

Create HTML Template

<i>Speech</i>	<i>Cursor Actions</i>
When sending bulk email in Sumac, you usually want to use a template. For example, if you email your newsletter , you use a template for the newsletter to ensure that each recipient receives a personalized newsletter in their inbox.	
When creating a template for an email, the template should be in HTML format. HTML is an abbreviation for Hypertext Markup Language. HTML is a document format for data being sent over the Internet, just like .xls is a format for spreadsheets, or .docx is a format for a word processing documents. The HTML format allows links, pictures, tables, different colours and fonts, all in the body of an email.	xls --> spreadsheet doc --> word processing
You have used HTML hundreds of times because a web browser is actually just a program for viewing HTML documents.	html --> web pages and email
Just as you would use a spreadsheet program to edit and .xls file, you need a specific program to edit an HTML document. Most word processing programs have the ability to save a document in HTML format. Although it may seem convenient to use Microsoft Word, <i>don't do it</i> . It will not work. Microsoft Word inserts a variety of codes into HTML which are incorrectly interpreted by email programs, including Outlook.	
If you do not already have an HTML editor, consider Sea Monkey. This open source program runs on Macintosh, Windows and Linux computers. It creates very standard HTML which works with most email programs. We use Sea Monkey to create all our newsletters!	
Use your browser to go to seamonkey-project.org to download and install Sea Monkey.	Open web browser. Go to Sea Monkey. Download/install.
Then run Sea Monkey. Sea Monkey can do lots of things, but you want to use it just for editing HTML documents. The Sea Monkey component that does this is named Composer. The first time you run it, edit preferences, choose Appearance, and turn off all the components of Sea Monkey except its Composer.	Edit preferences to turn off everything but Composer.
Quit Sea Monkey.	Quit Sea Monkey
Run Sea Monkey again. This time, it starts up in its Composer and shows a new untitled document. Now we can begin constructing your newsletter template!	Run Sea Monkey
Enter some text, just like in a word processor.	Type "Dear xxx, This is a newsletter"

Fill in the salutation field, telling Sumac to insert the recipient's name after "Dear." To get the exact text needed, use the Make Template command in Sumac. This can be found in the Contact list, under Mailing, or in the Utilities menu in your Sumac console, under Template.	Go to Sumac console. Expand Utilities, Template, choose Mail Merge Codes
Under Contacts, choose the Virtual Letter Salutation.	Choose Virtual Letter Salutation
Copy this formula,	Copy formula
then paste it into the newsletter template.	Paste over "xxx" in template
In order to do more interesting formatting, HTML documents are usually structured using tables. Insert a table and add some content.	Click Table. Make table 2 rows, 2 columns. Enter "left title" and "left content," "right title" and "right content" into the four cells.
Give the recipient the ability to opt out of the newsletter.	Type "Click here to be removed from our mailing list."
Highlight the word "here" and make it a link.	Highlight "here." Click Link. Enter: mailto:remove@democharity.org
Now put a header on the newsletter.	Insert a table: 2 rows, 1 column, no border. Type "Newsletter" (centered, bold) in second row.
Often you want to put an image, like your logo, at the top of your newsletter. Any images put into your email must be in files on your web server. They may be in a place that is not linked to your website, perhaps in a special folder named "NewsletterImages."	
For this example, we'll use the logo at the top of the pages on the sumac.com website. Use a browser and go to sumac.com.	Open browser. Go to sumac.com
Right click and copy the image URL.	Right click. Choose "Copy Image URL"
Go back into Sea Monkey and click to add a new image in your header.	Click in Header. Click Image.
Paste the Image URL into the Image Location field.	Paste URL into Image Location
Also, specify an alternate text for this image.	Alternate text: "Sumac – simply sophisticated"
Click OK to add the image to your newsletter.	Click OK. Point to image.
Once you've formatted your newsletter in a way that you're happy with, save it.	Save the newsletter.
Whenever you're using a template, it's imperative that you test the template before using it for a mailing to make sure that everything appears as it should.	

As I mentioned earlier, your browser can open the HTML newsletter. Open the newsletter in your browser and check that it looks correct.	Double click Newsletter to open in browser.
If it does, close Sea Monkey and the browser.	Close both.
Now use Sumac to send the email to a test recipient, perhaps yourself. Confirm with the recipient that the mail was received and looked good.	
If all goes well with your testing, then you can send the email message to your entire newsletter mailing list!	
<i>Check out more training videos to learn more about sending emails using Sumac.</i>	