

## Quick How To for Creative use of the new WYSIWYG Email Tool

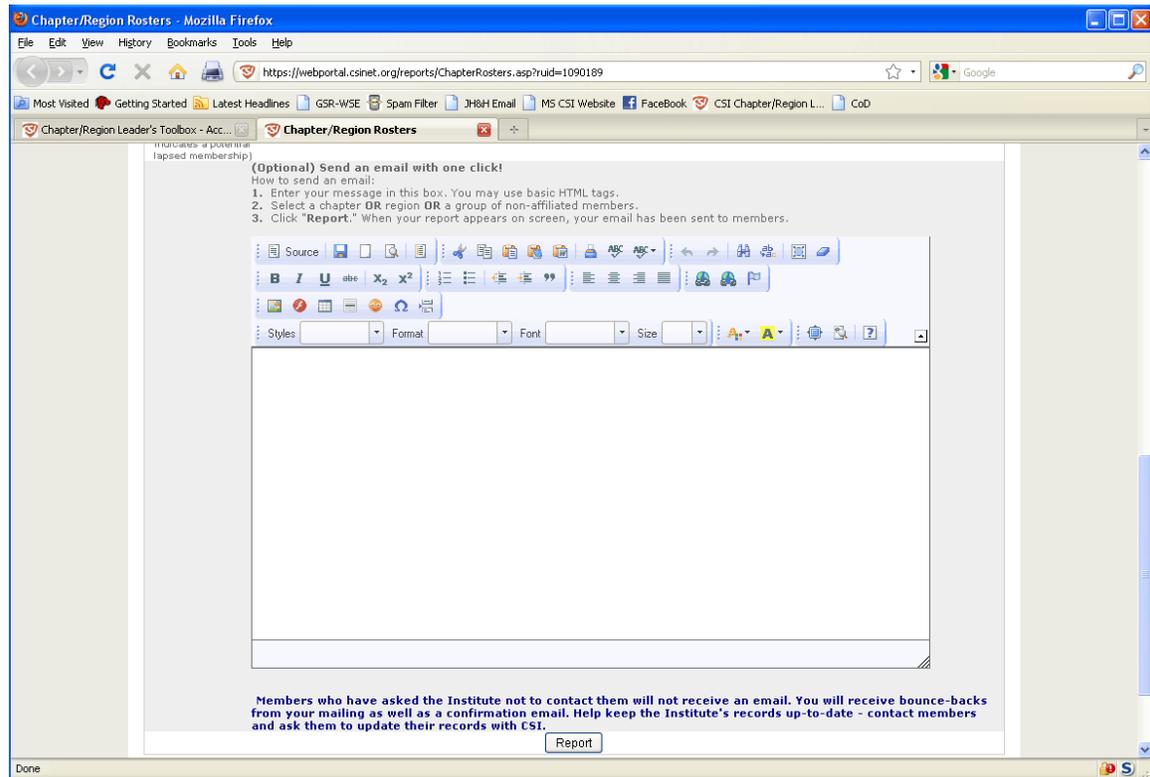
By: Randall Lewis, CSI, AIA

Mississippi Chapter and the Gulf States Region Electronic Communications Chair

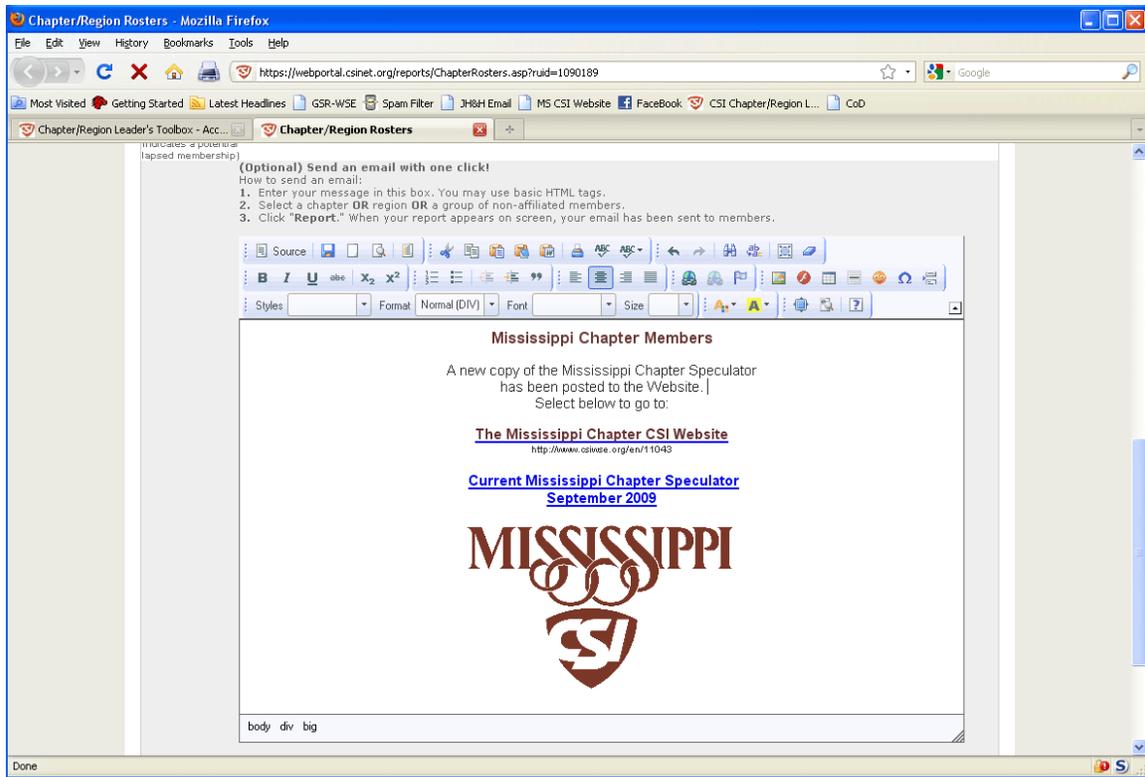
As an example I will use the notice I send our members each month that a new edition of our Newsletter is available. By using the Institute email tool I don't have to maintain a database of email addresses. It is also a backwards way to keep our members in the loop of information. If they mention they are not receiving the newsletter, I tell them to update their information on the Institute database. This makes sure their information is up to date and correct. It also allows them to pull the newsletter with one click, when they want to instead of clogging their inbox.

Not only will you be able to create professional looking email notices but the end of this document shows you a way to save the information and use it again next month.

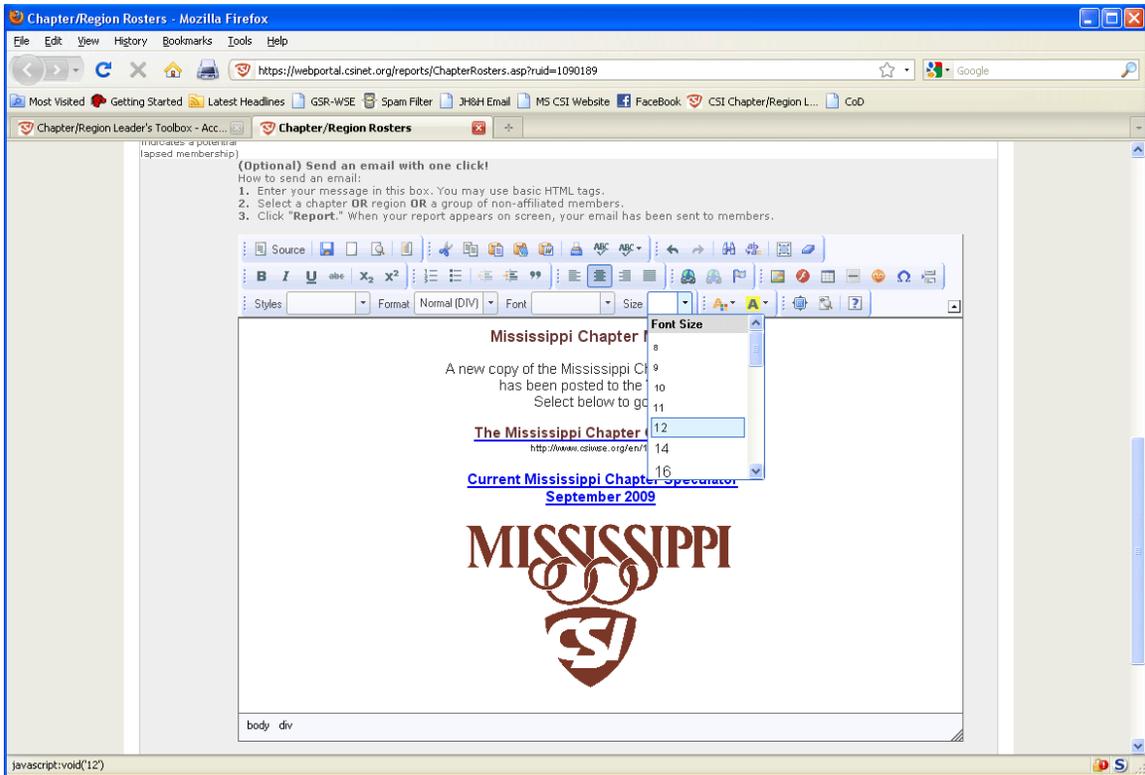
Now to the instructions:



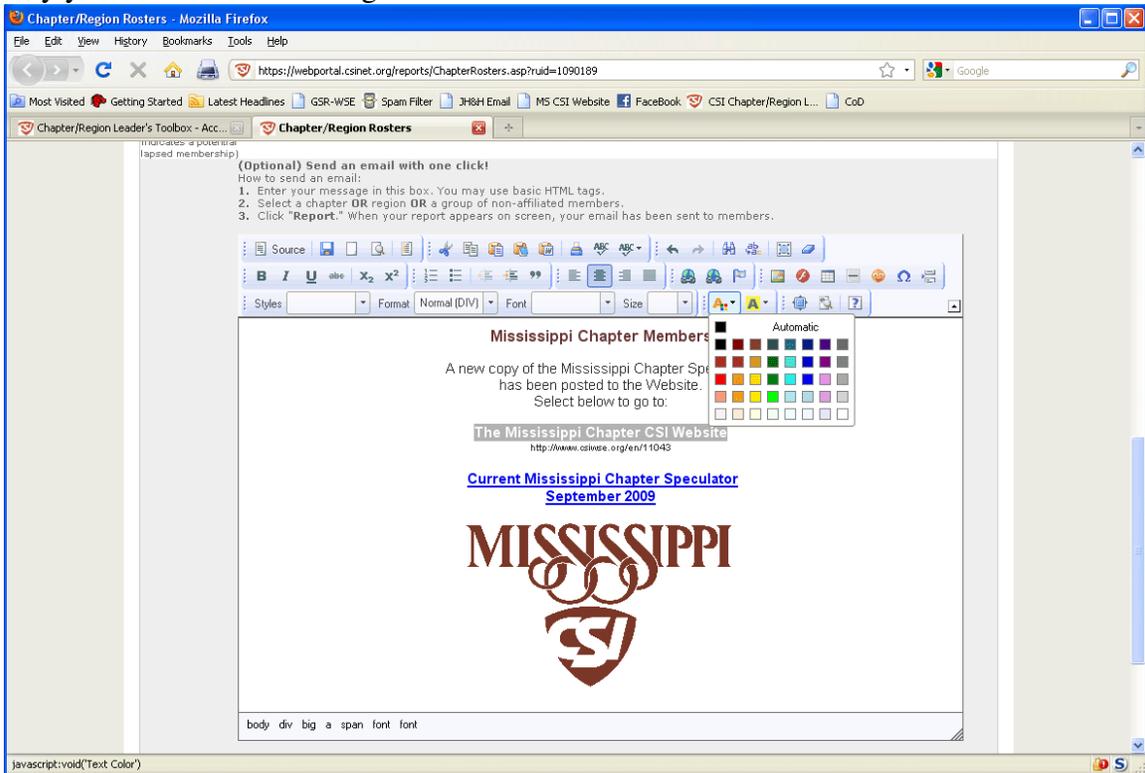
This is the new editor window you will see on the Chapter Leader's Toolbox Email Page.

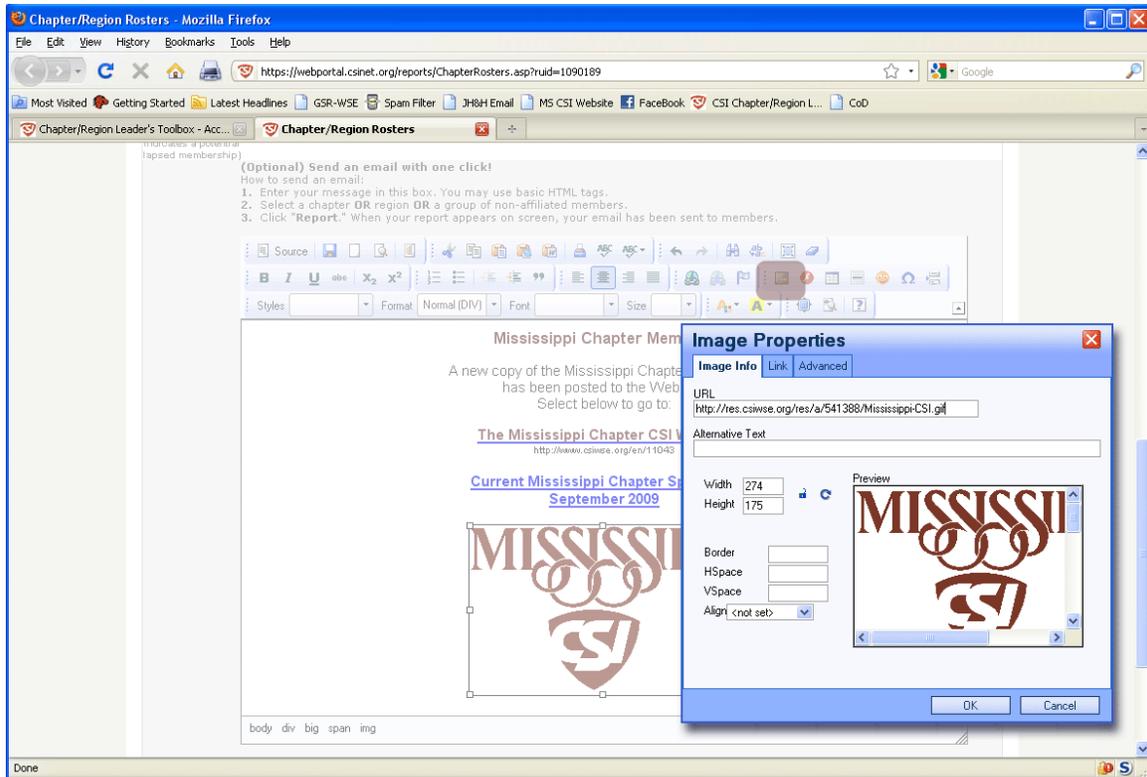


This image shows the formatted message I send our members when the newsletter is posted on our website. The underlined items are links directly to our webpage and to the actual Newsletter file. The user does not have to go to the website if they do not wish to.

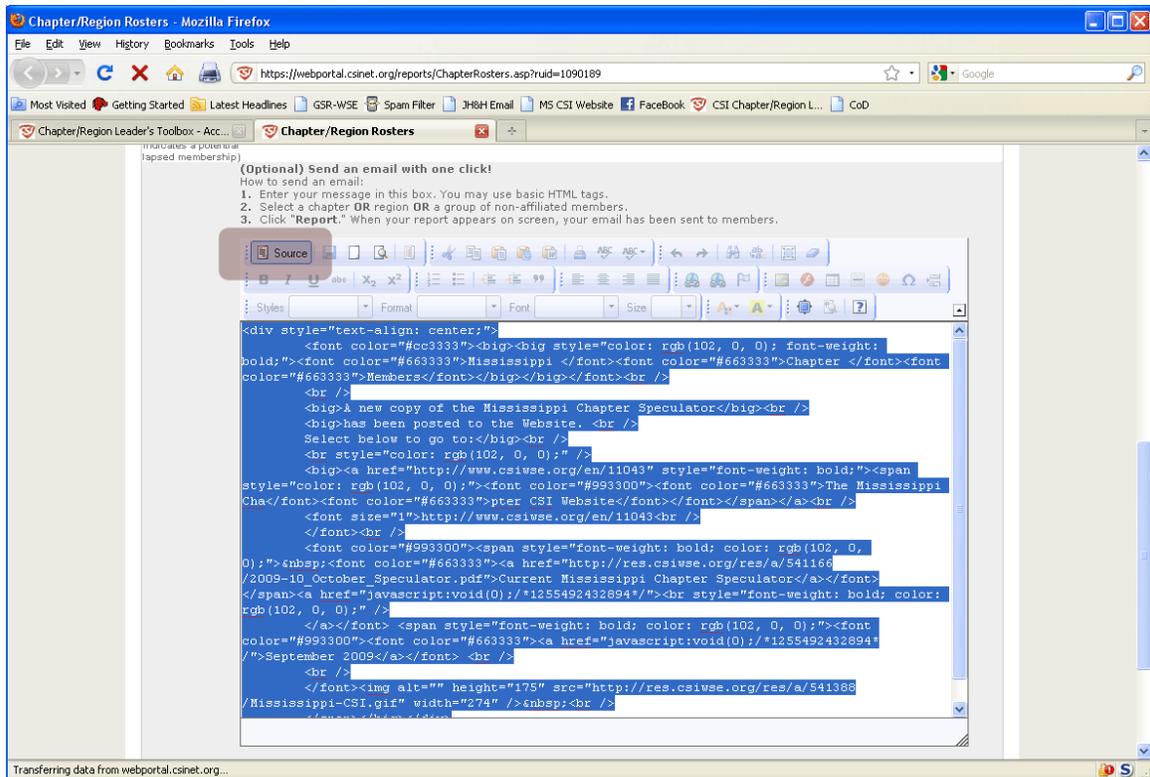


You will now be able to use typical word processing tools to create text that looks the way you want it to. The images above and below show some of these tools.

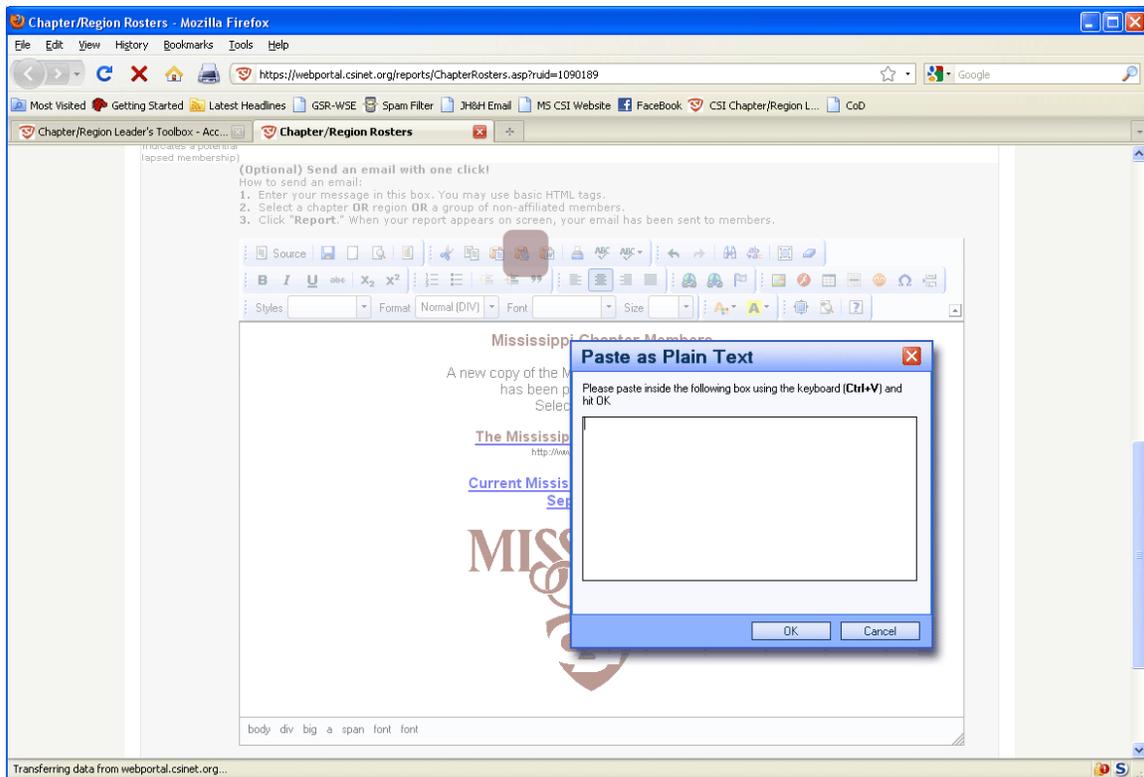




You can also post images in the email. You will note that the dialog box requires a URL address, not a location on your hard drive. For your members to see the image it must be placed on the web somewhere so the email can link to the file. The email message does not include the actual image, only a pointer to the location on the web. If you don't have access to a chapter web page where you can place the image as I have, that will not be a problem. Create a free photobucket.com account and post the image there. You then place the URL location of the image and it will appear in the email.



This image shows how we can really make this tool work for us. Once the email is formatted as you want it to look, select the source button in the upper left corner. You will see all of the HTML codes used behind the scenes to create the web document. Copy this data to the clipboard. Open a new txt file on your computer and paste the data inside. Save this text file for later. Next month, open your text file and select all of the text. Go to the Chapter Leader's Toolbox report page and select the source button on the empty box. Paste the contents of the text file then select the Source button again. You will see your formatted message from last month. Change the items that are new and recreate the links to the new file, (If you use them as I have). Then you have a new message ready to send with only minor editing. Before your send it, go back to the source button and copy the data and save it to a new txt file for use next month. This way you can add new effects (a little each time) and in a few months have a very polished looking email notice to send out with only small amounts of new work each time. You do not have to reinvent the wheel each month and you can maintain a professional looking consistency month to month.



The last thing I will note is that you do not want to create a file in your wordprocessor then paste it in the editor window. You will be tempted to do this since you are familiar with your own program. The codes used by the editor are different and simplistic on purpose to allow it to look good for the largest number of folks and to allow you to create them without knowing HTML. You can take text from other programs but use the “Paste as Plain Text” tool to insert it into your new document. Then use the editor to make the formatting changes that you need to. This is the trade off to having a powerful tool that allows us to create rich content with little programming knowledge.

By The Way

If you didn't realize it, you just created a one page Web Site!  
See. It's nothing to be scared of.

The following link will take you to a user's guide that talks about most of the editor's features. The guide is actually for an older version, so it is a little different. However, it will allow you to begin using the tool and you can figure out the rest. If I find a guide for the new version, I will post it as well.

[http://docs.cksource.com/FCKeditor\\_2.x/Users\\_Guide](http://docs.cksource.com/FCKeditor_2.x/Users_Guide)

I hope this document helps you make great use of this powerful new tool.  
Thank you to our Institute staff that is continually working to improve our communication!

Randall Lewis, CSI, AIA