



# Newsletter and Email Composer

Design and send your communications quickly

# Welcome to the Newsletter and Email Composer!

- User-friendly and intuitive design tool
- Create beautiful templates that staff can use and reuse to create custom newsletters, invitations, and fundraising appeals
- Launch campaigns quickly
- Features include:
  - Predesigned templates and modules
  - Responsive layout design
  - Drag-and-drop editor
  - DK Links built in to simplify linking to your organization's Doubleknot pages

# Overview

## [Pre-designed Templates](#)

## [Creating a Newsletter and Email in Composer](#)

### [Composer: General layout](#)

- Undo, Redo -- Auto Save time & Save – Preview -- Done

### [Composer: Global Configurations](#) (Left side column Appearance Tab)

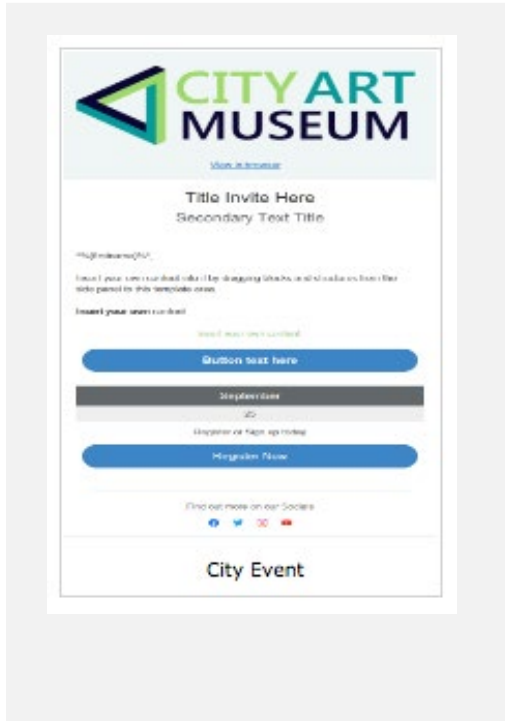
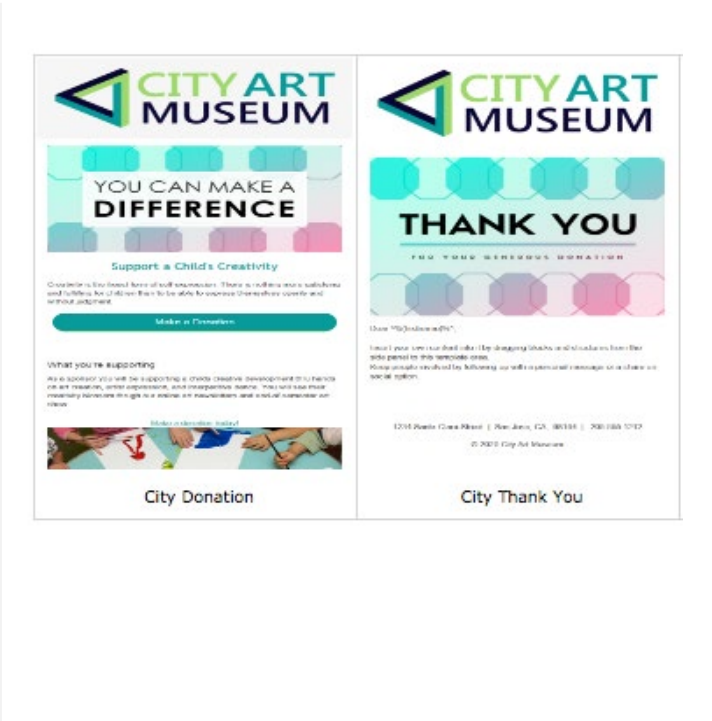
### [Composer: Intuitive Design Tools](#) (Left side column Content Tab)

- Support for single-, double- and multiple-column layout throughout the message. (Structures)
- Drag-and-drop editor for content addition (Blocks)
  - Image - Buttons – Social media – Merge tags
- Pre-designed links (Modules)
  - DKLinks - View in browser link - Button dklink

## [Sending a test email](#)

# Pre-designed Template Examples

Newsletters	Donation Appeals	Event Announcement	General Correspondence
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## Demo Examples

<https://stage.doubleknot.com/CMS/PageViewer.aspx?PageID=10239&preview=yes>

<https://stage.doubleknot.com/CMS/PageViewer.aspx?PageID=10238&preview=yes>

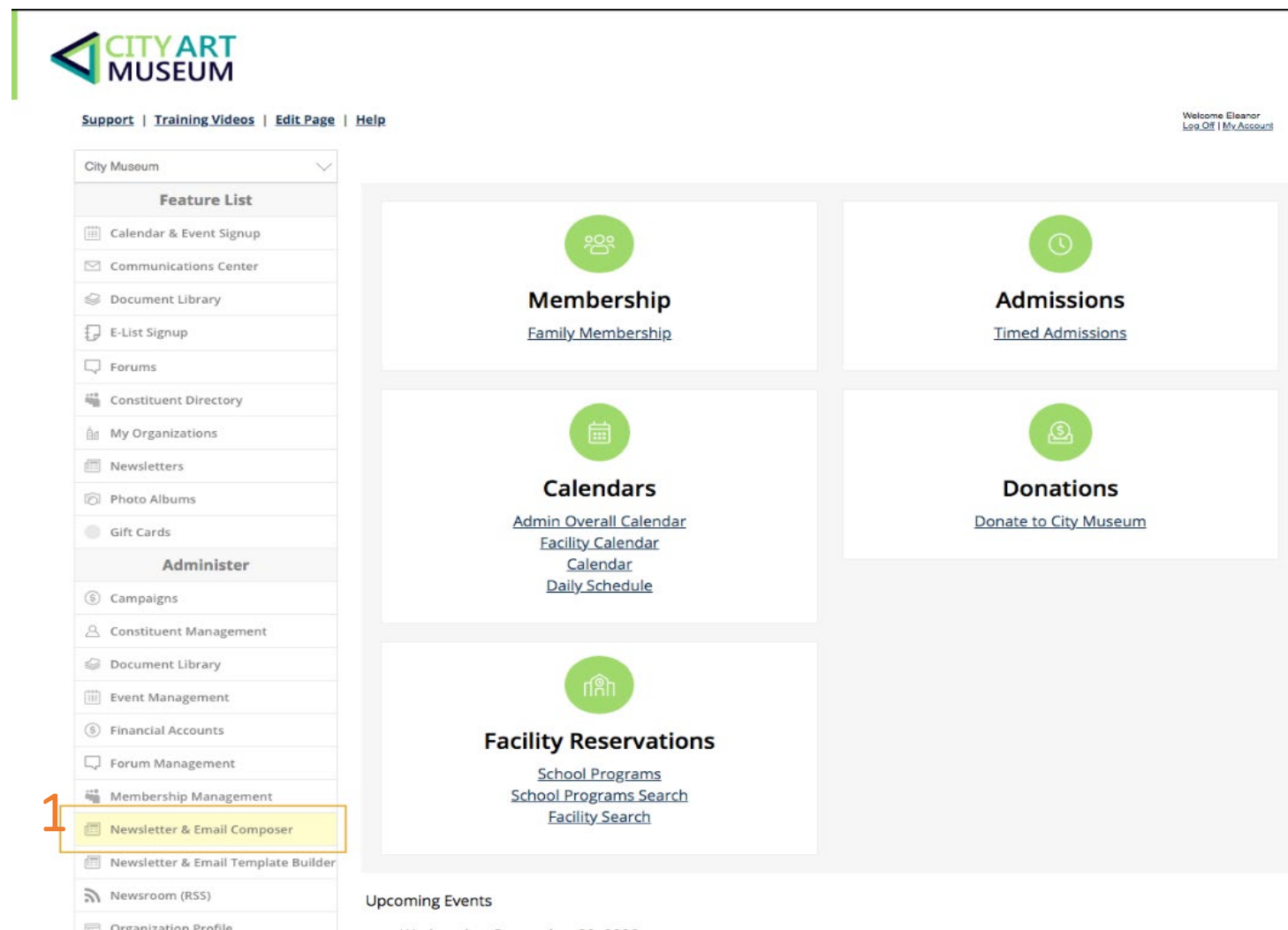
<https://stage.doubleknot.com/CMS/PageViewer.aspx?PageID=10241&preview=yes>

<https://stage.doubleknot.com/CMS/PageViewer.aspx?PageID=10240&preview=yes>

<https://stage.doubleknot.com/CMS/PageViewer.aspx?PageID=10245&preview=yes>

# How do we create an Email or Newsletter?

- 1 Log on to Doubleknot.  
In the Feature List, click  
Newsletter and Email Composer.



**CITY ART MUSEUM**

[Support](#) | [Training Videos](#) | [Edit Page](#) | [Help](#)

Welcome Eleanor  
[Log Off](#) | [My Account](#)

City Museum

**Feature List**

- Calendar & Event Signup
- Communications Center
- Document Library
- E-List Signup
- Forums
- Constituent Directory
- My Organizations
- Newsletters
- Photo Albums
- Gift Cards

**Administer**

- Campaigns
- Constituent Management
- Document Library
- Event Management
- Financial Accounts
- Forum Management
- Membership Management
- Newsletter & Email Composer**
- Newsletter & Email Template Builder
- Newsroom (RSS)
- Organization Profile

**Membership**  
[Family Membership](#)

**Admissions**  
[Timed Admissions](#)

**Calendars**  
[Admin Overall Calendar](#)  
[Facility Calendar](#)  
[Daily Schedule](#)

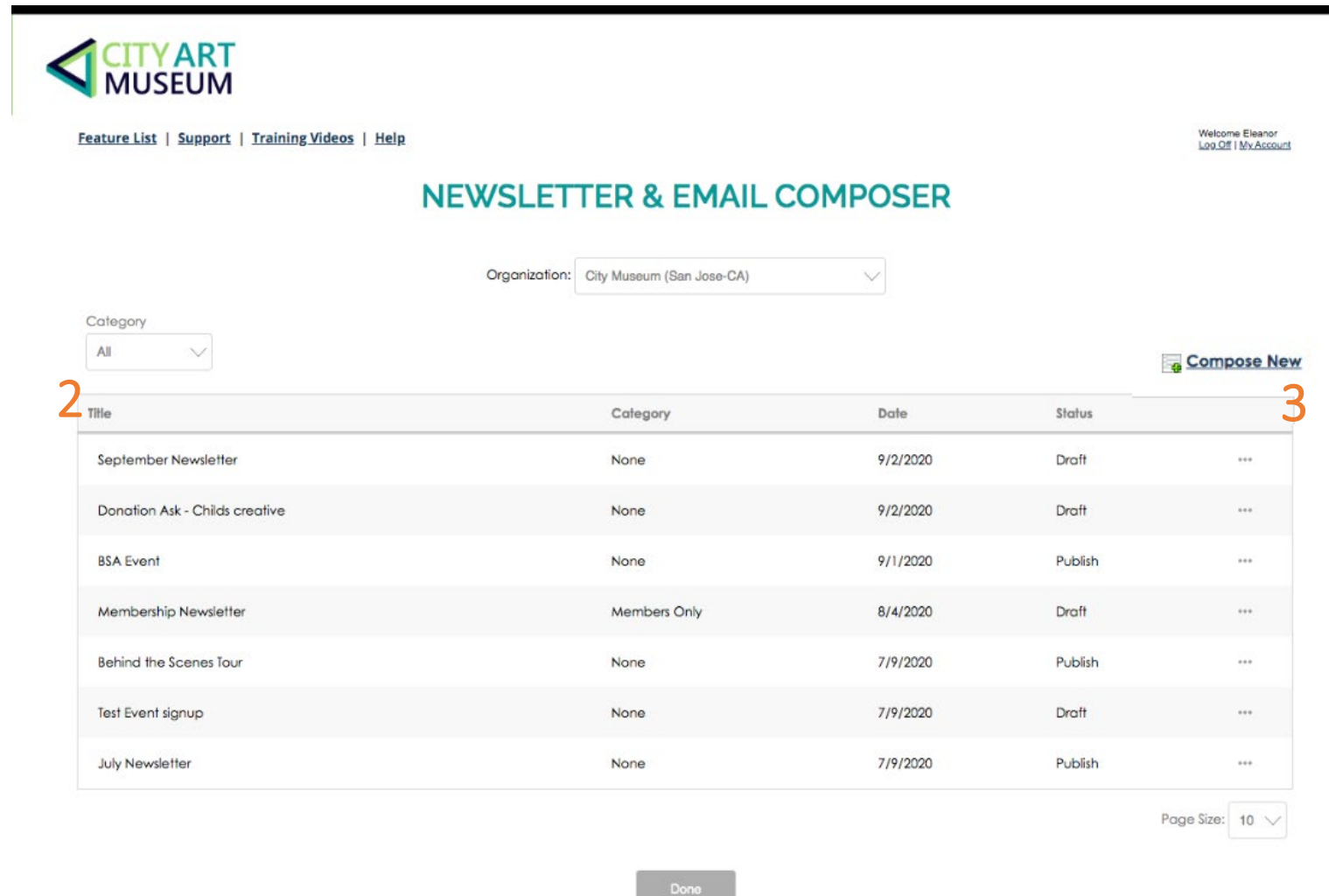
**Donations**  
[Donate to City Museum](#)

**Facility Reservations**  
[School Programs](#)  
[School Programs Search](#)  
[Facility Search](#)

Upcoming Events

# How do we create an Email or Newsletter?

- 1 Log on to Doubleknot.  
In the Feature List, click Newsletter and Email Composer.  
The Newsletter & Email Composer page is displayed.
- 2 The page will show a list of previously composed and saved emails and newsletters. If none are available, it will display an empty page.
- 3 The Compose New link starts a new document. The three-dot menu as the right of an existing document provides actions for that item.



**CITY ART MUSEUM**

[Feature List](#) | [Support](#) | [Training Videos](#) | [Help](#)

Welcome Eleanor  
[Log Off](#) | [My Account](#)

## NEWSLETTER & EMAIL COMPOSER

Organization: City Museum (San Jose-CA)

Category: All

[Compose New](#)

Title	Category	Date	Status	
September Newsletter	None	9/2/2020	Draft	...
Donation Ask - Childs creative	None	9/2/2020	Draft	...
BSA Event	None	9/1/2020	Publish	...
Membership Newsletter	Members Only	8/4/2020	Draft	...
Behind the Scenes Tour	None	7/9/2020	Publish	...
Test Event signup	None	7/9/2020	Draft	...
July Newsletter	None	7/9/2020	Publish	...

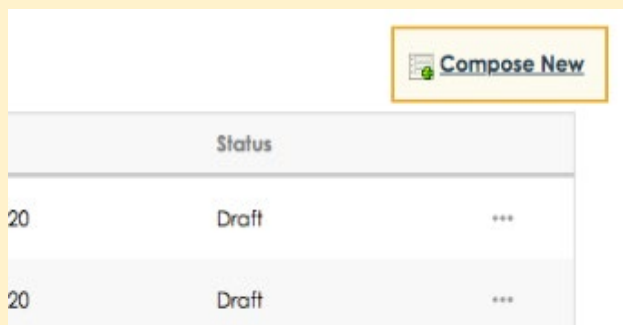
Page Size: 10

Done

# What do you want to do?

If you want to *create* a new email or newsletter from a template

- Select **Compose New**
- Select a Template you want to begin with. Click through the tabs to view the pre-designed, branded, or general layout templates available for you to use.
- Add your Title, Category and Status. Press **Continue**
- The Composer will open.

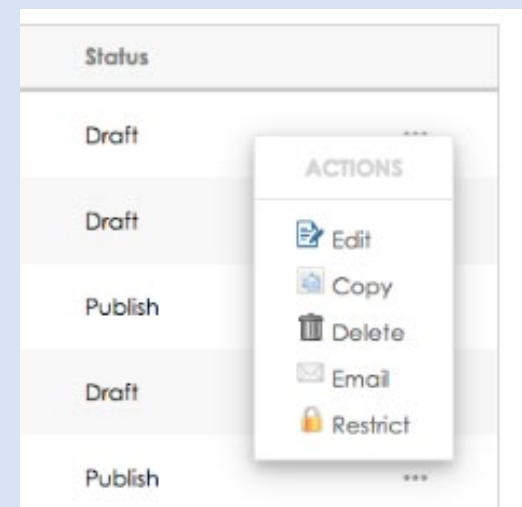


If you want to *copy* a previously composed email or newsletter

- Click the three-dot ellipses to display the Actions menu.
- Select **Copy**.
- Rename your email/newsletter.
- Press **OK**
- The Composer will open.

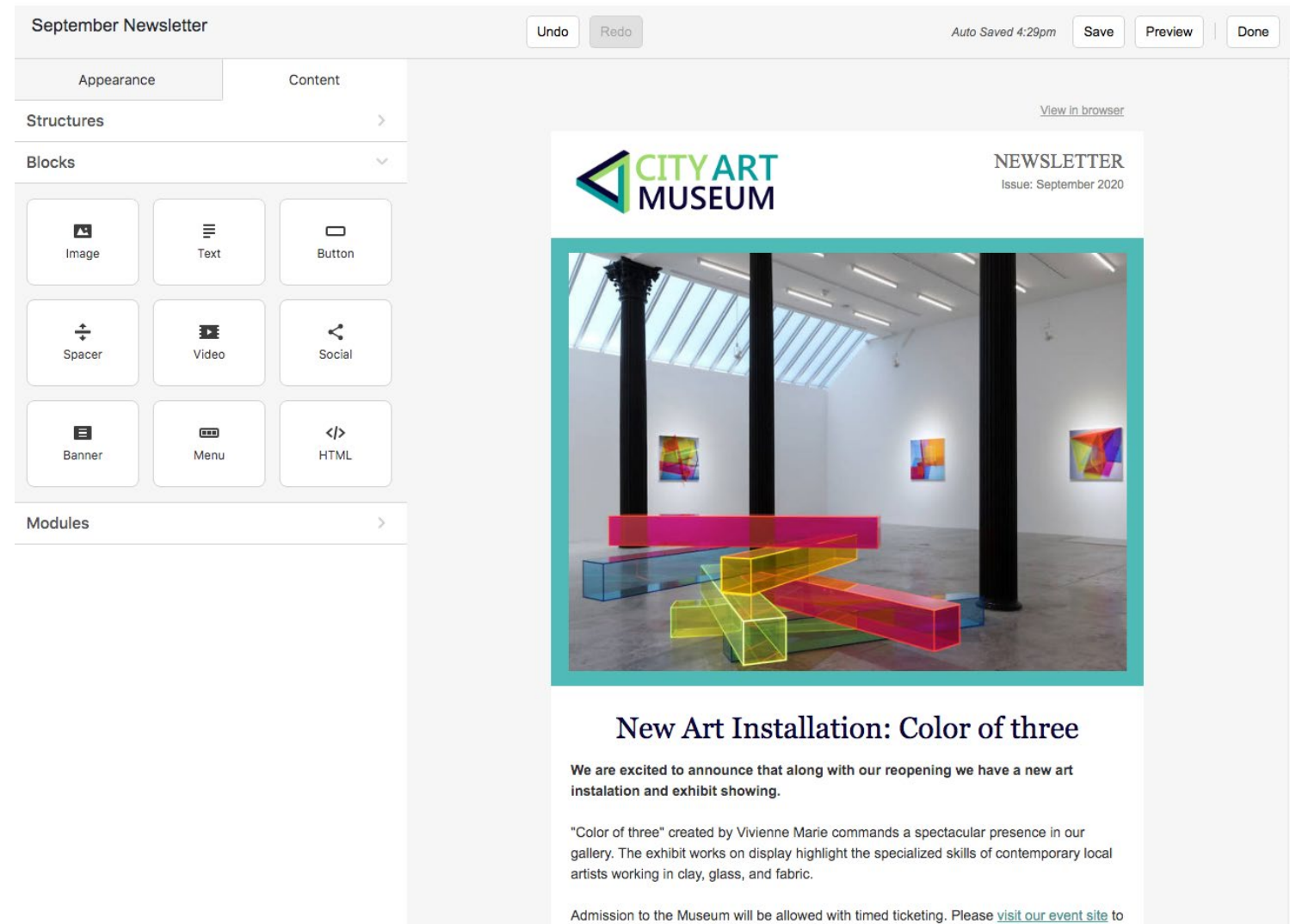
If you want to *edit* a previously composed email or newsletter

- Click the three-dot ellipses to display the Actions menu.
- Select **Edit**.
- Edit your Title, Category and Status.
- Press Continue
- The Composer will load



# Composer: General Layout

- Undo, Redo
- Auto Save time, Save
- Preview – Opens a browser window with your composition
- Done – Saves and returns to composer grid
- Info Messages appear in upper right, if they need to render. These auto close or can close via the x.



September Newsletter

Undo Redo Auto Saved 4:29pm Save Preview Done

View in browser

CITY ART MUSEUM NEWSLETTER Issue: September 2020

New Art Installation: Color of three

We are excited to announce that along with our reopening we have a new art installation and exhibit showing.

"Color of three" created by Vivienne Marie commands a spectacular presence in our gallery. The exhibit works on display highlight the specialized skills of contemporary local artists working in clay, glass, and fabric.

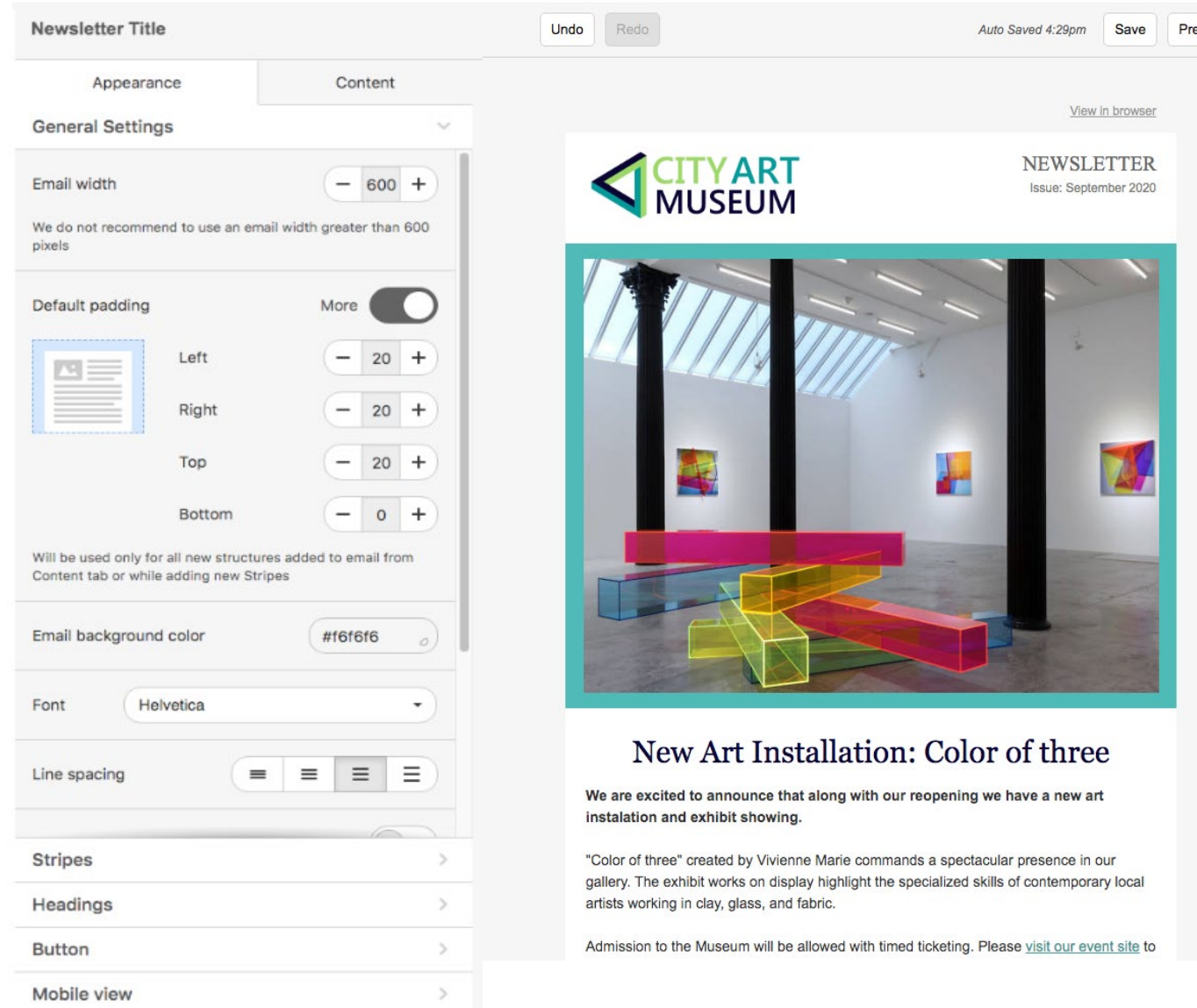
Admission to the Museum will be allowed with timed ticketing. Please [visit our event site](#) to



# Global Configuration

## Left-side column Appearance Tab

- Appearance tab allows you to configure on a global level
- Includes sections:
  - General Setting
  - Stripes
  - Headings
  - Buttons
  - Mobile View
- Appearance settings will be shown project wide. However, when Blocks are dragged into content, and edited individually, these global settings will be overridden.



The screenshot displays the DoubleKnot newsletter editor interface. The top bar includes 'Newsletter Title', 'Undo', 'Redo', 'Auto Saved 4:29pm', 'Save', and 'Pre' buttons. The main editor is split into two tabs: 'Appearance' (selected) and 'Content'. The 'Appearance' tab is divided into 'General Settings' and 'Mobile View' sections.

**General Settings:**

- Email width:** 600 pixels. A note states: "We do not recommend to use an email width greater than 600 pixels".
- Default padding:** A toggle for 'More' is turned on. The settings are: Left (20), Right (20), Top (20), and Bottom (0). A note states: "Will be used only for all new structures added to email from Content tab or while adding new Stripes".
- Email background color:** #f6f6f6.
- Font:** Helvetica.
- Line spacing:** Three options are shown, with the second option selected.

**Mobile View:** Includes sections for Stripes, Headings, Button, and Mobile view, each with a right-pointing arrow.

The 'Content' tab shows a preview of the newsletter. The header features the 'CITY ART MUSEUM' logo and 'NEWSLETTER Issue: September 2020'. The main content area displays a photograph of an art installation titled 'New Art Installation: Color of three'. Below the image, the text reads: "We are excited to announce that along with our reopening we have a new art installation and exhibit showing." and "Color of three" created by Vivienne Marie commands a spectacular presence in our gallery. The exhibit works on display highlight the specialized skills of contemporary local artists working in clay, glass, and fabric. Admission to the Museum will be allowed with timed ticketing. Please [visit our event site](#) to

# Global Configurations

## Left-side column Appearance Tab

Newsletter Title

Appearance | Content

- General Settings >
- Stripes >
- Header >
- Content >
- Text size: 14
- Content background color: #ffffff
- Font color: #333333
- Link color: #1376c8
- Footer >
- Info area >
- Headings >
- Button >
- Mobile view >

Newsletter Title

Appearance | Content

- General Settings >
- Stripes >
- Headings >
- Font: Arial
- Line spacing: [ ] [ ] [ ] [ ]
- Heading H1: 30, B, I, #333333
- Heading H2: 24, B, I, #666666
- Heading H3: 18, B, I, #333333
- Button >
- Mobile view >

Newsletter Title

Appearance | Content

- General Settings >
- Stripes >
- Headings >
- Button >
- Highlight hovered buttons:
- Support of Outlook: 

This option ensures the most accurate display of your buttons in MS Outlook email clients by inserting a special VML-code element. When this option is activated, the email size can be increased up to kilobyte for each added button.
- Button color: #1376c8
- Highlighted button color: #2391ea
- Font color: #ffffff
- Highlighted text color: #ffffff
- Text style: Arial, 18, B, I
- Border radius: - 30 +
- Mobile view >

Newsletter Title

Appearance | Content

- General Settings >
- Stripes >
- Headings >
- Button >
- Mobile view >
 

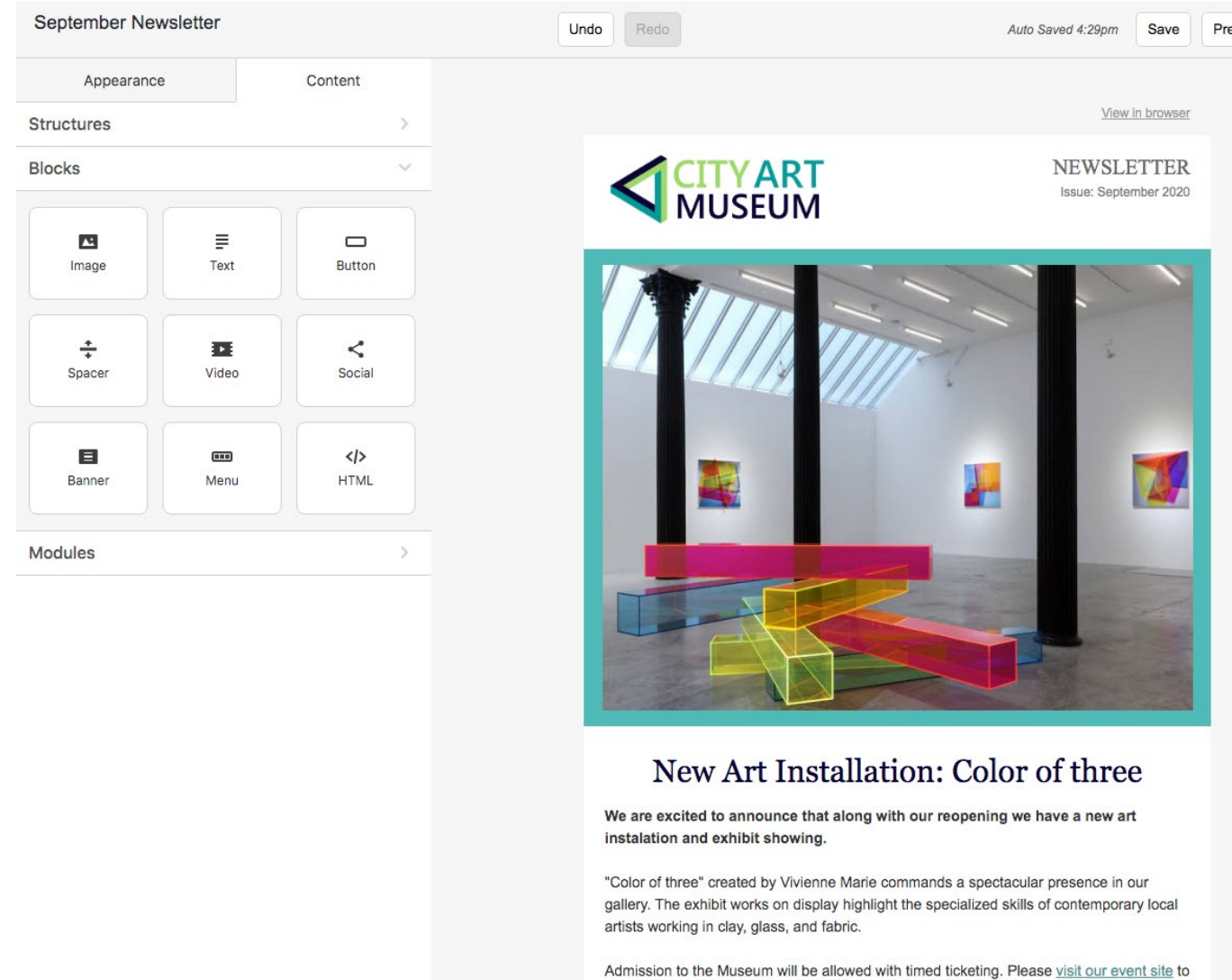
The following settings will only work in the mobile version of the email template in email clients which support media queries.

  - Size of Header text: 14
  - Size of the Content text: 16
  - Size of Footer text: 14
  - Size of Info area text: 12
  - «Menu» items font size: 14
  - Heading H1: 30, [ ] [ ] [ ]
  - Heading H2: 24, [ ] [ ] [ ]

# Composer: Intuitive Design Tools

## Left-side column Content tab

- Content tab allows you to build your design
- Support for single-, double- and multiple-column layout throughout the message
- Drag directly into your composition
- Pre-designed links to your Doubleknot pages
- Includes sections:
  - Structures
  - Blocks
  - Modules



September Newsletter

Undo Redo Auto Saved 4:29pm Save Pre

Appearance Content

Structures >

Blocks v


Image Text Button


Spacer Video Social

Banner Menu HTML

Modules >

View in browser

 NEWSLETTER  
Issue: September 2020



**New Art Installation: Color of three**

We are excited to announce that along with our reopening we have a new art installation and exhibit showing.

"Color of three" created by Vivienne Marie commands a spectacular presence in our gallery. The exhibit works on display highlight the specialized skills of contemporary local artists working in clay, glass, and fabric.

Admission to the Museum will be allowed with timed ticketing. Please [visit our event site](#) to

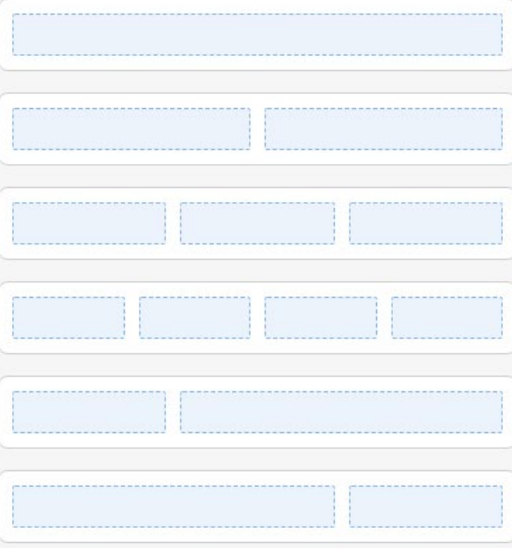
# Content Tab: Structures

- Drag directly into your composition
- Edit to desired design

Newsletter

Appearance | Content

Structures



Blocks >

Modules >

September Newsletter

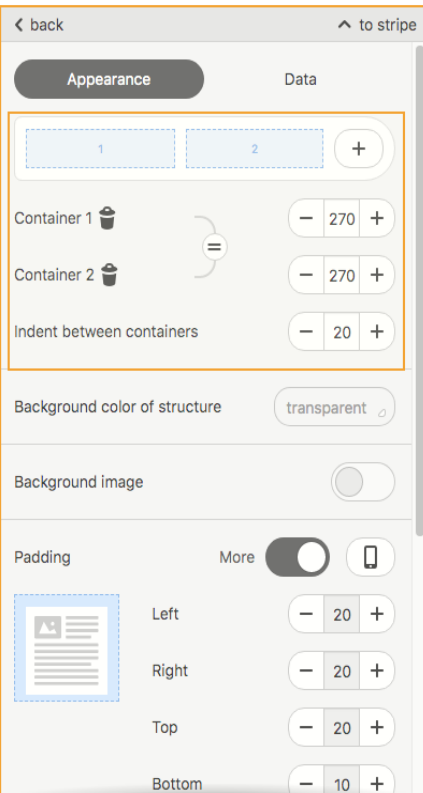
Undo | Redo | Auto Saved 4:35pm | Save | Preview

Appearance | Content

Structures

< back | ^ to stripe

Appearance | Data



1 | 2 | +

Container 1 = - 270 +

Container 2 = - 270 +

Indent between containers - 20 +

Background color of structure transparent

Background image

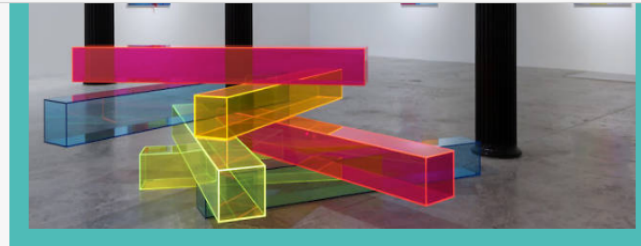
Padding  More

Left - 20 +

Right - 20 +

Top - 20 +

Bottom - 10 +



## New Art Installation: Color of three

We are excited to announce that along with our reopening we have a new art installation and exhibit showing.

"Color of three" created by Vivienne Marie commands a spectacular presence in our gallery. The exhibit works on display highlight the specialized skills of contemporary local artists working in clay, glass, and fabric.


Admission to the Museum will be allowed with timed ticketing. Please [visit our event site](#) to reserve yours today.

Structure

### Bringing art out

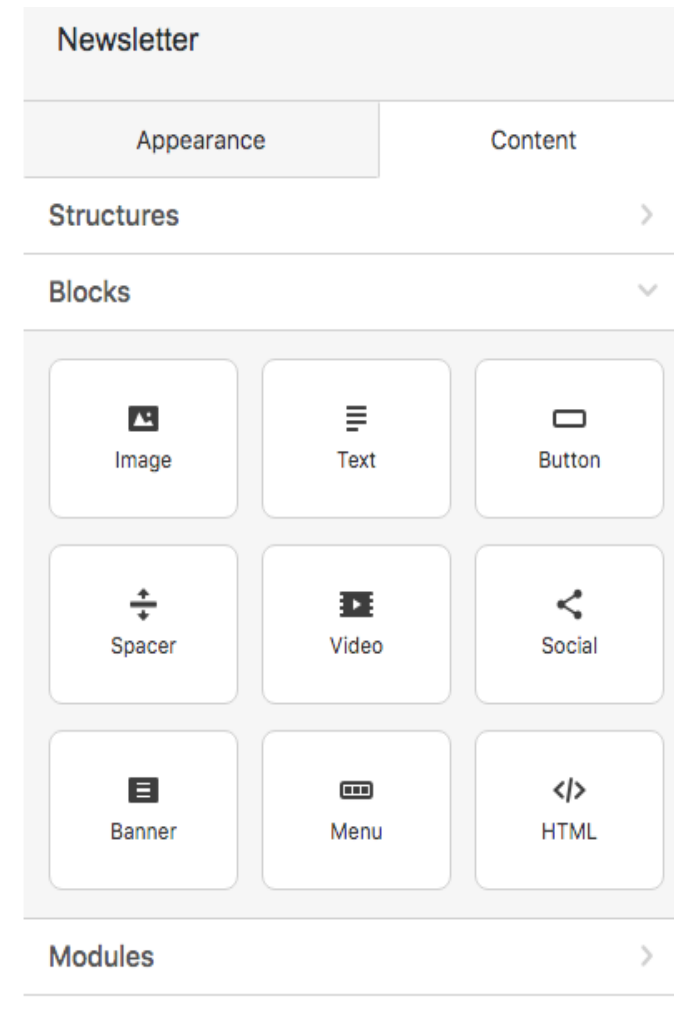
Through partnership with local artists and community groups our outreach initiative: Bringing art out, has revived our communities streets.

Look for new murals on Market Street, Norwood Ave., and on the grain silos at The Harbor.



# Content Tab: Blocks

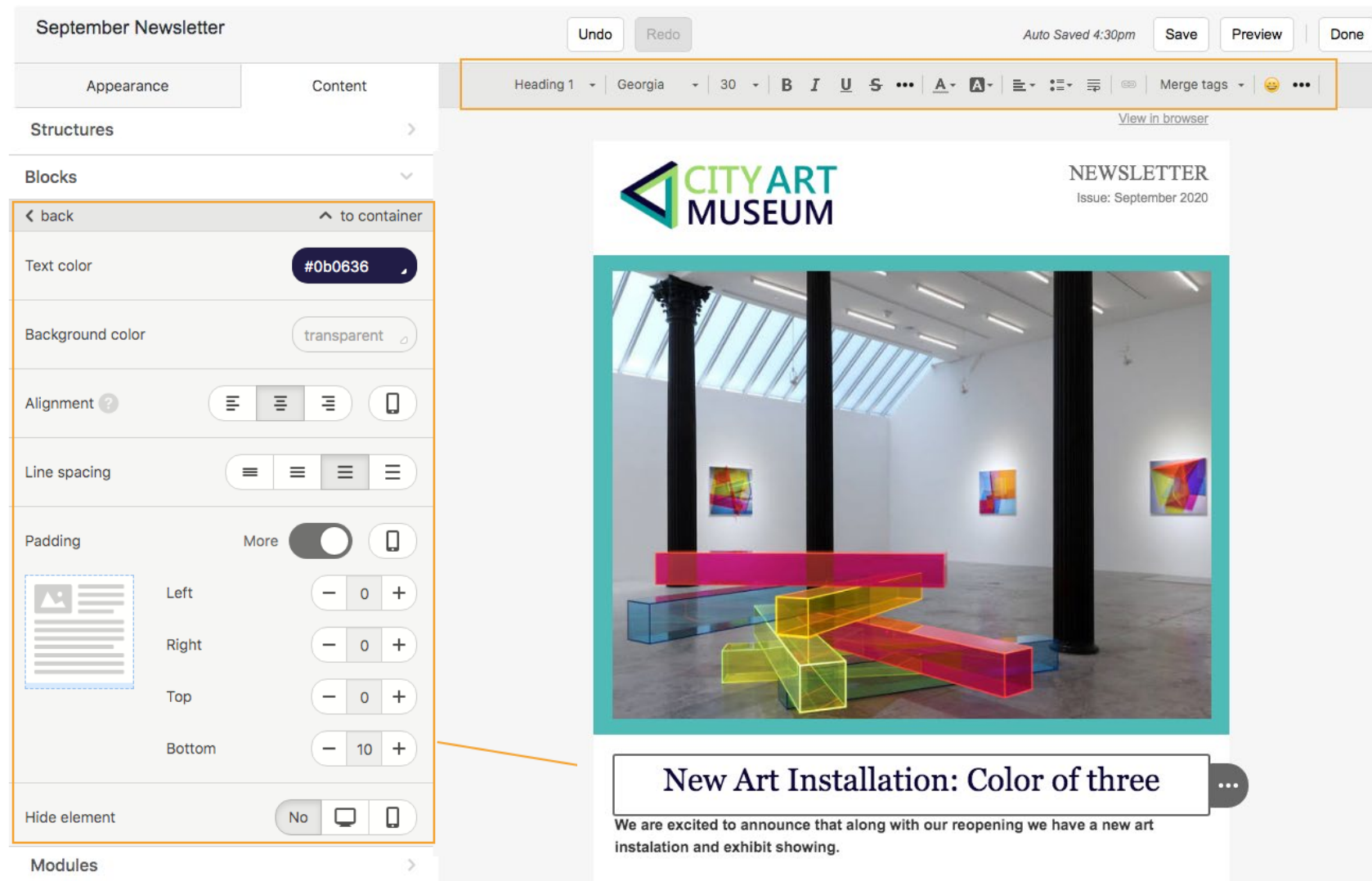
- Drag a Block directly onto your composition into a structure (Drop here is displayed in the drop zone)
- **Text:** Allows you to add Headlines, paragraph text and Merge tags (Text editor shows at top)
- **Image or Video:** Displays previously added or can upload
- **Button:** Create an eye-catching or branded call to action (CTA)
- **Social:** Support for social media and social sharing



# Content Tab: Blocks

## Text block

- Text editor
  - Further refine content, headings or colors
  - Add Merge tags
  - Add in text links



September Newsletter

Undo Redo Auto Saved 4:30pm Save Preview Done

Heading 1 Georgia 30 B I U S ... A A- ... Merge tags ...

View in browser

CITY ART MUSEUM NEWSLETTER Issue: September 2020

Text color #0b0636

Background color transparent

Alignment ?

Line spacing

Padding More

Left - 0 +

Right - 0 +

Top - 0 +

Bottom - 10 +

Hide element No

Modules

New Art Installation: Color of three

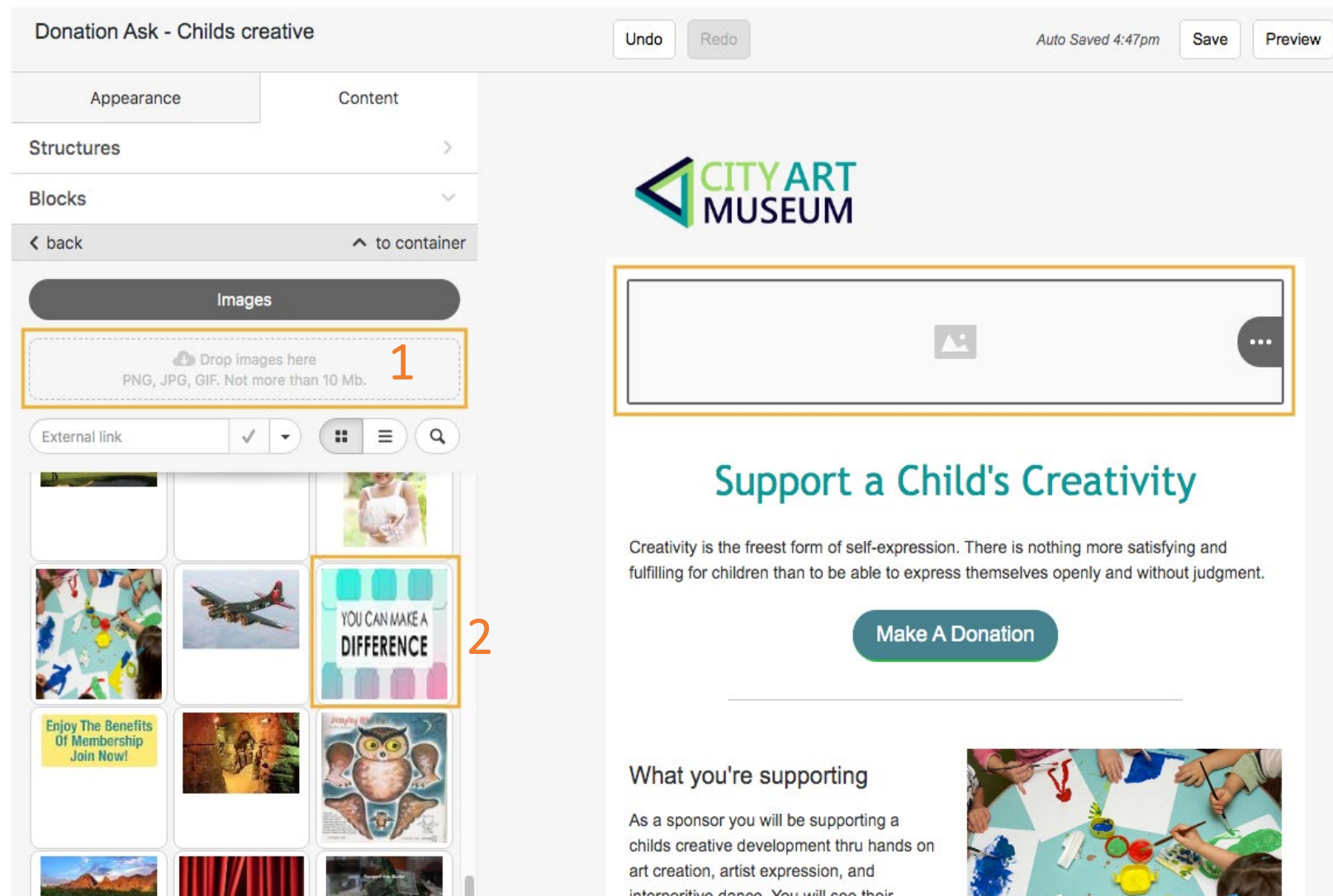
We are excited to announce that along with our reopening we have a new art installation and exhibit showing.

"Color of three" created by Vivienne Marie commands a spectacular presence in our gallery. The exhibit works on display highlight the specialized skills of contemporary local artists working in clay, glass, and fabric.

# Content Tab: Blocks

## Image block

- 1 • To upload an image from your computer, Click the dotted upload area or
- 2 • Add an already-uploaded image by clicking it in the visual list



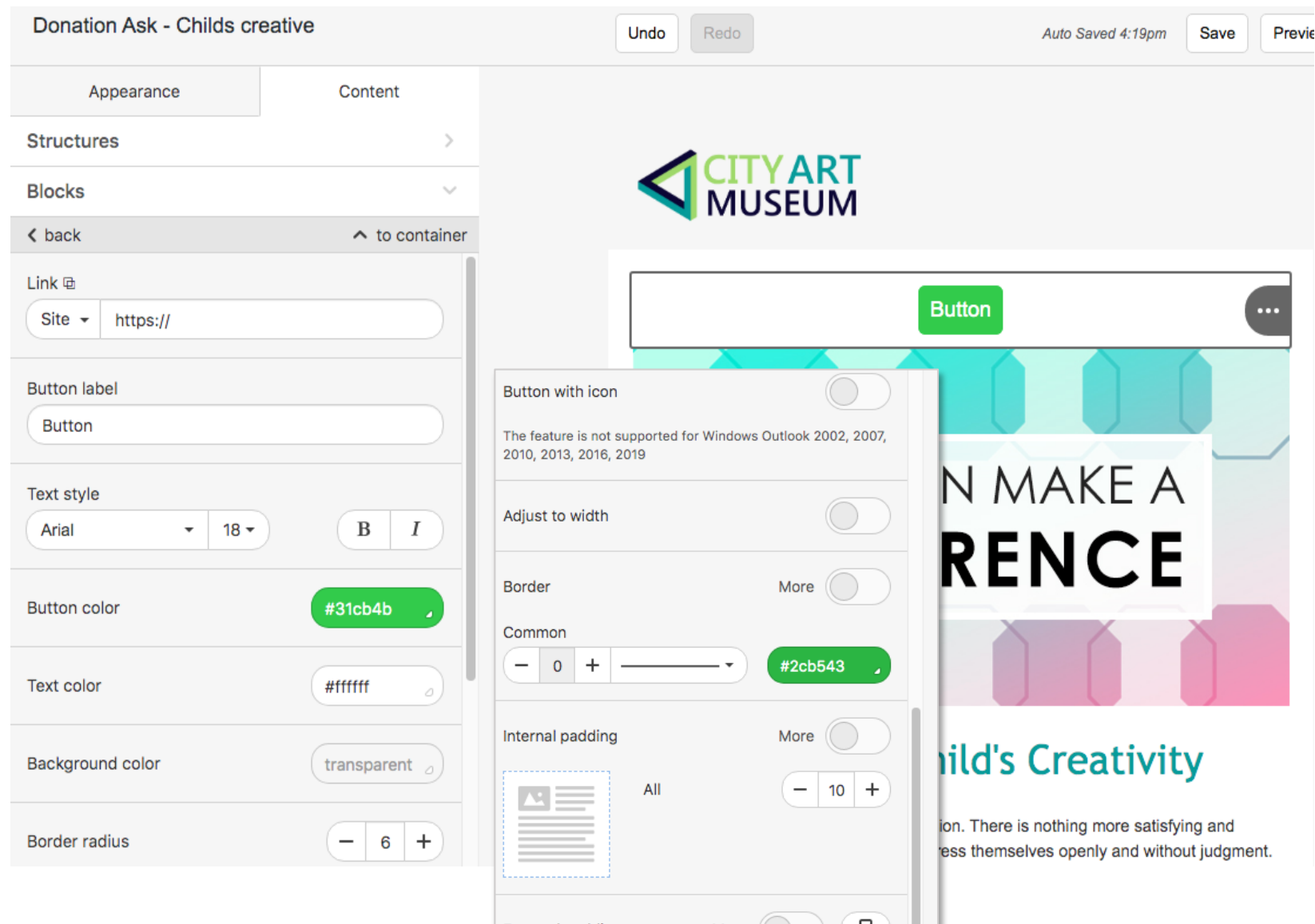
The screenshot shows a content editor interface for a page titled "Donation Ask - Childs creative". The interface includes a top bar with "Undo", "Redo", "Auto Saved 4:47pm", "Save", and "Preview" buttons. Below the top bar are two tabs: "Appearance" and "Content". The "Content" tab is active, showing a "Structures" section with a right-pointing arrow and a "Blocks" section with a downward-pointing arrow. Under "Blocks", there is a "back" button and a "to container" button. The main area is titled "Images" and contains a dotted upload area with the text "Drop images here" and "PNG, JPG, GIF. Not more than 10 Mb." (marked with a red '1'). Below this is a grid of image thumbnails. One thumbnail, featuring the text "YOU CAN MAKE A DIFFERENCE" with colorful vertical bars, is highlighted with a red box and a red '2'. The main content area on the right shows the "CITY ART MUSEUM" logo at the top, followed by a large empty image block (outlined in red). Below this is the heading "Support a Child's Creativity" and a paragraph of text: "Creativity is the freest form of self-expression. There is nothing more satisfying and fulfilling for children than to be able to express themselves openly and without judgment." A red "Make A Donation" button is positioned below the text. At the bottom, there is a section titled "What you're supporting" with a paragraph: "As a sponsor you will be supporting a childs creative development thru hands on art creation, artist expression, and interperitive dance. You will see their" and a small image of children painting.

# Content Tab: Blocks

## Button block

- Dragging button block automatically assumes global styling (created in Appearance tab, Button section)
- You can individually modify colors, rounded edges, add border, or add an icon if you want to create a unique button

*\* Use for external links or non-Doubleknot pages. For Doubleknot button links use modules*



Donation Ask - Childs creative

Undo Redo Auto Saved 4:19pm Save Preview

Appearance Content

Structures >

Blocks >

< back ^ to container

Link [Site](#)

Button label

Text style   **B** *I*

Button color

Text color

Background color

Border radius

Button with icon

The feature is not supported for Windows Outlook 2002, 2007, 2010, 2013, 2016, 2019

Adjust to width

Border  More

Common

Internal padding  More

All

Child's Creativity

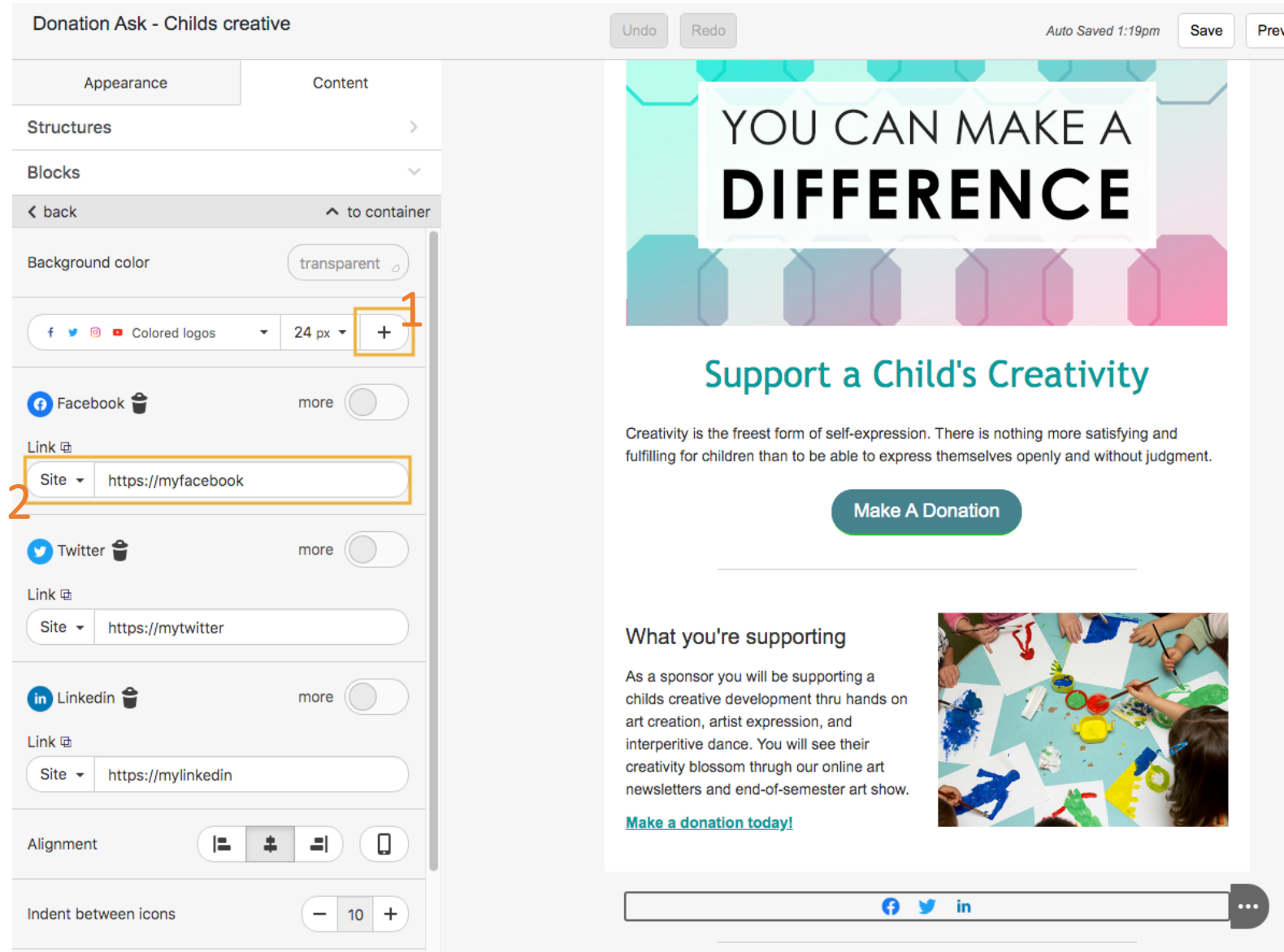
There is nothing more satisfying and  
less themselves openly and without judgment.



# Content Tab: Blocks

## Social Media

- 1 • Plus icon gives a wide range of icons to choose from social or media
- 2 • Under Link, choose the type
  - General includes
    - Site: http, https
    - Mail: mailto:
    - File: ftp, ftps
    - Skype: skype
    - Tel: tel
    - Sms: sms
    - Other Protocol type (dklinks)
  - Share options also available
    - Ex. share your donation on Facebook, Twitter



Donation Ask - Childs creative

Undo Redo Auto Saved 1:19pm Save Prev

Appearance Content

Structures >

Blocks >

< back ^ to container

Background color transparent

f t i Colored logos 24 px +

Facebook more

Link @

Site https://myfacebook

Twitter more

Link @

Site https://mytwitter

LinkedIn more

Link @

Site https://mylinkedin

Alignment

Indent between icons - 10 +

YOU CAN MAKE A DIFFERENCE

Support a Child's Creativity

Creativity is the freest form of self-expression. There is nothing more satisfying and fulfilling for children than to be able to express themselves openly and without judgment.

Make A Donation

What you're supporting

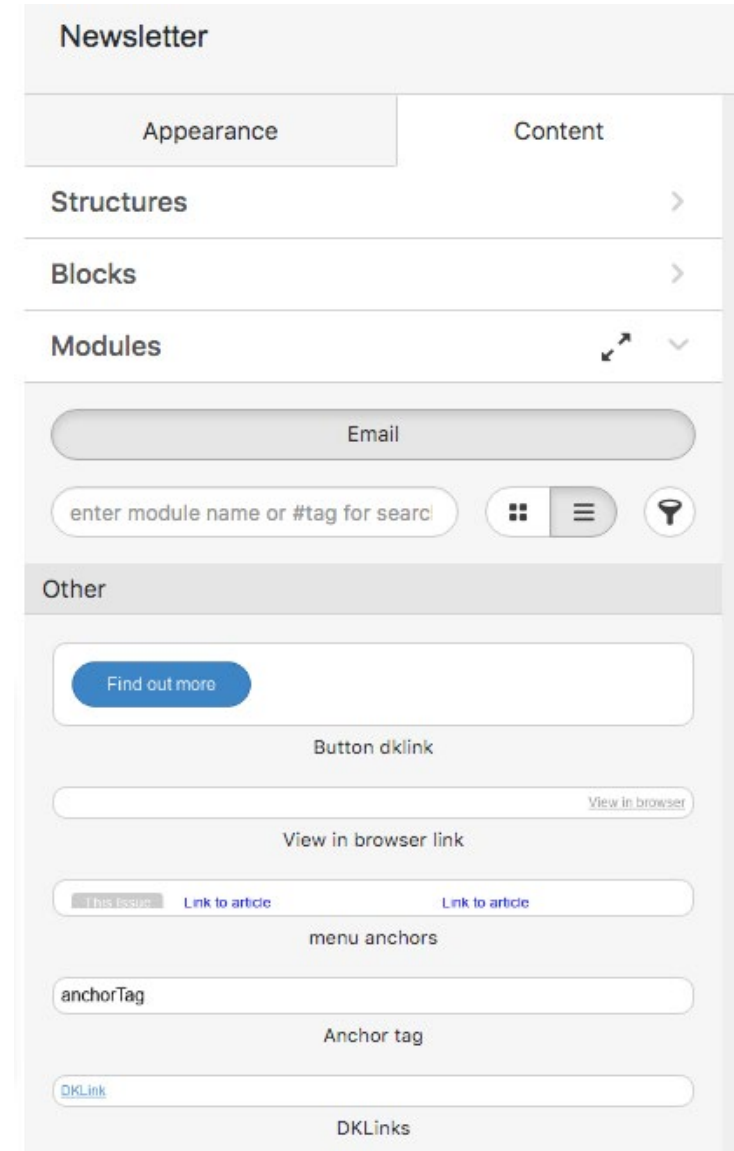
As a sponsor you will be supporting a childs creative development thru hands on art creation, artist expression, and interperitive dance. You will see their creativity blossom through our online art newsletters and end-of-semester art show.

[Make a donation today!](#)

f t in

# Content Tab: Modules

- Pre-defined to easily link to your organization's Doubleknot pages.
- Modules include:
  - DKLinks
  - View in browser link
  - Button dklink
  - Anchor tag/menu anchor (not supported by all email clients)



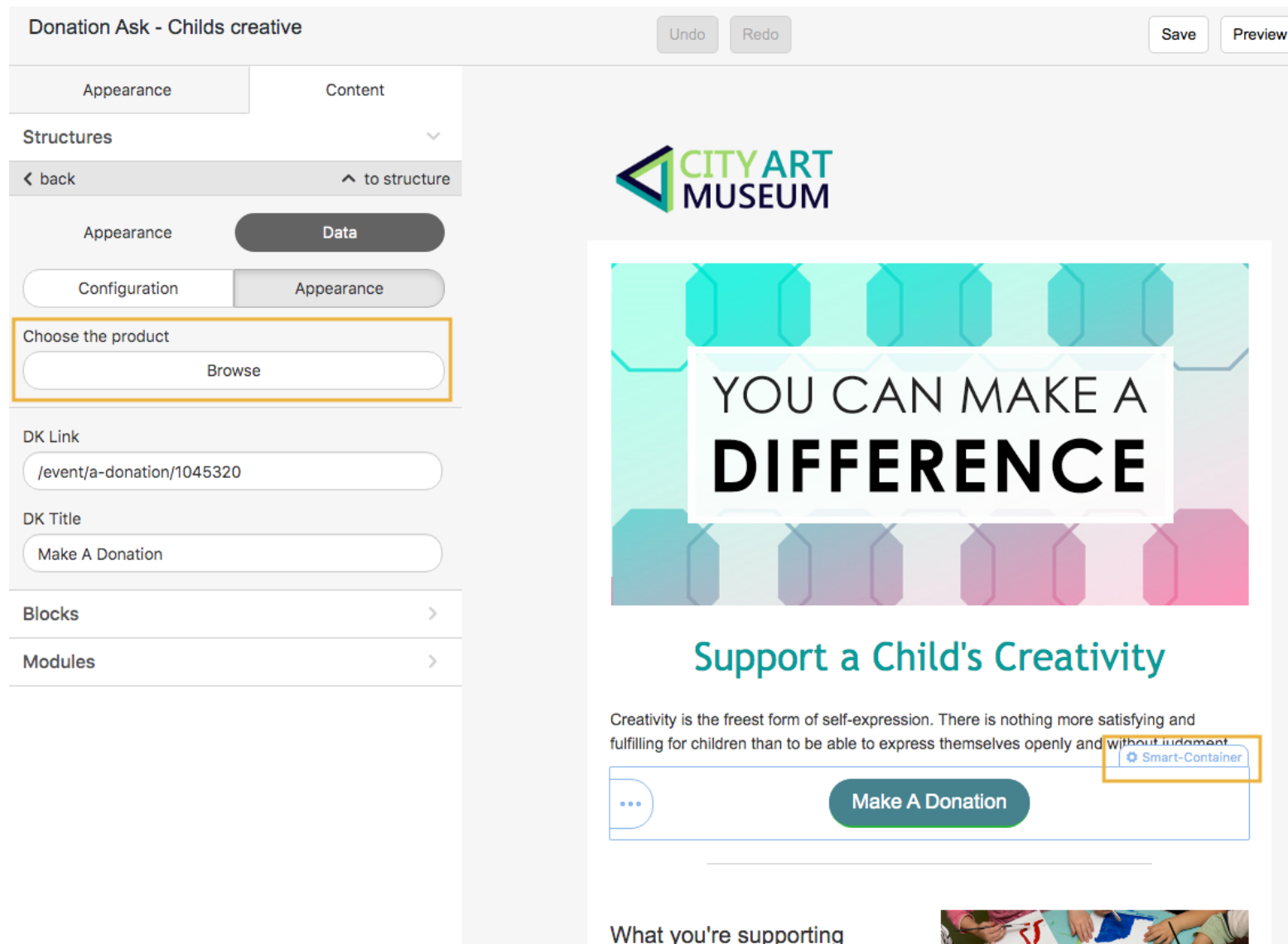
The screenshot displays the 'Newsletter' configuration interface, specifically the 'Content' tab. It features a search bar for modules with the placeholder text 'enter module name or #tag for search'. Below the search bar, several module options are listed under the heading 'Other':

- Button dklink**: A button labeled 'Find out more'.
- View in browser link**: A link labeled 'View in browser'.
- menu anchors**: Two links labeled 'Link to article'.
- Anchor tag**: A link labeled 'anchorTag'.
- DKLinks**: A link labeled 'DKLink'.

# Content Tab: Modules

DKLinks, Button dklink, View in browser

- Drag module into desired structure, make sure smart-container is highlighted
- Once smart-container is selected you will see a Browse button in the left panel under the label Choose the product.
- Click Browse to load the popup that will link your Doubleknot pages



Donation Ask - Childs creative

Undo Redo Save Preview

Appearance Content

Structures

< back ^ to structure

Appearance Data

Configuration Appearance

Choose the product

Browse

DK Link

/event/a-donation/1045320

DK Title

Make A Donation

Blocks >

Modules >

CITY ART MUSEUM

YOU CAN MAKE A DIFFERENCE

Support a Child's Creativity

Creativity is the freest form of self-expression. There is nothing more satisfying and fulfilling for children than to be able to express themselves openly and without judgment.

Smart-Container

Make A Donation

What you're supporting

# Content Tab: Modules

## Popup for DKLinks

- When you click Browse, a popup to choose a Link to a previously saved Event, Activity, Newsletter, etc will display
- Choose what you want to link
- Make sure link name is what you want the link or button to display in your email/newsletter
- Click OK – popup will close
- Your dkLink is now set

Display Links For:

Type in the terms you're looking for..

	Title	Type	Date
<input type="checkbox"/>	2020 Donation for Child's Creativity	Donation	9/1/2020 12:00:00 AM
<input type="checkbox"/>	2020 Virtual Pop-Up Studio: Vintage Owl Cut Paper	Calendar Activity	9/23/2020 6:00:00 PM
<input type="checkbox"/>	2020 Winter Camp Week 1	Calendar Activity	11/30/2020 9:00:00 AM
<input type="checkbox"/>	2020 Winter Camp Week 2	Calendar Activity	12/7/2020 9:00:00 AM
<input type="checkbox"/>	2020 Winter Camp Week 3	Calendar Activity	12/14/2020 9:00:00 AM
<input type="checkbox"/>	2020 Winter Mud Run	Calendar Activity	12/15/2020 1:00:00 PM
<input type="checkbox"/>	A Donation	Donation	1/20/2020 12:00:00 AM
<input type="checkbox"/>	Additional Donation	Dues	3/1/2017 12:00:00 AM
<input type="checkbox"/>	Alumni Ambassadors Chai (Lifetime) Couple	Dues	6/1/2020 12:00:00 AM
<input type="checkbox"/>	APGA Demo Membership	Membership	5/1/2019 12:00:00 AM
<input type="checkbox"/>	Beaver Creek Fest	Calendar Activity	12/18/2020 6:00:00 PM
<input type="checkbox"/>	Bereshit (Genesis) I: From Adam to Abraham (SESSION 1)	Calendar Activity	10/13/2020 2:00:00 PM
<input type="checkbox"/>	Bereshit (Genesis) I: From Adam to Abraham (SESSION 1)	Calendar Activity	10/20/2020 2:00:00 PM
<input type="checkbox"/>	Bereshit (Genesis) I: From Adam to Abraham (SESSION 1)	Calendar Activity	10/27/2020 2:00:00 PM
<input type="checkbox"/>	Bereshit (Genesis) I: From Adam to Abraham (SESSION 1)	Calendar Activity	11/3/2020 2:00:00 PM

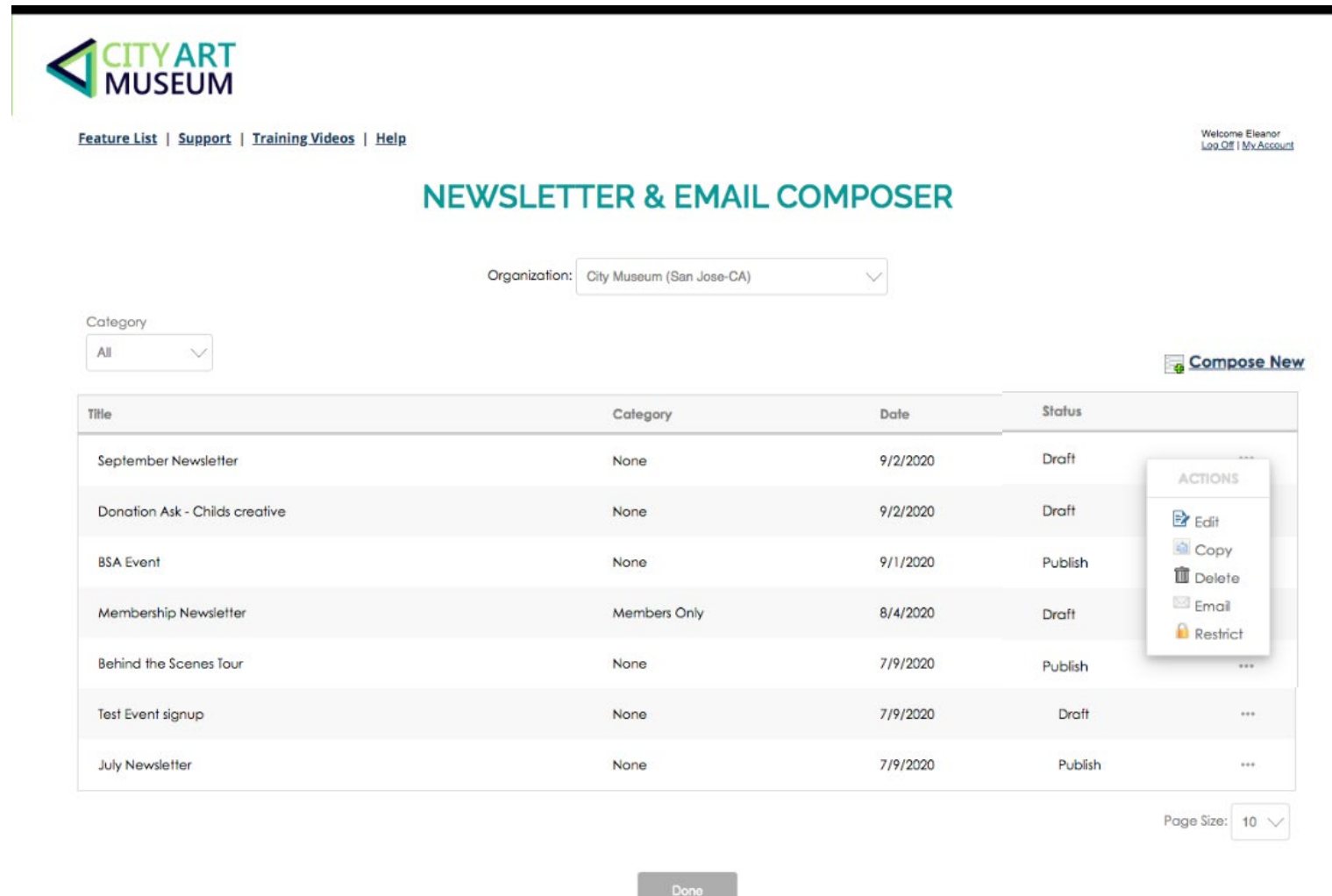
Link Name:

URL:

Tooltip:

# How do we send an Email or Newsletter?

- 1
  - Navigate back to Newsletter and Email Composer page.
  - Click the three-dot ellipses to display the Actions menu.
  - Select **Email**.
  - This will navigate you to the Message center.
- 2
  - Enter a Recipient or List
  - Add a Subject Line
  - View email that will be sent (do not edit here, if something needs to be fixed return to Composer to Edit)
  - Add any additional field info
  - Choose when to send
  - You will be navigated to Communication Center



**CITY ART MUSEUM**

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Welcome Eleanor  
[Log Off](#) | [My Account](#)

## NEWSLETTER & EMAIL COMPOSER

Organization: City Museum (San Jose-CA)

Category: All

[Compose New](#)

Title	Category	Date	Status	
September Newsletter	None	9/2/2020	Draft	...
Donation Ask - Childs creative	None	9/2/2020	Draft	...
BSA Event	None	9/1/2020	Publish	...
Membership Newsletter	Members Only	8/4/2020	Draft	...
Behind the Scenes Tour	None	7/9/2020	Publish	...
Test Event signup	None	7/9/2020	Draft	...
July Newsletter	None	7/9/2020	Publish	...

Page Size: 10

Done

# Want this feature?

Contact us

We are more than happy to add this permission to your organization.

Please send an email to [support@doubleknot.com](mailto:support@doubleknot.com)

Subject line: Enable New Newsletter Composer

Please make sure to note what organization you are from