

Sending an Affiliate Email Blast

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).

The screenshot shows a user's dashboard for Ms. GENA DELLETT. At the top, there are three buttons: "Find a Member", "Find Tournaments", and "Find Clubs". The user's name "Ms. GENA DELLETT" and "Member ID: 17118867" are displayed. Below this, there are several rows of information:

- Membership: Regular Adult (with a "Renew" button)
- Expiration: December 31, 2028
- Voter Registration: Eligible (with a "Register to Vote" button and a link to learn more about voter registration)
- TD Level: Club
- Email: [Redacted]
- Phone: [Redacted]
- Address: [Redacted]

Below the profile information, there are four buttons: "Change Password", "Manage My Profile", "Email Subscriptions", and "Update Name or Key Info". The "My Authorized Affiliates" section is circled in red and shows one affiliate: "GENA'S AFFILIATE (A6054354)". Below this is the "My Family Members" section with an "Add Family Member" link.

On the right side of the dashboard, there is a vertical blue menu with the following items: "Download Ratings Supplement Files (Regular/Blitz Ratings)", "Download Ratings Supplement Files (Regular/Quick Ratings)", "Get a crosstable for any event", "MAP Standings", "Governance", and "Join / Renew".

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

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

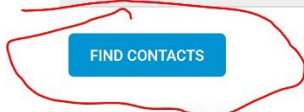
Mailing Dashboard

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 ▾



Mailings

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 also that you can place a top (header) and/or bottom (footer) image that will frame your blast. Keep these images to 500 pixels wide maximum, else they will likely cause the image to appear much too wide in most email clients.

Create mailing

1 Create mailing 2 Payment 3 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 T_x | | | | | | | Format | Styles | Source

7. 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.
8. 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.

9. Currently, there is no 'self-test' option for you to send out a test blast to yourself. If you have a need for test blast (they are generally not needed as what you see on your screen is what will be emailed out), email jjlang@uschess.org immediately after creating the blast and request a test blast be sent to you.
10. 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.

If you have any problems, please email JJ Lang, Digital Editor, at: jjlang@uschess.org.