

How do I target my emails to specific member groups?

24/04/2025 4:22 pm 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:

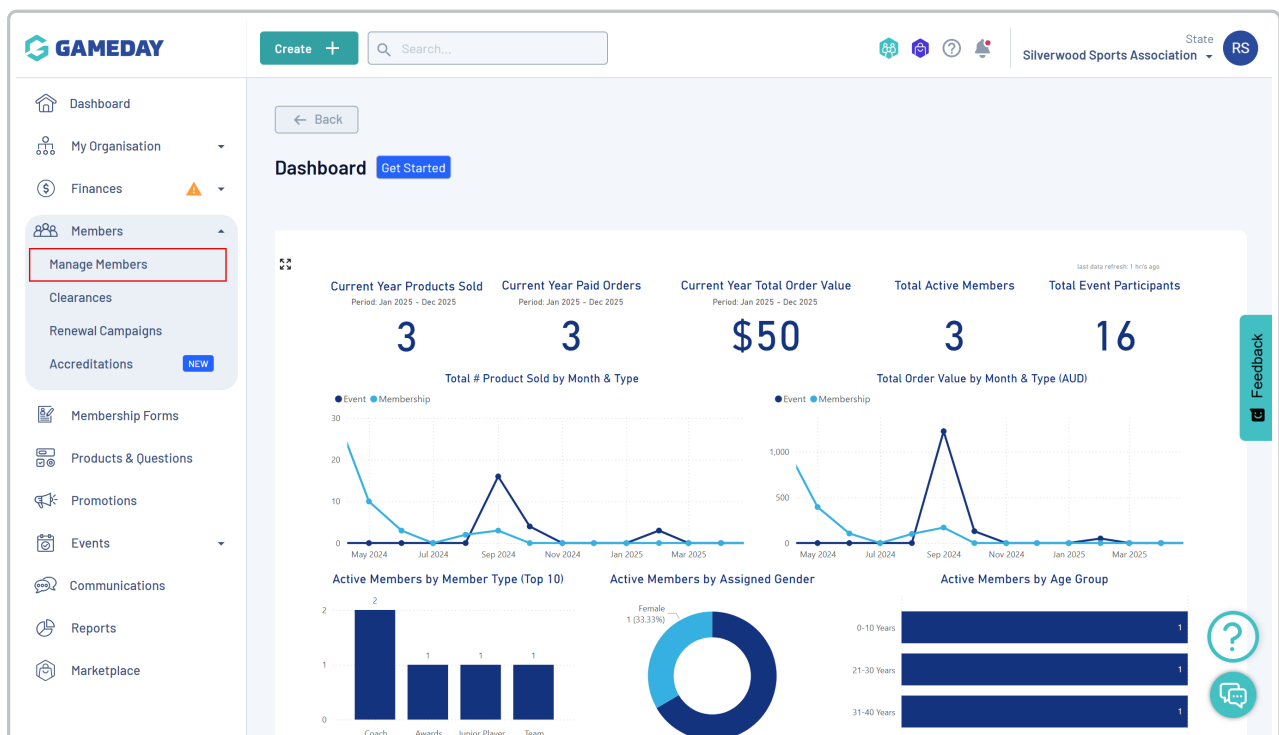
- By Product
- By Member Type
- By Season/Age Group
- By Organisation (if you are part of a hierarchy)
- By Financial Status

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

Members Member Profile Portal

Profile List **By Product** By Add-on Products By Member Type By Member Organisation By Season **By Financial Status** Pending

Email Member National - All State - All Region - All Zone - All Association - All Club - All Active

Select Member Organisation All Genders at Birth All Gender Identities Search...

<input type="checkbox"/>	Member Name	First Name	Last Name	Gender at Birth	Gender Identity	Member Organisation	Mobile	Email	Financial Status	Status	
<input type="checkbox"/>	Aaron Johnson	Aaron	Johnson	Male	Male	Koalas	+61400100200	aaron@email.com	<div>N <input type="checkbox"/> R <input type="checkbox"/> A <input type="checkbox"/></div> <div>S <input type="checkbox"/> Z <input type="checkbox"/> C <input checked="" type="checkbox"/></div>	Active	View
<input type="checkbox"/>	Belle Allsop	Belle	Allsop	Female	Non-binary/gender fluid	Ducks	+61400700100	belle@email.com	<div>N <input type="checkbox"/> R <input type="checkbox"/> A <input type="checkbox"/></div> <div>S <input checked="" type="checkbox"/> Z <input type="checkbox"/> C <input type="checkbox"/></div>	Active	View
<input type="checkbox"/>	Billy Corman	Billy	Corman	Male	Male	Lions	+61400100400	billy@email.com	<div>N <input type="checkbox"/> R <input type="checkbox"/> A <input type="checkbox"/></div> <div>S <input checked="" type="checkbox"/> Z <input type="checkbox"/> C <input type="checkbox"/></div>	Active	View

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

Members Member Profile Portal

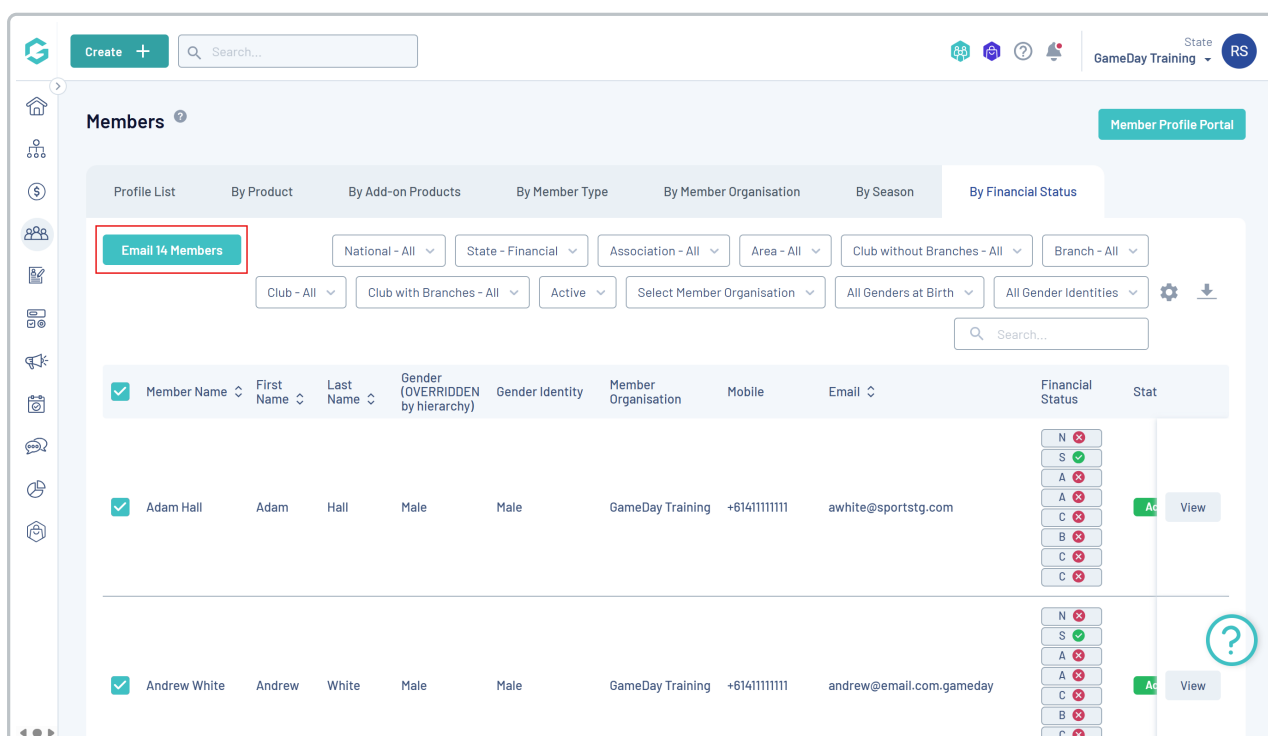
Profile List By Product By Add-on Products By Member Type By Member Organisation By Season **By Financial Status**

Email Member National - All **State - Financial** Association - All Area - All Club without Branches - All Branch - All

Club - All Club with Branches - All Active Select Member Organisation All Genders at Birth All Gender Identities Search...

<input type="checkbox"/>	Member Name	First Name	Last Name	Gender (OVERRIDDEN by hierarchy)	Gender Identity	Member Organisation	Mobile	Email	Financial Status	Stat	
<input type="checkbox"/>	Adam Hall	Adam	Hall	Male	Male	GameDay Training	+6141111111		<div>N <input type="checkbox"/> S <input checked="" type="checkbox"/> A <input type="checkbox"/> R <input type="checkbox"/> C <input type="checkbox"/></div> <div>B <input type="checkbox"/> C <input type="checkbox"/> C <input type="checkbox"/></div>	Active	View
<input type="checkbox"/>	Andrew White	Andrew	White	Male	Male	GameDay Training	+6141111111		<div>N <input type="checkbox"/> S <input checked="" type="checkbox"/> A <input type="checkbox"/> R <input type="checkbox"/> C <input type="checkbox"/></div> <div>B <input type="checkbox"/> C <input type="checkbox"/> C <input type="checkbox"/></div>	Active	View

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 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 Recipients2 Messaging3 Summary

×

Emailing all 14 members with the following criteria

List

Membership Status

Level 2 Financial

Excluded Recipients

Members by Financial Filter

Active

State - Financial

Name

Email

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 MessageSelect Template

Select Email Template

Welcome Message


Email Preview

Subject

Welcome to GameDay!

☒ I confirm there is no marketing material in this email

Content



Welcome to **GameDay!**

We're *thrilled* to have you with us, and we look forward to a fantastic season!

Please see below for the details of our first training session:

Date: 6 December 2023

Time: 6:00pm

Location: GameDay HQ

Cancel

BackContinue

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

Name	Email
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Message Details


Subject

Welcome to GameDay!

Confirm Not Marketing

☒

Content



Cancel

BackConfirm and Send Emails

Watch

Your browser does not support HTML5 video.

