

## How to create and send group emails

The Groups Toolkit lets Cycling UK member groups send emails to predefined lists such as members in the group postcode area, ride leaders and committee members.

**Note:** Members cannot send group emails automatically unless they have been given the Group Email Authoriser role. Emails from new senders are reviewed by Cycling UK staff. Once a few emails have been approved, the member can be granted the Group Email Authoriser role which allows immediate sending.

### Sending an email

1. Ensure that you have **Communications Officer** permissions for the group.
2. Login to <https://groups.cyclinguk.org>.
3. Go to your group's home page.
4. Find the Manage this group section at the bottom of the page and select **Group email** (In a grey box)

### Fields to complete

1. **Email Audience** – choose who the email will be sent to
2. **Banner Image** – this is an image that appears at the top of the email
3. **Subject** – the subject of the email
4. **Body** – add your text and links. Note - There's no need to add a "Hello" salutation line as the system will put this in for you)
5. **Stories** – Optional highlighted piece of content within the email
6. **Email Footer** – Add any footer information
7. **Attachments** – add PDF, Word or Excel files
8. **Reply To Email Address** – emails are sent from [noreply@cyclinguk.org](mailto:noreply@cyclinguk.org) by default but you can add an email address that the recipient will reply to.

Select Save when finished.

### Status of the email

After saving, you will see a new drop down appear. Choose one option under Status of the email and save again for the action to take place e.g. send the email.

- **Draft** – the email will neither show on the website nor be sent
- **Draft – send test email (to myself)** – the email will be saved and a copy sent to the email address associated with your website account
- **Ready to send** – If you have the Group Email Authoriser role the email sends immediately. Otherwise, it goes into the approval queue for Cycling UK staff.



- **Sent** – applied automatically once the email has been delivered.