

How do I target my emails to specific member groups?

24/07/2025 9:26 am AEST

Overview

With members registering into your GameDay database, you can use the flexibility of your Member List to target your email communication to specific sub-sections of members, including:

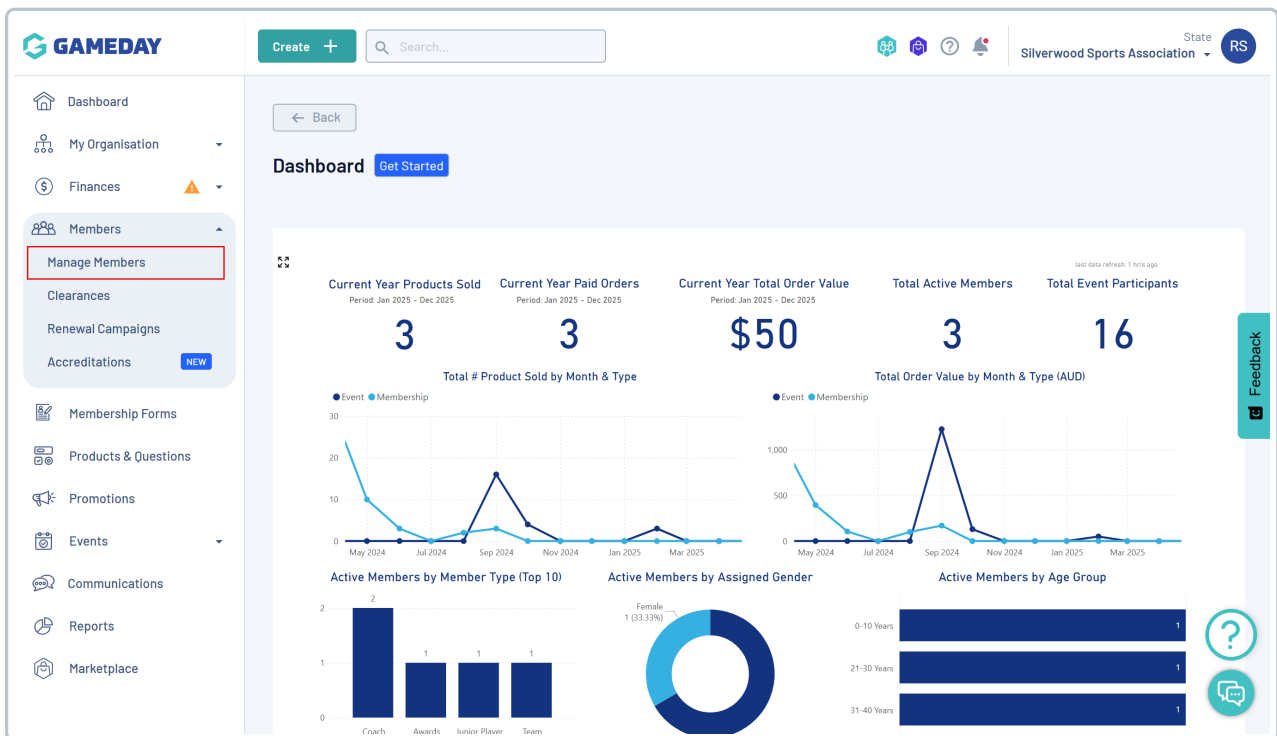
- By Product
- By Member Type
- By Season/Age Group
- By Organisation (if you are part of a hierarchy)
- By Financial Status

Let's look at an example whereby we want to send an email to anyone that is **financial** at the State level of our hierarchy.

Step-by-Step

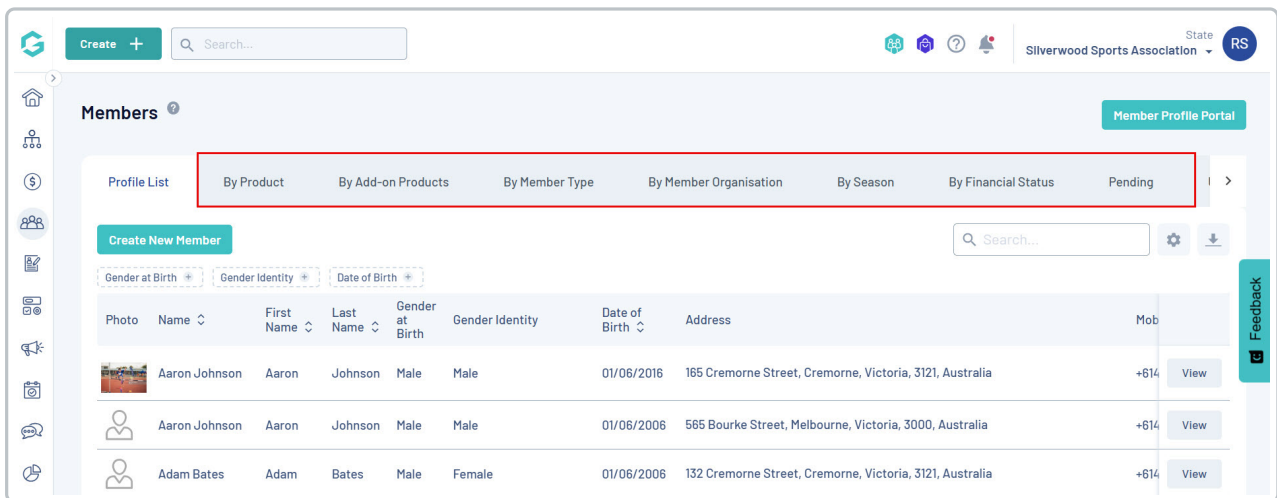
Step 1: Head to your Member List

In the left-hand menu, click **Members > MANAGE MEMBERS**



Step 2: Choose a list tab from the top of the page

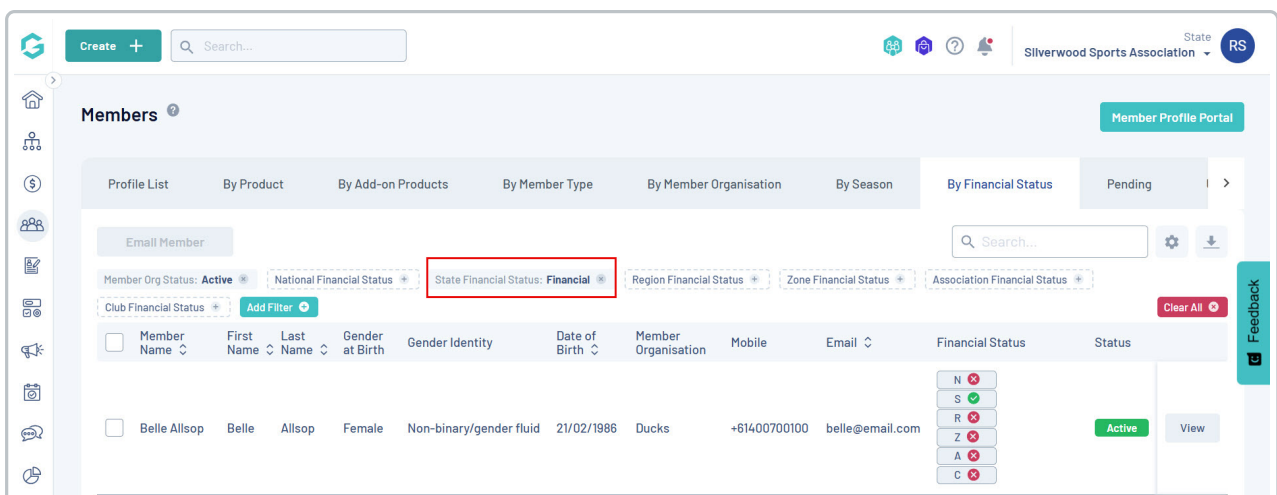
Select the member list tab that best applies to the group of members you want to email. For example, if you want to email all financial members, select the **By Financial Status** tab



The screenshot shows the 'Members' page for Silverwood Sports Association. At the top, there is a 'Create +' button and a search bar. Below this, the 'Members' section has a navigation bar with tabs: 'Profile List', 'By Product', 'By Add-on Products', 'By Member Type', 'By Member Organisation', 'By Season', 'By Financial Status', and 'Pending'. The 'By Financial Status' tab is highlighted with a red box. Below the tabs, there is a 'Create New Member' button and another search bar. The main area contains a table of members with columns: Photo, Name, First Name, Last Name, Gender at Birth, Gender Identity, Date of Birth, Address, and Mob. Three members are listed: Aaron Johnson (Male, 01/06/2016, 165 Cremorne Street, Victoria, 3121, Australia), Aaron Johnson (Male, 01/06/2006, 565 Bourke Street, Melbourne, Victoria, 3000, Australia), and Adam Bates (Male, 01/06/2006, 132 Cremorne Street, Victoria, 3121, Australia). A 'Feedback' button is visible on the right side.

Step 3: Filter the member list

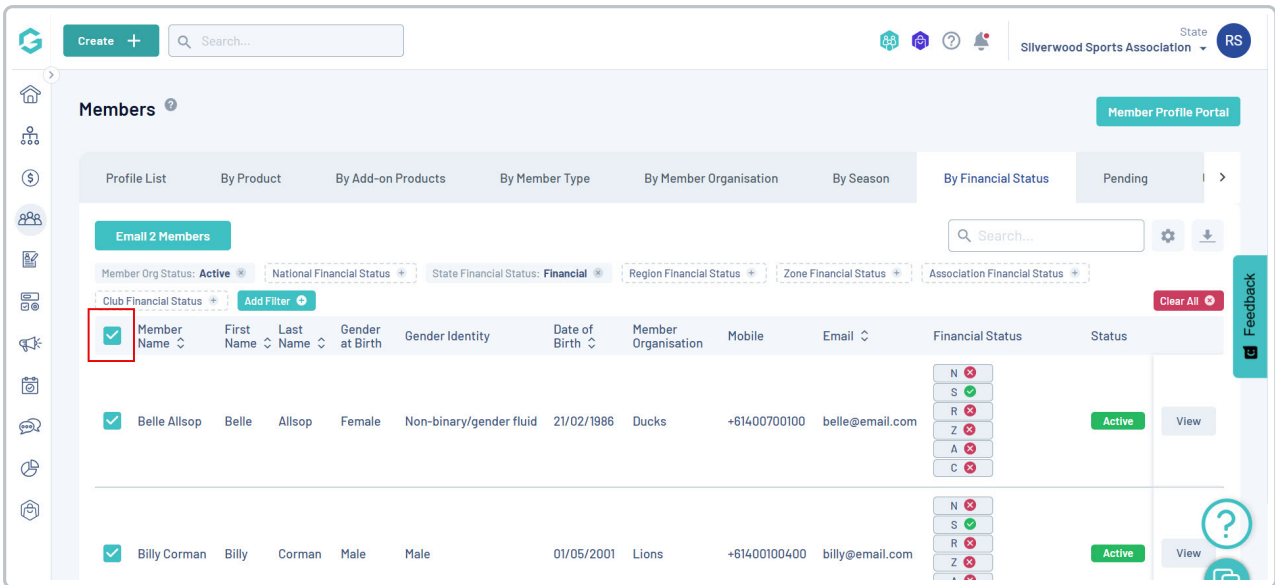
Filter the list based on the group of members you want to send your email to. For example, we can filter the State status to Financial to display any members who are recognised as financial at the state level. You can also filter any of the other lists in the same way to send communications



The screenshot shows the 'Members' page with filters applied. The 'By Financial Status' tab is selected. Below the tabs, there is an 'Email Member' button and a search bar. The filter section includes: 'Member Org Status: Active', 'National Financial Status', 'State Financial Status: Financial' (highlighted with a red box), 'Region Financial Status', 'Zone Financial Status', and 'Association Financial Status'. Below the filters, there is a table of members with columns: Member Name, First Name, Last Name, Gender at Birth, Gender Identity, Date of Birth, Member Organisation, Mobile, Email, Financial Status, and Status. One member is listed: Belle Allsop (Female, 21/02/1986, Ducks, +61400700100, belle@email.com). The 'Financial Status' column shows a dropdown menu with options: N (No), S (State), R (Regional), Z (Zone), A (Association), and C (Club). The 'Status' column shows 'Active' and a 'View' button. A 'Clear All' button is also present.

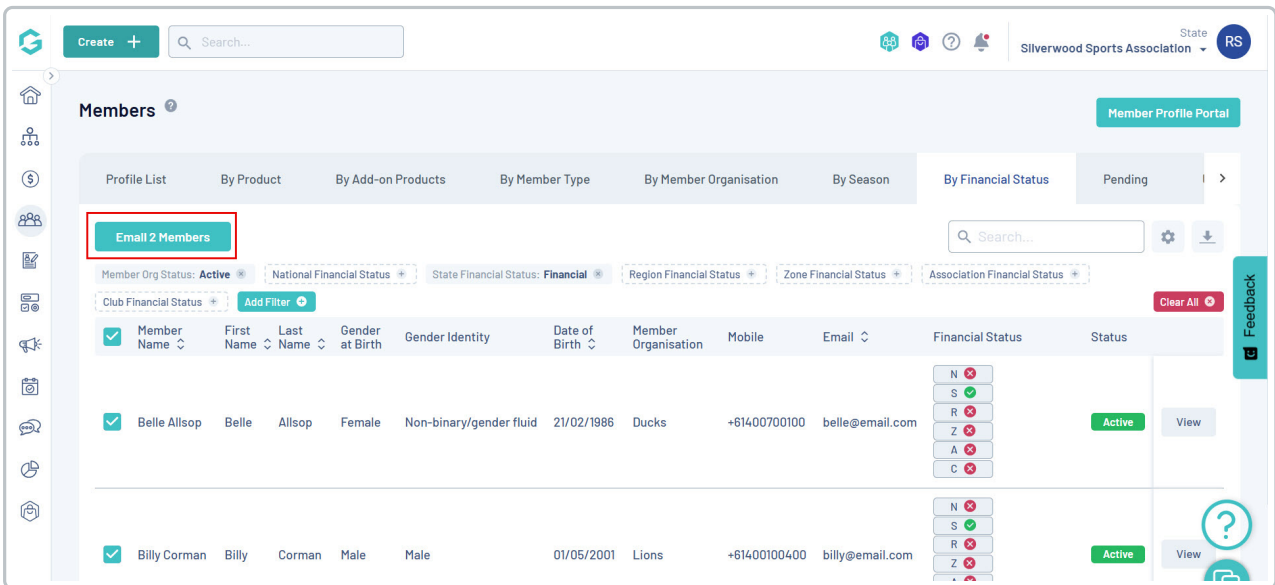
Step 4: Select your members

Use the **CHECKBOX** options on the left-hand side of the member list to decide which specific members will receive the email. Selecting the checkbox at the top of the list will select all members as per the filters applied



Step 5: Email the members

Click the **EMAIL MEMBERS** button at the top of the list



Step 6: Confirm any last-minute changes to the recipients list

Confirm the recipients to whom you want to send the email, or add other recipients manually using the **Add Another Recipient** button. Click **CONTINUE** when you're ready to continue



Note: If you used the **Select All** checkbox on the member list, this button will instead allow you to remove recipients from the list on a member-by-member basis

1 Recipients 2 Messaging 3 Summary

✕

Emailing all 14 members with the following criteria

List	Members by Financial Filter
Membership Status	Active
Level 2 Financial	State - Financial
Excluded Recipients	

Name	Email
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[Remove recipients](#)

[Cancel](#) [Back](#) [Continue](#)

Step 7: Define the content of your email

Compose your email content from scratch using the **Compose Message** tab, or use the **Select Template** tab to select an existing Email Template to use as the basis of your message.

Click **CONTINUE** when you're happy to proceed with sending the message.

For more information on creating Email Templates, click [here](#).



Note: The *I confirm there is no marketing material in this email* field is selected and locked off by GameDay. This helps ensure that emails are received by members, instead of landing in their spam or junk folder.

Recipients 2 Messaging 3 Summary

Compose your mail

Message Type *

Compose Message Select Template

Select Email Template

Welcome Message

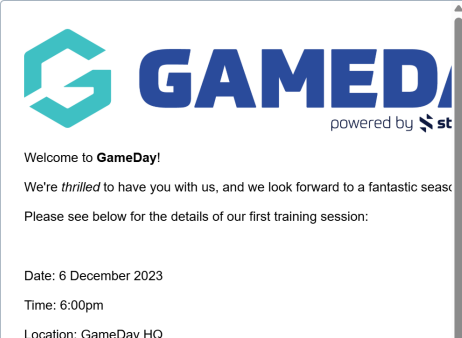
Email Preview

Subject

Welcome to GameDay!

I confirm there is no marketing material in this email

Content



Cancel Back Continue

Step 8: Send your message

Review your message to ensure everything is correct, then click **CONFIRM AND SEND EMAILS**

Recipients Messaging 3 Summary

Summary - please review your details

Emailing all members with the following criteria:

List	Members by Financial Filter				
Membership Status	Active				
Level 2 Financial	State - Financial				
Excluded Recipients	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%;">Name</th> <th style="width: 50%;">Email</th> </tr> </thead> <tbody> <tr> <td> </td> <td> </td> </tr> </tbody> </table>	Name	Email		
Name	Email				


Message Details

Subject

Welcome to GameDay!

Confirm Not Marketing

Content



Cancel Back Confirm and Send Emails

Watch

Your browser does not support HTML5 video.
