDE Master

Last Tournament Date

- Any -

☐ Save this search?

SEARCH   **CREATE MAILING**   Return to Mailing Dashboard
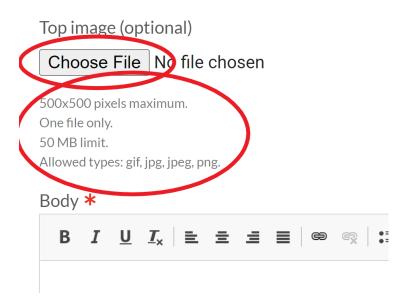
There are a total of 31208 records found.

6. On the Create Mailing screen, enter all of your blast information or paste in your text. If you worked up a flyer or similar and have it in html format, you can simply use the 'source' button to paste it in rather than creating/recreating here (in your html file, right click within your file, click on "view page source"; and then copy all and paste into the blast system). The benefit of this is that you will preserve all your formatting, including URLs. NOTE: If you do
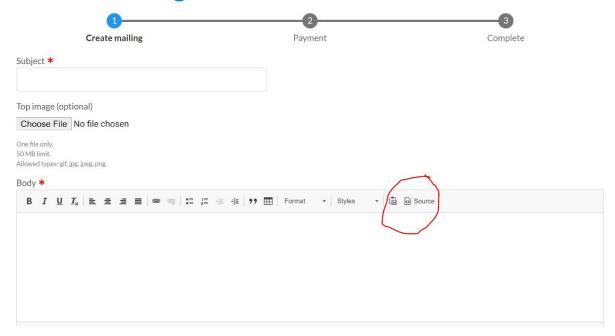
this within a Word Doc, it may not work as you intend; Word inserts a lot of extraneous HTML tags.

Note also that you can place a top (header) and/or bottom (footer) image that will frame your blast by uploading to our server. Keep these images to a maximum size of 500x500 pixels, else the system will reject it. Most often this is used for an affiliate logo or similar.

Top image (optional)

Choose File | No file chosen

500x500 pixels maximum.
One file only.
50 MB limit.
Allowed types: gif, jpg, jpeg, png.
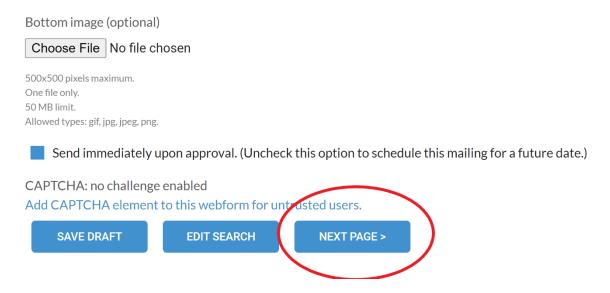
Body *

B *I* U I_x

You cannot upload images within the main body of the blast. If you wish to include images in the body text, you must use HTML that includes a URL for the image and the image must be housed on that site. If you simply copy/past from, for example, a flyer that includes an image, that image will NOT be part of your blast.

Create mailing

1 ——————— 2 ——————— 3
Create mailing   Payment   Complete

Subject *

Top image (optional)

[Choose File] No file chosen

One file only.
50 MB limit.
Allowed types: gif, jpg, jpeg, png.

Body *

B *I* U I_x | ≡ ≡ ≡ ≡ | 🔗 🔗 | ☰ ☰ ☰ ☰ | 99 ⊞ | Format ▾ | Styles ▾ | 💾 ▣ Source

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7. After you complete your editing of the blast, click on the "next page" button to be taken to the payment screen.

Bottom image (optional)

[Choose File] No file chosen

500x500 pixels maximum.
One file only.
50 MB limit.
Allowed types: gif, jpg, jpeg, png.

▮ Send immediately upon approval. (Uncheck this option to schedule this mailing for a future date.)

CAPTCHA: no challenge enabled
Add CAPTCHA element to this webform for untrusted users.
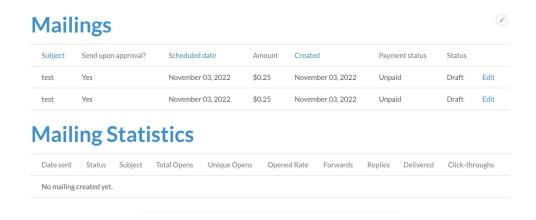
[SAVE DRAFT]   [EDIT SEARCH]   [NEXT PAGE >]

8. On the bottom of the payment screen there is a "send test" button so you can verify that your blast will appear as you expect.

Note: test blasts often wind up in spam folders, so make sure to check there.

SAVE DRAFT   **< PREVIOUS**   **SEND TEST MAIL**   **EDIT SEARCH**   **SUBMIT**

9. The rest should be self-explanatory; after you make payment we'll be notified that there is a blast needing to be reviewed/approved. Keep in mind this review/approval process when scheduling your blast—US Chess tries to handle these as they come in, but you should allow one business day just in case.

10. On the payment screen, you will notice the option "No Charge (by prior arrangement with US Chess)". This is for blasts that are part of contracts with US Chess (typically national championship events) or resends for blasts that experienced a problem for various reason, such as a system glitch. If you do not have prior permission from US Chess and you select this option, your blast will simply be rejected.

11. Note also that on your affiliate dashboard there is a "Mailing Statistics" section where you can review the results of the blast. This is updated in real time, so you can review the statistics on the same day, 24 hours after sending, etc.

Mailings

Subject	Send upon approval?	Scheduled date	Amount	Created	Payment status	Status	
test	Yes	November 03, 2022	$0.25	November 03, 2022	Unpaid	Draft	Edit
test	Yes	November 03, 2022	$0.25	November 03, 2022	Unpaid	Draft	Edit

Mailing Statistics

Date sent	Status	Subject	Total Opens	Unique Opens	Opened Rate	Forwards	Replies	Delivered	Click-throughs
No mailing created yet.									

If you have any problems, please email Dan Lucas at dlucas@uschess.org.