

How To Send an Action Alert

Quick Reference from Karen Graham

Maybe it's been a while since you sent an Action Alert. Or maybe you are a new user. Whatever is the case, we thought this "cheat sheet" would be useful to you. Keep it on your desk or bulletin board for quick reference. For more detail, go to **Help > e-ActionMax** for an *in depth, online user guide* with illustrations.

Getting Started

You'll need to log in to your database. Then go to **Alert > Issues**. Select **New Action Alert**.

Step 1: Properties

Fill out the form with your preferences for this action alert. Save.

Step 2: Activist Message

Compose the message you will send to your activist members. Save.

Step 3: Action Page

This is the web page people will see when they a)click on the link in their email, or b)browse your web site. Compose the page and save.

Step 4: Targets

+ adds a target, x removes. If you select Targets by office (Representative) E-ActionMax sends to the appropriate rep based on the activist's address. If you select a Target by name (Individual), that person will receive every message, regardless of where the activist lives. Search, select, and save.

Step 5: Target Message

This is the suggested message that will be sent to the targets. (Activists will have a chance to edit.) Compose the message and save.

Step 6: Publish your Action Alert

Go to **Publish**. First, send a test message and make changes if necessary. Then, select who you want to receive the message. Finally, send the real message and watch the status page for great results!