

e-Newsletter using Recent News Articles

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Traditionally schools have been creating their newsletter using Word or Publisher and then converting it to a PDF. The PDF is then pasted onto the website. Whilst this step is a move away from distributing paper newsletters which saves money, time and the environment, many schools still complain that their newsletter readership is poor. We know why.

Have you ever tried reading a PDF newsletter on a computer? Invariably people print them if they can find them which knocks out the sustainability feature of going electronic. Have you ever tried reading a PDF on a mobile phone? Next to impossible. The answer is to present your content in little bit size chunks allowing people to find the content most relevant and then if they are interested, they read more for the full article. Have a look at how a newspaper's website looks for a clue.

Our ambition for schools is to write everything in the website so only one publishing medium is used. Today you're managing two; creating your newsletter in Word and then updating the website. But even if you don't want to drop your paper based newsletter, you can begin by using some of the smarts in your sponsor-ed website. Use the 'Recent News Articles' feature.

Recent News articles on your homepage are for displaying recent news and should be updated regularly. You can work on your recent news articles throughout the week because they can be created and marked as *drafts* so that they are not viewable on your site until you are ready to send out your e-Newsletter.

Recent News appears on your homepage underneath your Quick Links. It can be displayed in various styles depending on which web theme you are working with.

e-Newsletter using Recent News Articles

Here is a sample of an e-newsletter with content automatically lifted from the Recent News Articles.



LEDA PRIMARY SCHOOL
Facing the Challenge

Latest Newsletter

Dear Subscribers Name,

Here is our latest news:



Foundation Enrolments

Enrolment for Foundation 2019 is now open. If your child will turn 5 before April 30th 2019 they are eligible to enrol for Foundation at Darlington Primary School. School tours are conducted on Tuesdays at 9.30am or can be arranged by appointment. Please contact the school office to

arrange tour.

[...Read More](#)



Premiers Reading Challenge

The Victorian Premiers' Reading Challenge is now open and we are excited to be participating. The Challenge is open to all Victorian children from birth to Year 10 in recognition of the importance of reading for literacy development. Since the challenge began 14 years ago, more than

2.5 million...

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National Ride to School Day

National Ride2School Day is held around Australia in March every year. It provides an opportunity for students, parents and teachers to try riding, walking, skating or scooting to school as well as celebrating the regular walkers and riders. Tuesday 23 March 2018 is the date to walk/ride to

[...Read More](#)



Book Fair

Come to our Book Fair from Wednesday 30 May to Saturday 2 June in the LC. Wednesday open 3.30-4pm. Friday open at 8.30-9.am and 3.30-4pm and on Saturday from 9am-1pm at the Community Market. Choose from a huge selection of books at the Fair! Every purchase earns learning

resources for our school.

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Create your Recent News Articles

For a guide on this step – see “Working with Recent News”

Once you have created all your articles, it is time to launch your e-Newsletter.

COMMUNICATE – Email – Add Mail

To attach recent news articles as your main newsletter:

1. In the content box type your e-newsletter welcome and then: **@@recentnews@@**
2. Many schools also add their Quick View (list of upcoming dates) also: **@@quickview@@**

The screenshot displays the 'Edit Mail' interface. At the top, there are tabs for 'Email Subscribers', 'Subscriber Groups', 'App Subscribers', and 'Email'. The main title is 'Edit Mail'. Below this, there are several input fields:

- From:** St Marks School Dingley
- From Email:** helpdesk@sponsor-ed.com.au
- Subject:** Latest Newsletter
- Schedule Date:** [Empty field with a calendar icon]
- Schedule Time:** 00 [Dropdown arrow]
- Content:** A rich text editor with a menu (File, Edit, View, Insert, Format, Tools, Table, Help) and various icons for text formatting (bold, italic, underline, list, link, unlink, image, table, undo, redo). The content area contains the following text:
Dear @@name@@,
Here is our latest news:
@@recentnews@@
@@quickview@@

At the bottom right of the content area, it says 'POWERED BY TINYMCE'.

e-Newsletter using Recent News Articles

Select the recent news articles that you wish to send out – ensure that you hold down CONTROL on your keyboard when selecting multiple articles.

Attach Recent News

24th, Sep 2018
Footy Day
10th, Jul 2018
Running Club
28th, Jun 2018
It's Carnivale
1st, Jul 2018
...

Select the group/s that you wish to send the e-newsletter to and then hit **SAVE**.

Group

Newsletter

Select Subscriber Group(s) to Assign this Newsletter to be sent to.

You can preview your e-newsletter by hitting **SHOW**.

Manage Newsletters

Subject	Mail Actions	Schedule Date/Time	Created on	Modified on	Report	Actions
Latest Newsletter	show send		25/09/2018 15:39	25/09/2018 16:25		

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Latest Newsletter

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It's Carnivale

Most mythological elements in Carnivale relate to so-called Avatars (or Creatures of Light and Darkness), fictional human-like beings with supernatural powers who embody good and evil. In its first season Carnivale does not reveal its characters as Avatars beyond

insinuation, and makes the nature of

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And here it is without images (by changing the settings in SET UP – Site Layout).



Latest Newsletter

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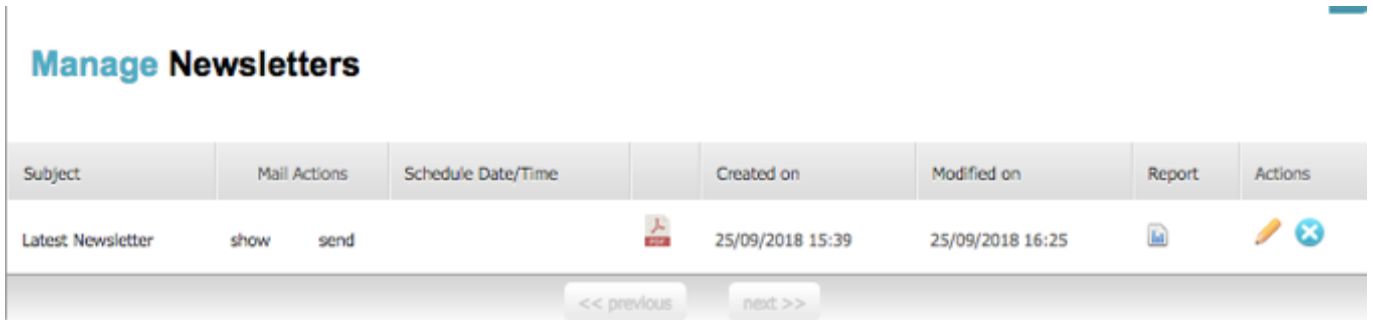
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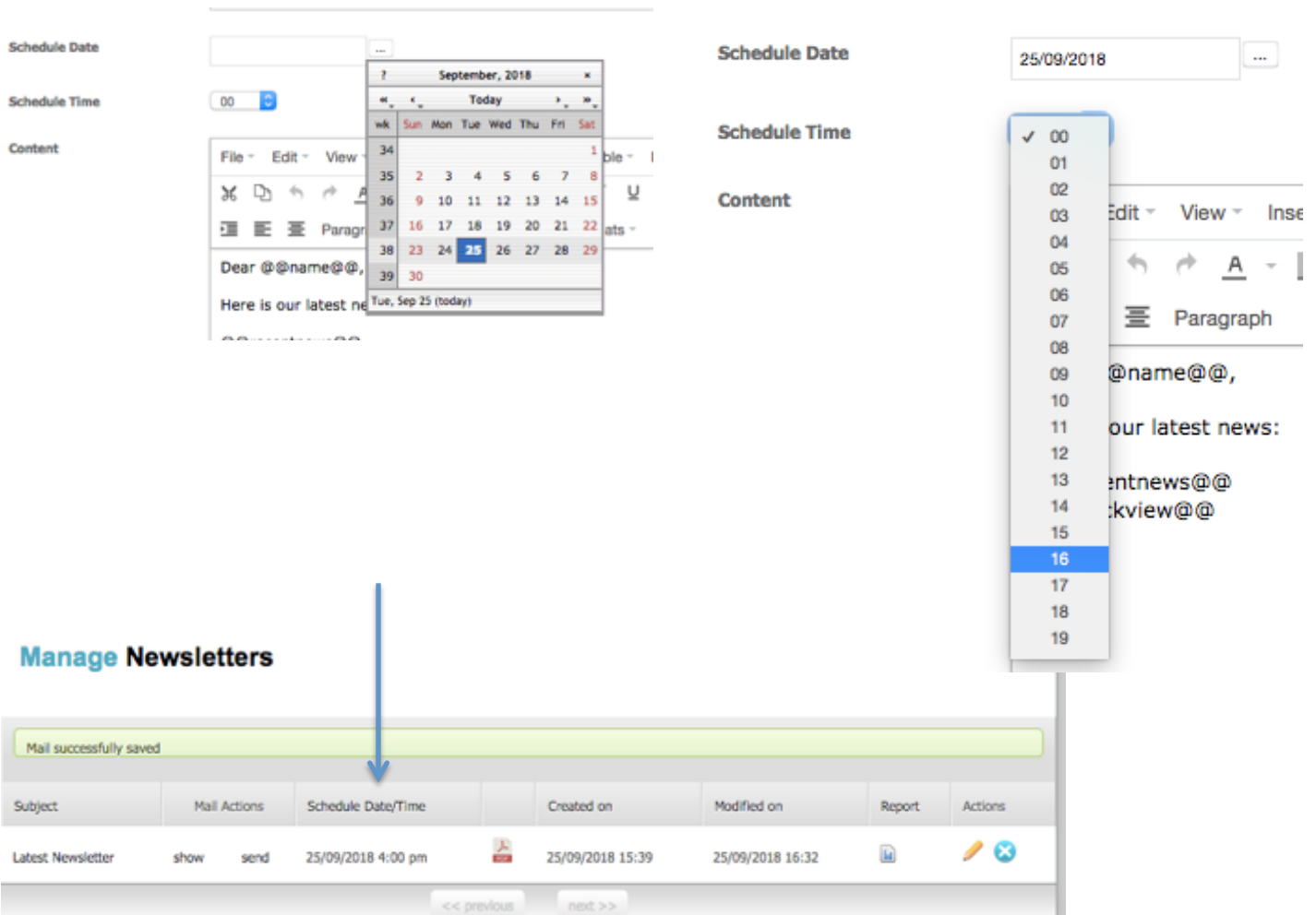
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Once you are happy with the result – hit **SEND!**



Alternatively you can now **SCHEDULE** your email to be sent at a different day/time. Click on the pencil beside the email you wish to schedule. In the options above the content box you can now choose a date and time to send the email.







You will now see the scheduled information on the landing page – and sit back while the system sends the email for you!

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You can archive a copy of this newsletter by clicking on the PDF button – this saves the whole email as a PDF for your records. You can then load this onto your site for your parents to access back copies if needed.

Manage Newsletters

Mail successfully saved

Subject	Mail Actions	Schedule Date/Time		Created on	Modified on	Report	Actions
Latest Newsletter	show send	25/09/2018 4:00 pm		25/09/2018 15:39	25/09/2018 16:32		 

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