



GAMEDAY

How do I target my emails to specific member groups?

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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
- By Accreditation

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 > MEMBERS**

Step 2: Define the group of members to whom you want to send the email

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 **Financial Filter** tab.

Step 3: 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 4: Email the members

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

Step 5: 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 a Recipient**

Step 6: 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.

Step 7: Send your message

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

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