

# CIVICRM



## Your test Newsletter Title

Greetings London Hosp,

This is a sample template designed to help you get started creating and sending your own CiviMail messages. This template uses an HTML layout that is generally compatible with the wide variety of email clients that your recipients might be using (e.g. Gmail, Outlook, Yahoo, etc.).

You can select this "Sample CiviMail Newsletter Template" from the "Use Template" drop-down in Step 3 of creating a mailing, and customize it to your needs. Then check the "Save as New Template" box on the bottom the page to save your customized version for use in future mailings.

The logo you use must be uploaded to your server. Copy and paste the URL path to the logo into the <img src= tag in the HTML at the top. Click "Source" or the Image button if you are using the text editor.

Edit the color of the links and headers using the color button or by editing the HTML.

Your newsletter message and donation appeal can go here. Click the link button to [create links](#) - remember to use a fully qualified URL starting with http:// in all your links!

To use CiviMail:

- [Configure your Email System](#).
- Make sure your web hosting provider allows outgoing bulk mail, and see if they have a restriction on quantity. If they don't allow bulk mail, consider [finding a new host](#).

Sincerely,

Your Team

## News and Events

### Featured Events

Fundraising Dinner  
Training Meeting  
Board of Directors Annual

### Community Events

Bake Sale  
Charity Auction  
Art Exhibit

### Important Dates

Tuesday August 27  
Wednesday September 8  
Thursday September 29  
Saturday October 1  
Sunday October 20

## Helpful Tips

### Tokens

Click "Insert Tokens" to dynamically insert names, addresses, and other contact data of your recipients.

### Plain Text Version

Some people refuse HTML emails altogether. We recommend sending a plain-text version of your important communications to accommodate them. Luckily, CiviCRM accommodates for this! Just click "Plain Text" and copy and paste in some text. Line breaks (carriage returns) and fully qualified URLs like <http://www.example.com> are all you get, no HTML here!

### Play by the Rules

The address of the sender is required by the Can Spam Act law. This is an available token called domain.address. An unsubscribe link is also required. There are several available tokens for this. `{domain.address}` creates a link for recipients to click if they want to opt-out of receiving emails from your organization. `{unsubscribe}` creates a link to unsubscribe from the specific mailing list used to send this message. On "Insert Tokens" to find these and look for tokens named "Domain" or "Unsubscribe". This sample template includes both tokens at the bottom of the message. You can also configure a default Mailing Footer containing these tokens.

### Composing Offline

If you prefer to compose an HTML email offline in your own text editor, you can upload this HTML content into CiviMail or send it as "Source" and then copy and paste the HTML in.

### Images

Most email clients these days (Outlook, Gmail, etc) block image loading by default. This is to protect their users from annoying or harmful email. Not much we can do about this, so encourage recipients to add you to their contacts or "whitelist". Also use images sparingly, do not rely on images to convey vital information, and always use HTML "alt" tags which describe the image content.

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[Click here](#) to unsubscribe from this mailing list.

Our mailing address is: