



EMAIL BRANDING

The following guidelines apply to emails sent from TouchPoint.

my.allsaintsaustin.org

TYPEFACE

Main Header

Heading Type H1, Book Antiqua, Bold, 22px.

Sub Header

Heading Type H3, Book Antiqua, 18px, Green Hex #47a23f

Body Text

Verdana, 14px.

Links - Verdana, Green Hex #47a23f

IMAGES

When creating images for marketing purposes, please create two sizes of the image (see below) and store on OwnCloud in the folder Common:GraphicDesign. Title with the date and the event name in the format "040524 Sunday Worship"

1080 x 1080 (square)

- Suitable for Instagram posts, email icons, calendar images.
- Utilize photographs (or, alternatively, line drawings) when possible in these image designs.
- May utilize a wider range of typefaces. Try to avoid ones that are difficult to read or that detract from the message of the design.
- This is a small image so do not over-crowd. Make sure it is readable on all screen sizes (phone, desktop, tablet).

1920x1080 (presentation)

- Suitable for slides, livestream announcements, email announcements without accompanying text.
- Utilize photographs (or, alternatively, line drawings) when possible in these image designs.
- May utilize a wider range of typefaces. Try to avoid ones that are difficult to read or that detract from the message of the design.
- Appropriate to include QR codes when used in print or hyper-link in emails.



AT A GLANCE

- TouchPoint emails can be sent in a number of different scenarios. Anytime you need to send info to someone and that info is in their TouchPoint profile, try using the TouchPoint emailer.
- The TouchPoint emailer is our new default mailing platform for your ministry emails. It's best to designate one person in your ministry as THE person who emails from TouchPoint.
- Contact Lists in TouchPoint are created in the Search Builder. You'll find several public searches already saved that you can use for your mailing lists.

PERMISSIONS & EDITING

There are a number of different permissions levels in TouchPoint. Not all email templates are available to everyone. If you are trying to send an email but having trouble accessing the emailer or a template that you need, please contact Mary (mfreiberger@allsaintsaustin.org).

All emails to more than 50 people should go through Lauren Kytka for editing prior to scheduling them to send.

We are also happy to look over an email you are sending, even if it's just to one other person.



REPLACEMENT CODES

Ever wonder how that store you shopped at once got your first name in their mass email? That's a replacement code. Replacement codes are an easy way to personalize your emails and to help users quickly and easily navigate to information they need. These codes pull in information from an individual's TouchPoint profile to customize their email for them.

These replacements can be used in any email sent via TouchPoint.

{unsubscribe}

Displays Unsubscribe as a link and will prevent future emails from that sender to that recipient

{toemail}

The email address of the recipient

{fromemail}

The email address of the sender

{track}

Must have an image inserted in the body of the email. *Does not appear in the recipient's email. Please always include this at the bottom of emails sent to more than 50 people.

{tracklinks}

This allows you to track how many times links in your email have been clicked.

{today}

Displays the current date in this format m/d/yyyy

{cmshost}

URL for your church's TouchPoint database

{ChurchName}

This will insert the church name that is in your database Settings.

{ChurchAddress}

This will insert the church address that is in your database Settings.

{ChurchPhone}

This will insert the phone number that is in your database Settings.

{title}

The recipient's title

{name}

First and Last Name of recipient

{first}

First Name of recipient or preferred name if there is one

{last}

Last Name of recipient

{address}

Line 1 of Street Address

{address2}

Line 2 of Street Address

{city}

Primary City

{state}

Primary State

{csz}

City, State Zip as a single replacement

{homephone}

Home Phone

{cellphone}

Displays the cellphone number on a persons' record.

{peopleid}

Displays the person's PeopleId Number.

{birthdate}

Displays the person's full date of birth - month, day, year.

{firstorjoint}

How this works is dependent on the Contribution Type of the individuals. It will use the person's first name if the person has a Contribution Type of Individual. It will use the two Primary Adults' first names (John & Mary) if the couple each has a Contribution Type of Joint.

{altname}

Alt Name of recipient

