GAMEDAY

How do I target my communication to specific member groups?
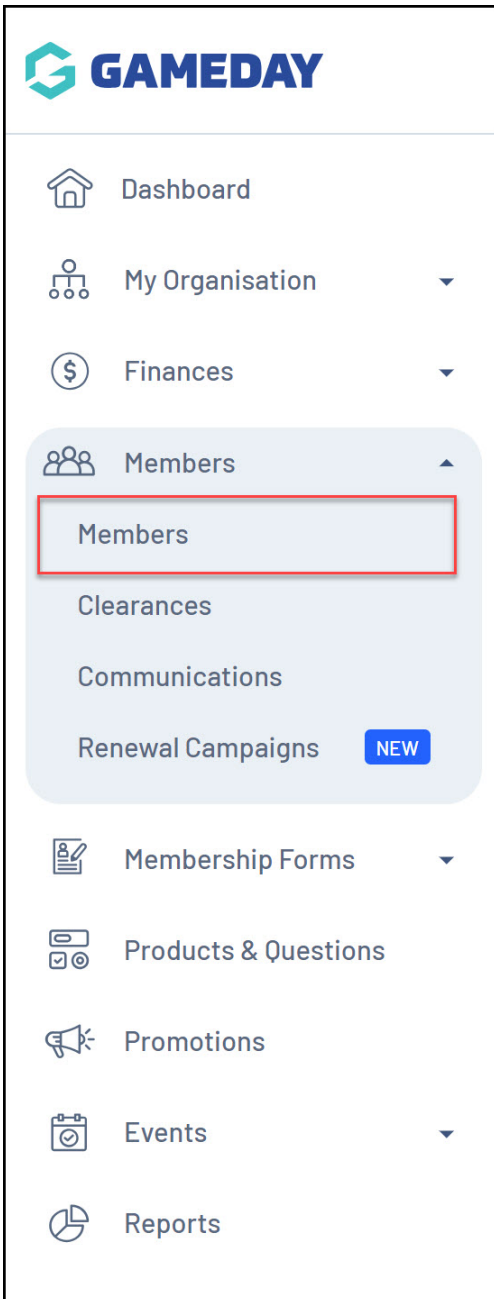
With members registering into your GameDay database, you can use the flexibility of your Member List to target your email communication to specific sub-sections of members, including:
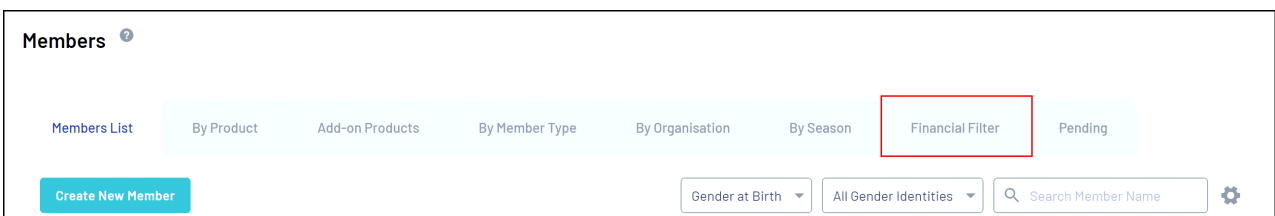
- By Product
- By Member Type
- By Season/Age Group
- By Organisation (if you are part of a hierarchy)
- By Financial Status
- By Accreditation

Let's look at an example whereby we want to send an email to anyone that is **unfinancial** at the Club level of our hierarchy:

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

2. Select the filter that best applies to the group of members you want to email. For the purpose of our example, we'll select the Financial Filter:

3. Once you have selected a list view, use the filters at the top of the page to further refine the member list. We'll set the Club filter to Unfinancial in this case:

4. With your filter applied, click the checkbox at the top of the list to select all filtered members

5. Click the **EMAIL MEMBERS** button at the top of the page

Note: Members with email addresses that appear in your list more than once will only receive one email.

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