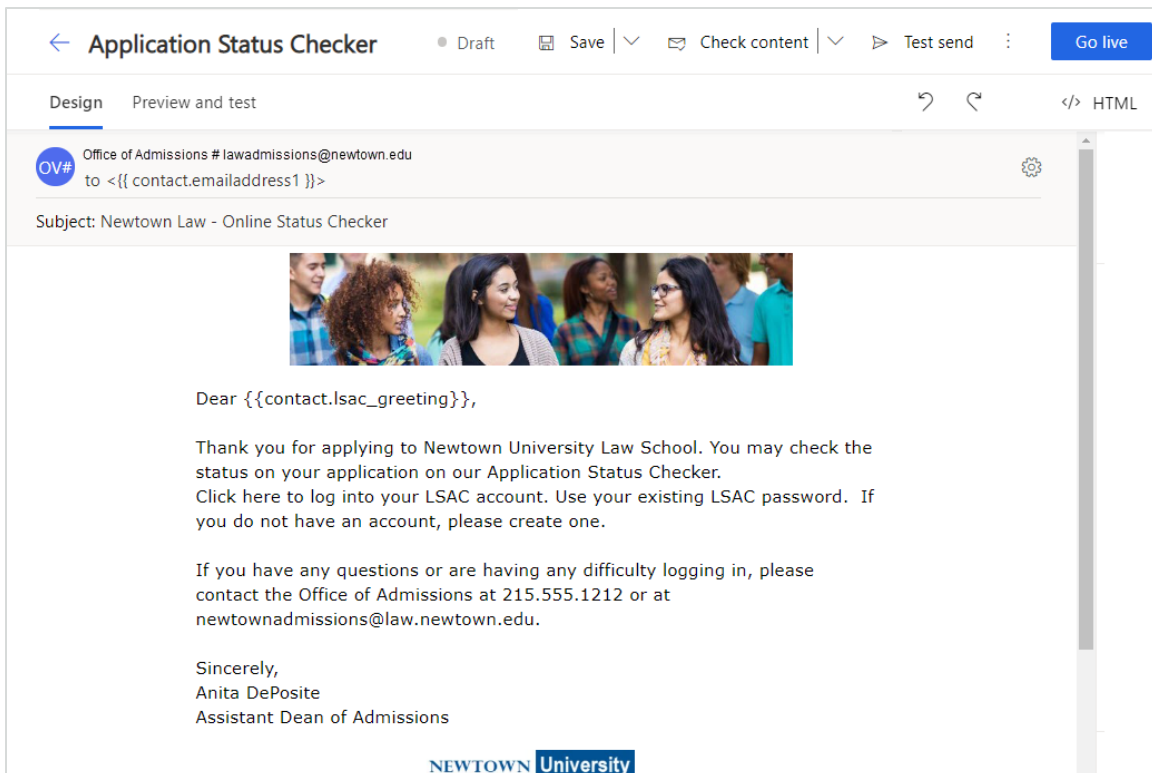


Unite Education Program v6.2

Job Aid: 5466

## About Email Messages

Unite provides an advanced digital-content designer for creating, styling, and previewing your email messages. The designer features a drag-and-drop interface for building and working with the design, an optional HTML editor for working directly with code, and a preview tool that shows how your design looks on various form factors (devices) and orientations (portrait or landscape). As illustrated in the picture below, you can add images and insert dynamic content to customize and personalize your email messages.




The screenshot displays the Unite email designer interface for a draft email titled "Application Status Checker". The interface includes a top navigation bar with options like "Draft", "Save", "Check content", "Test send", and "Go live". Below this, there are tabs for "Design" and "Preview and test", along with icons for undo, redo, and a code editor icon labeled "HTML".

The email content is as follows:

Office of Admissions # lawadmissions@newtown.edu  
to <{{ contact.emailaddress1 }}>

Subject: Newtown Law - Online Status Checker



Dear {{contact.lisac\_greeting}},

Thank you for applying to Newtown University Law School. You may check the status on your application on our Application Status Checker. Click here to log into your LSAC account. Use your existing LSAC password. If you do not have an account, please create one.

If you have any questions or are having any difficulty logging in, please contact the Office of Admissions at 215.555.1212 or at newtownadmissions@law.newtown.edu.

Sincerely,  
Anita DePOSITE  
Assistant Dean of Admissions

NEWTOWN University

If you want Unite to automatically send email messages, you can set up customer journeys which define the conditions, triggers, and messages that should be sent. You can also manually send email messages from Unite as long as there is a person record for your recipient.

There are many places where you can send email messages in Unite. You start by selecting a person or a group of people. Then you can either start a new email message or select an existing email message. The picture below illustrates the *Email Communication* page that you use to send email messages from Unite.

The screenshot displays the 'Email Communication' interface. At the top, the title bar reads 'Email Communication (1 Recipients)'. Below this, the 'From' field is set to 'Newtown University Admissions Office<newtownuadmissions@lsacaces3.org>'. The 'Reply To' field is empty. Under 'Existing Emails', 'Newtown U Open House Invite' is selected. The 'Existing Attachments' field is empty. The 'Attachments' section has a 'Select files...' button and a 'Drop files here to upload' area. The 'Subject' field contains 'You are invited!'. The 'Legal Designation' section has 'Marketing' selected with a radio button. The 'Send to email type' section has 'Default' selected. Below these fields is a rich text editor with a toolbar. The editor content includes the Newtown University logo, a personalized greeting 'Dear {{contact.firstname}}', and an invitation message: 'You are invited to the upcoming Newtown University Open House on {{msevtmgt\_event(9622fdd6-1bfd-aa11-a815-00d2-5a1af9).eventmt\_startdate}}'. At the bottom of the window are 'Save', 'Save As', 'Cancel', and 'Send' buttons.

The **Legal Designation** determines whether Unite should consider the email message commercial or transactional. A commercial email contains content that promotes products or services and could be considered unsolicited (spam). Commercial emails are different from transactional emails, because Unite does not send emails that have a **Marketing** legal designation to anyone who has requested to unsubscribe from promotional offers. In addition, commercial emails must include a link for recipients to unsubscribe.

A **transactional** email message contains content that is considered solicited and, therefore, does not require an unsubscribe link. Schools send transactional email messages after a person is actively engaged in admissions or has expressed a desire to receive information.

Any time an email message is sent from Unite, the sent email is saved and Unite adds an entry in the recipient's activity log on the person record.