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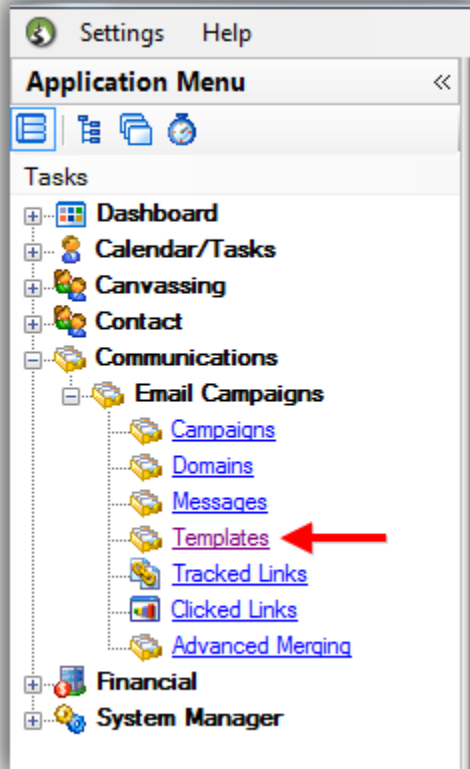
Overview

In 2015 a new feature was added allowing users to select from pre-built '**Standard Trail Blazer Templates**' to use as a starting point when creating your own [templates](#), and to use for both individual emails and [mass email campaigns](#). *As of the time this article was written there were about 12 to choose from, that number is likely to grow as customers put in more requests for different styles. We have some that are **fixed-width** and others that are **mobile-responsive**.*

 **Tip:** With your **Trail Blazer** contract you get **1 free template** which we will design, and build for you if you can provide rough outline of what you want along with any examples from previous email systems, images, color scheme, social media links, etc.

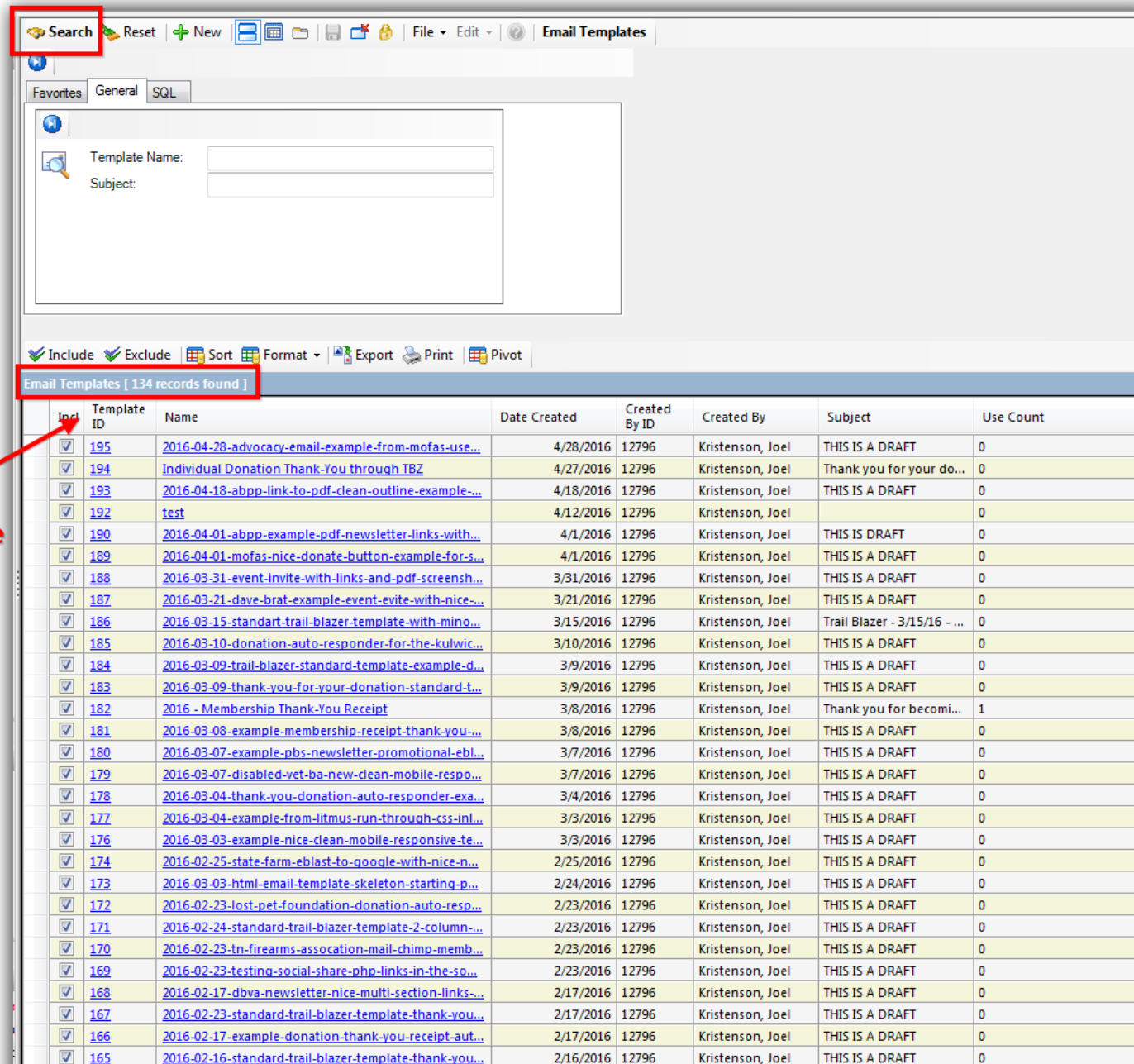
Steps

To begin creating a new template, navigate to the **Templates** list under the **Application Menu**. *Requires appropriate [security clearance](#).*



If you want to see your current template list click **[Search]**. *In my example there were 134, you can click on the 'Template ID' column twice to put the most recent one at the top.*

How to Access and Use the Standard Trail Blazer Email Templates as a Starting Point for Template Creation & Mass E-Mail Campaigns



Search Reset New File Edit Email Templates

Template Name:
Subject:

Include Exclude Sort Format Export Print Pivot

Email Templates [134 records found]

Incl	Template ID	Name	Date Created	Created By ID	Created By	Subject	Use Count
<input checked="" type="checkbox"/>	195	2016-04-28-advocacy-email-example-from-mofas-use...	4/28/2016	12796	Kristenson, Joel	THIS IS A DRAFT	0
<input checked="" type="checkbox"/>	194	Individual Donation Thank-You through TBZ	4/27/2016	12796	Kristenson, Joel	Thank you for your do...	0
<input checked="" type="checkbox"/>	193	2016-04-18-abpp-link-to-pdf-clean-outline-example-...	4/18/2016	12796	Kristenson, Joel	THIS IS A DRAFT	0
<input checked="" type="checkbox"/>	192	test	4/12/2016	12796	Kristenson, Joel		0
<input checked="" type="checkbox"/>	190	2016-04-01-abpp-example-pdf-newsletter-links-with...	4/1/2016	12796	Kristenson, Joel	THIS IS DRAFT	0
<input checked="" type="checkbox"/>	189	2016-04-01-mofas-nice-donate-button-example-for-s...	4/1/2016	12796	Kristenson, Joel	THIS IS A DRAFT	0
<input checked="" type="checkbox"/>	188	2016-03-31-event-invite-with-links-and-pdf-screensh...	3/31/2016	12796	Kristenson, Joel	THIS IS A DRAFT	0
<input checked="" type="checkbox"/>	187	2016-03-21-dave-brat-example-event-evite-with-nice-...	3/21/2016	12796	Kristenson, Joel	THIS IS A DRAFT	0
<input checked="" type="checkbox"/>	186	2016-03-15-standart-trail-blazer-template-with-mino...	3/15/2016	12796	Kristenson, Joel	Trail Blazer - 3/15/16 - ...	0
<input checked="" type="checkbox"/>	185	2016-03-10-donation-auto-responder-for-the-kulwic...	3/10/2016	12796	Kristenson, Joel	THIS IS A DRAFT	0
<input checked="" type="checkbox"/>	184	2016-03-09-trail-blazer-standard-template-example-d...	3/9/2016	12796	Kristenson, Joel	THIS IS A DRAFT	0
<input checked="" type="checkbox"/>	183	2016-03-09-thank-you-for-your-donation-standard-t...	3/9/2016	12796	Kristenson, Joel	THIS IS A DRAFT	0
<input checked="" type="checkbox"/>	182	2016 - Membership Thank-You Receipt	3/8/2016	12796	Kristenson, Joel	Thank you for becomi...	1
<input checked="" type="checkbox"/>	181	2016-03-08-example-membership-receipt-thank-you-...	3/8/2016	12796	Kristenson, Joel	THIS IS A DRAFT	0
<input checked="" type="checkbox"/>	180	2016-03-07-example-pbs-newsletter-promotional-eb...	3/7/2016	12796	Kristenson, Joel	THIS IS A DRAFT	0
<input checked="" type="checkbox"/>	179	2016-03-07-disabled-vet-ba-new-clean-mobile-respo...	3/7/2016	12796	Kristenson, Joel	THIS IS A DRAFT	0
<input checked="" type="checkbox"/>	178	2016-03-04-thank-you-donation-auto-responder-exa...	3/4/2016	12796	Kristenson, Joel	THIS IS A DRAFT	0
<input checked="" type="checkbox"/>	177	2016-03-04-example-from-litmus-run-through-css-in...	3/3/2016	12796	Kristenson, Joel	THIS IS A DRAFT	0
<input checked="" type="checkbox"/>	176	2016-03-03-example-nice-clean-mobile-responsive-te...	3/3/2016	12796	Kristenson, Joel	THIS IS A DRAFT	0
<input checked="" type="checkbox"/>	174	2016-02-25-state-farm-eblast-to-google-with-nice-n...	2/25/2016	12796	Kristenson, Joel	THIS IS A DRAFT	0
<input checked="" type="checkbox"/>	173	2016-03-03-html-email-template-skeleton-starting-p...	2/24/2016	12796	Kristenson, Joel	THIS IS A DRAFT	0
<input checked="" type="checkbox"/>	172	2016-02-23-lost-pet-foundation-donation-auto-resp...	2/23/2016	12796	Kristenson, Joel	THIS IS A DRAFT	0
<input checked="" type="checkbox"/>	171	2016-02-24-standard-trail-blazer-template-2-column-...	2/23/2016	12796	Kristenson, Joel	THIS IS A DRAFT	0
<input checked="" type="checkbox"/>	170	2016-02-23-tn-firearms-association-mail-chimp-memb...	2/23/2016	12796	Kristenson, Joel	THIS IS A DRAFT	0
<input checked="" type="checkbox"/>	169	2016-02-23-testing-social-share-php-links-in-the-so...	2/23/2016	12796	Kristenson, Joel	THIS IS A DRAFT	0
<input checked="" type="checkbox"/>	168	2016-02-17-dbva-newsletter-nice-multi-section-links-...	2/17/2016	12796	Kristenson, Joel	THIS IS A DRAFT	0
<input checked="" type="checkbox"/>	167	2016-02-23-standard-trail-blazer-template-thank-you...	2/17/2016	12796	Kristenson, Joel	THIS IS A DRAFT	0
<input checked="" type="checkbox"/>	166	2016-02-17-example-donation-thank-you-receipt-aut...	2/17/2016	12796	Kristenson, Joel	THIS IS A DRAFT	0
<input checked="" type="checkbox"/>	165	2016-02-16-standard-trail-blazer-template-thank-you...	2/16/2016	12796	Kristenson, Joel	THIS IS A DRAFT	0

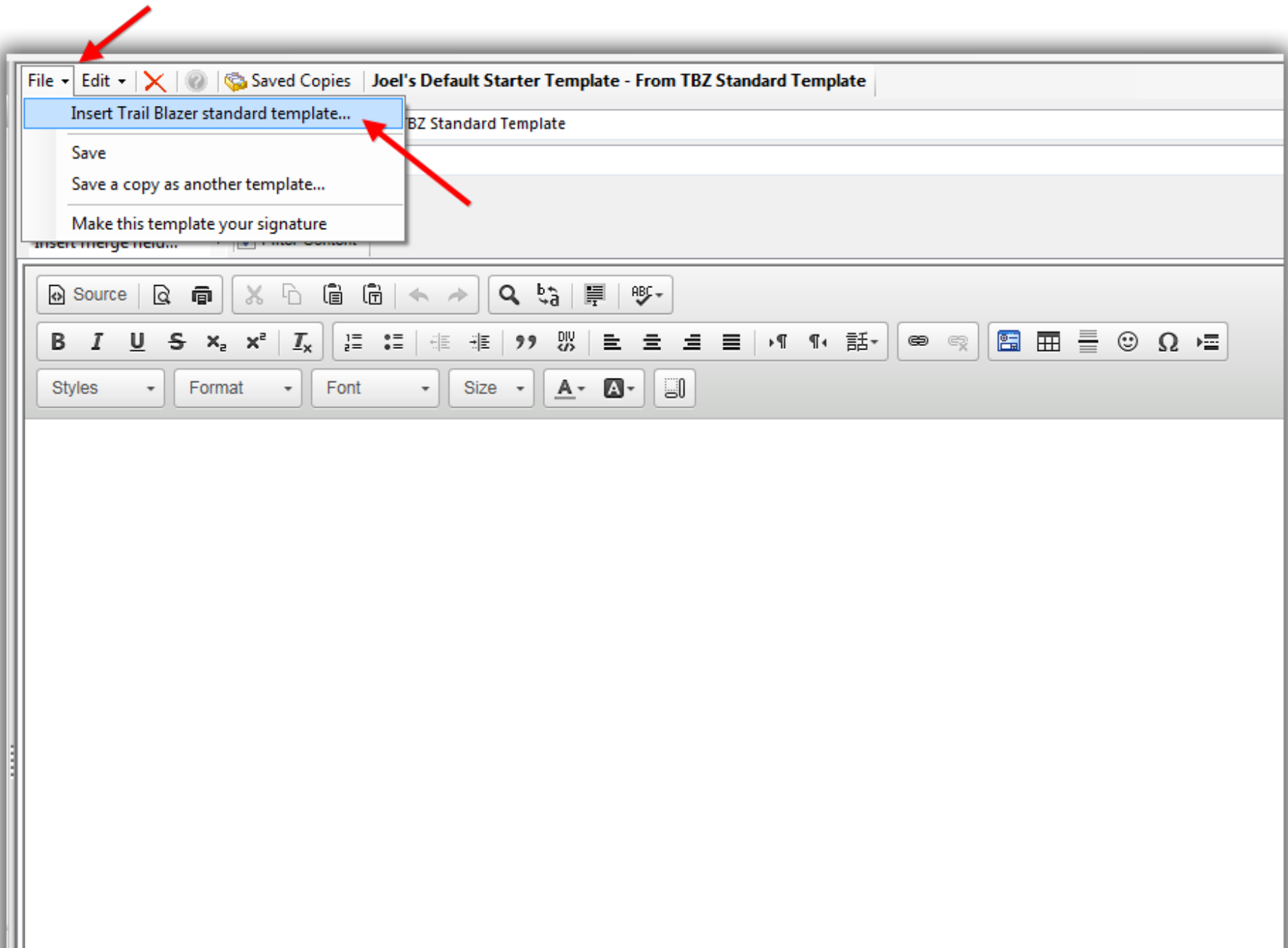
Click on the 'Template ID' twice to sort by newest to oldest.

Click the **[+ New]** button on the search tool strip to begin creating a new template.

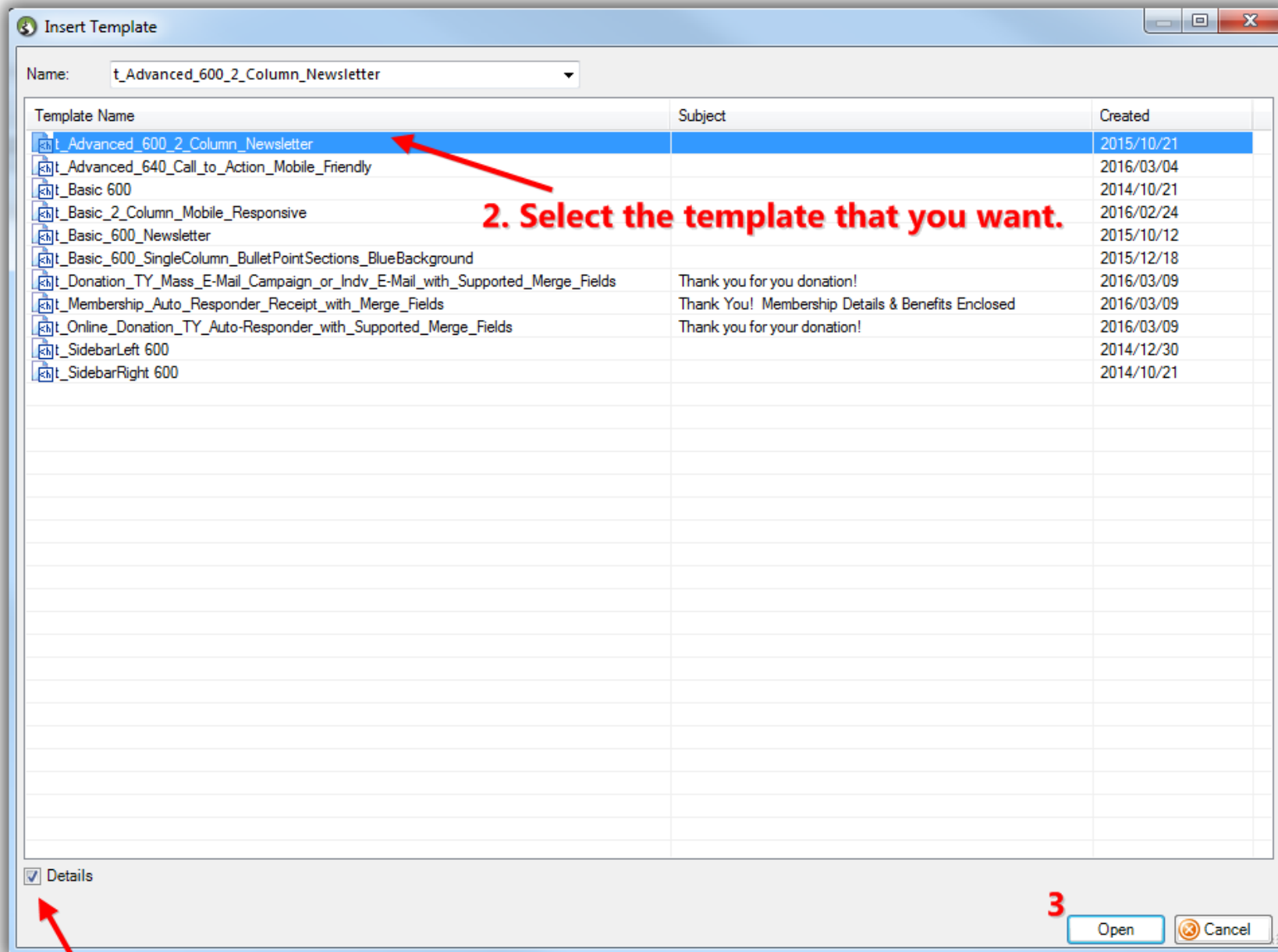
The screenshot shows the TrailBlazer application interface. On the left is the 'Application Menu' with a tree view of tasks including Dashboard, Calendar/Tasks, Canvassing, Contact, Communications, Email Campaigns (with sub-items: Campaigns, Domains, Messages, Templates, Tracked Links, Clicked Links, Advanced Merging), Financial, and System Manager. The top toolbar contains 'Search', 'Reset', and a '+ New' button highlighted with a red box. Below the toolbar is a form for creating a new template with fields for 'Template Name' and 'Subject'. Below the form is a table of existing email templates.

Incl	Template ID	Name	Date Created	Created By ID	Created By	Subject	Use Count
<input checked="" type="checkbox"/>	195	2016-04-28-advocacy-email-example-from-mofas-use...	4/28/2016	12796	Kristenson, Joel	THIS IS A DRAFT	0
<input checked="" type="checkbox"/>	194	Individual Donation Thank-You through TBZ	4/27/2016	12796	Kristenson, Joel	Thank you for your do...	0

Click the **File** drop-down in the upper-left and select **Insert Trail Blazer standard template...**



Check the box for **Details** to view more information about the templates (*such as the create date*), select the one you want to use, and click **[Open]**.
In my example I selected a newsletter templates called “t_Advanced_600_2_Column_Newsletter”.



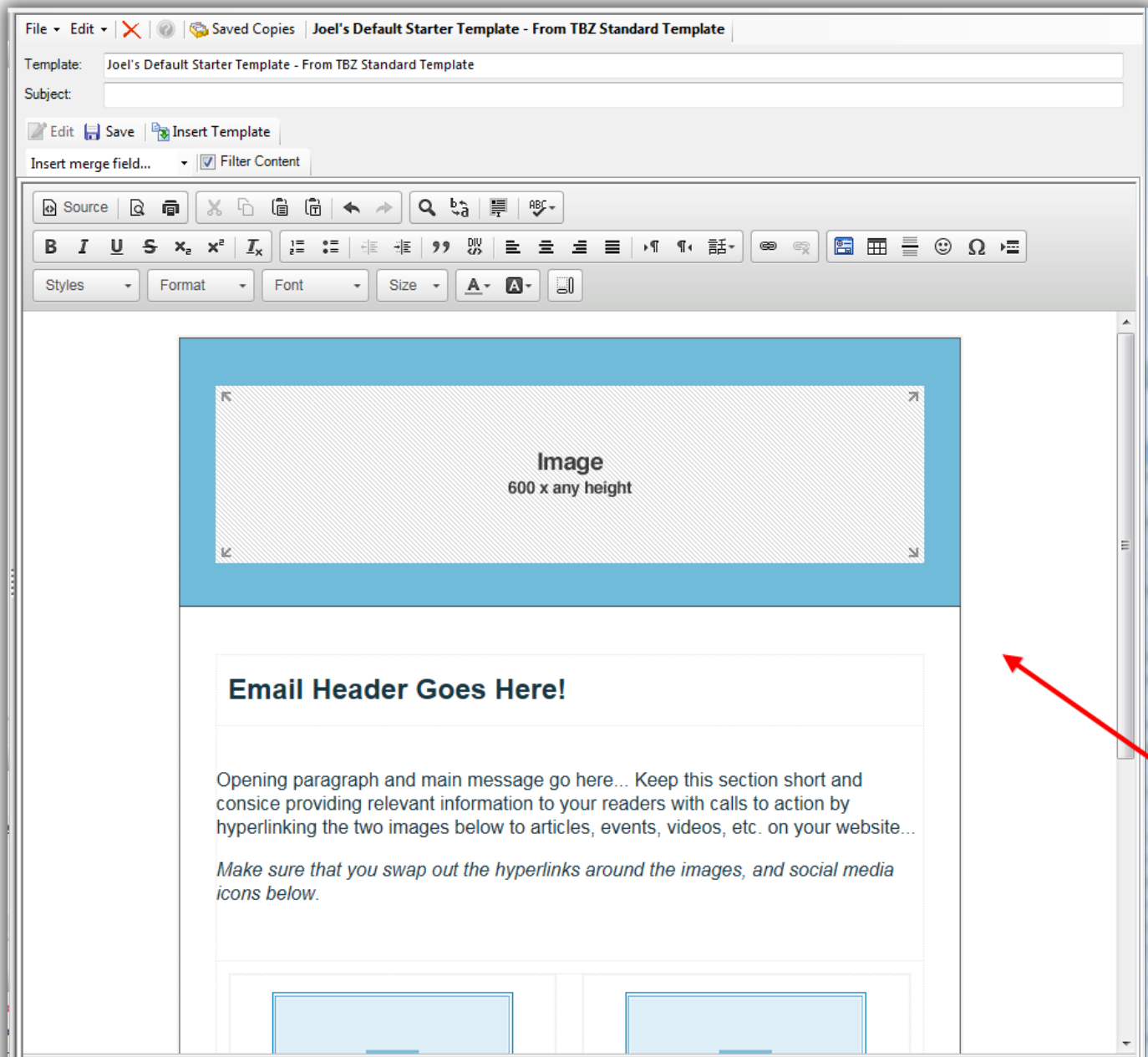
2. Select the template that you want.

Template Name	Subject	Created
t_Advanced_600_2_Column_Newsletter		2015/10/21
t_Advanced_640_Call_to_Action_Mobile_Friendly		2016/03/04
t_Basic 600		2014/10/21
t_Basic_2_Column_Mobile_Responsive		2016/02/24
t_Basic_600_Newsletter		2015/10/12
t_Basic_600_SingleColumn_BulletPointSections_BlueBackground		2015/12/18
t_Donation_TY_Mass_E-Mail_Campaign_or_Indv_E-Mail_with_Supported_Merge_Fields	Thank you for you donation!	2016/03/09
t_Membership_Auto_Responder_Receipt_with_Merge_Fields	Thank You! Membership Details & Benefits Enclosed	2016/03/09
t_Online_Donation_TY_Auto-Responder_with_Supported_Merge_Fields	Thank you for your donation!	2016/03/09
t_SidebarLeft 600		2014/12/30
t_SidebarRight 600		2014/10/21

Details


3

You can certainly repeat these steps to view what all of the different standard templates look like and which one will work best for your needs, my example is below.



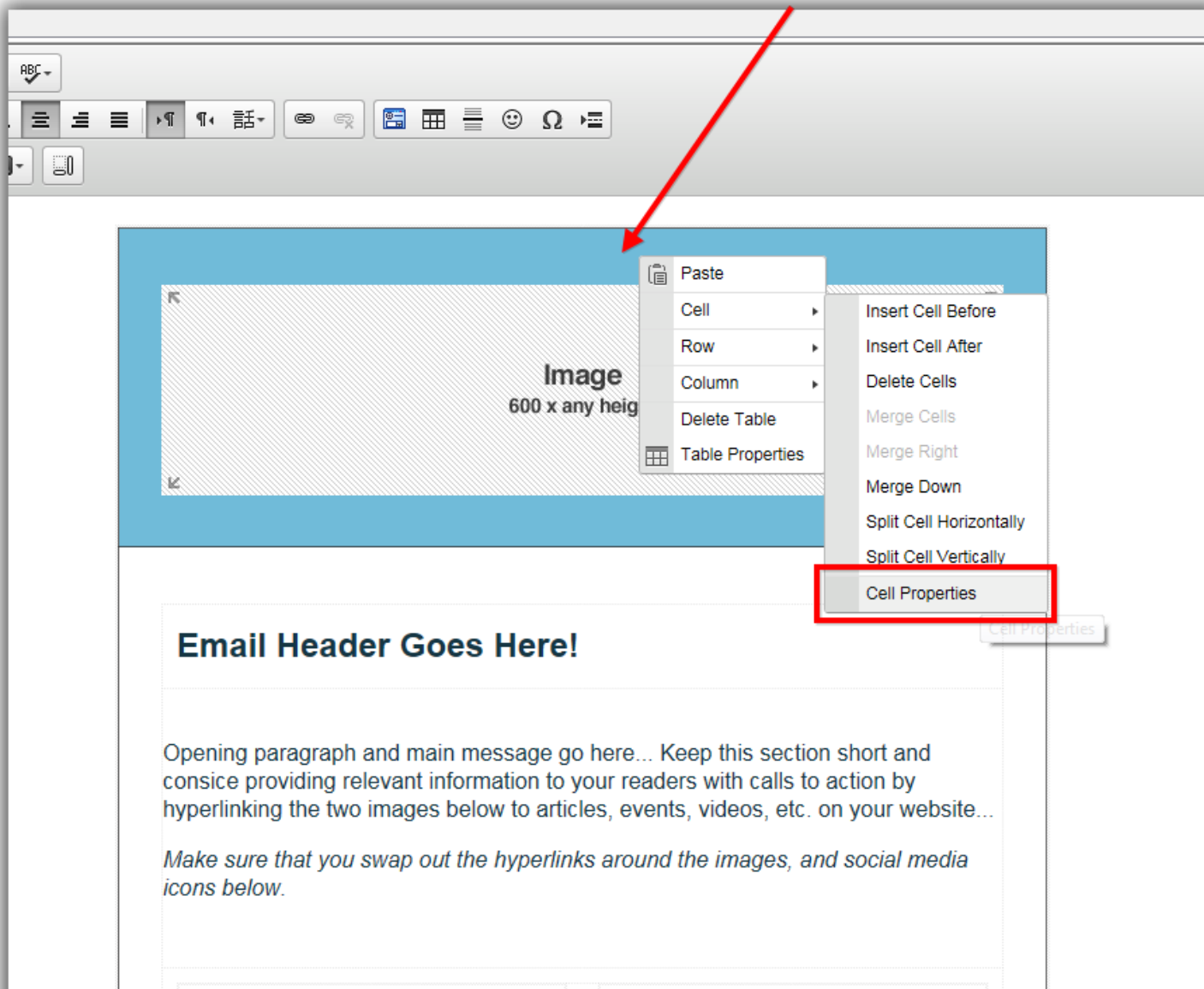
2 column standard newsletter template.

You can now swap out the hyperlinks for your own, change the font, color-scheme, etc. You can also [upload and insert your own images](#), and documents ([such as a PDF attachment](#)).

 **Tip:** You can **right-click** on different sections of the editor to perform many different actions (*such as styling the table, and the table cells*). [This video](#) talks about this in-depth, and this screenshot provides an example:

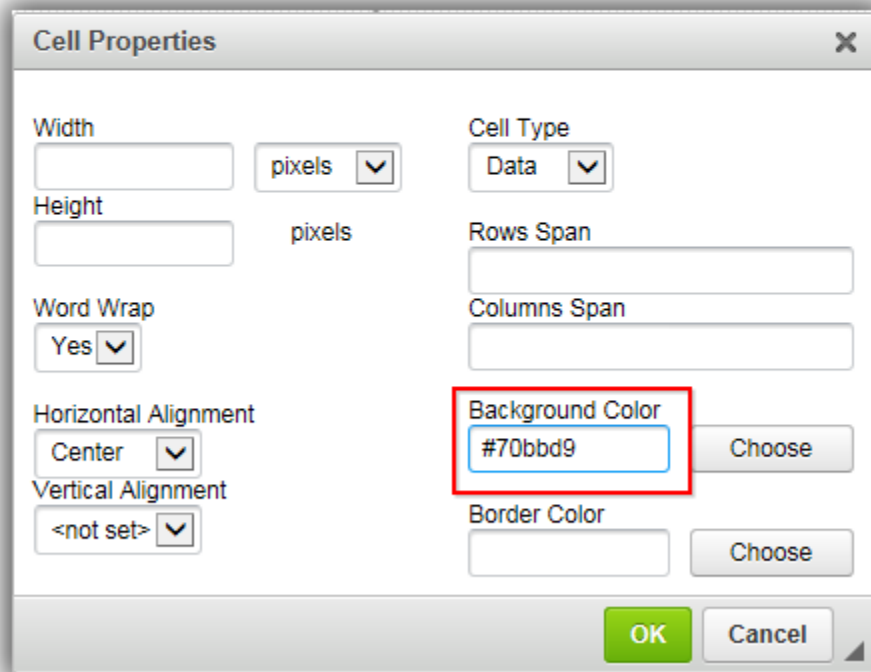
Img 1 of 2 – Right-clicking a Table Cell to Bring up a Context Menu with Action Items

Right-click different sections to bring up a context menu allowing you to perform many different actions (change height/width dimensions, colors, adding padding/spacing, etc.).



Img 2 of 2 – Example Table Sell Properties Config.

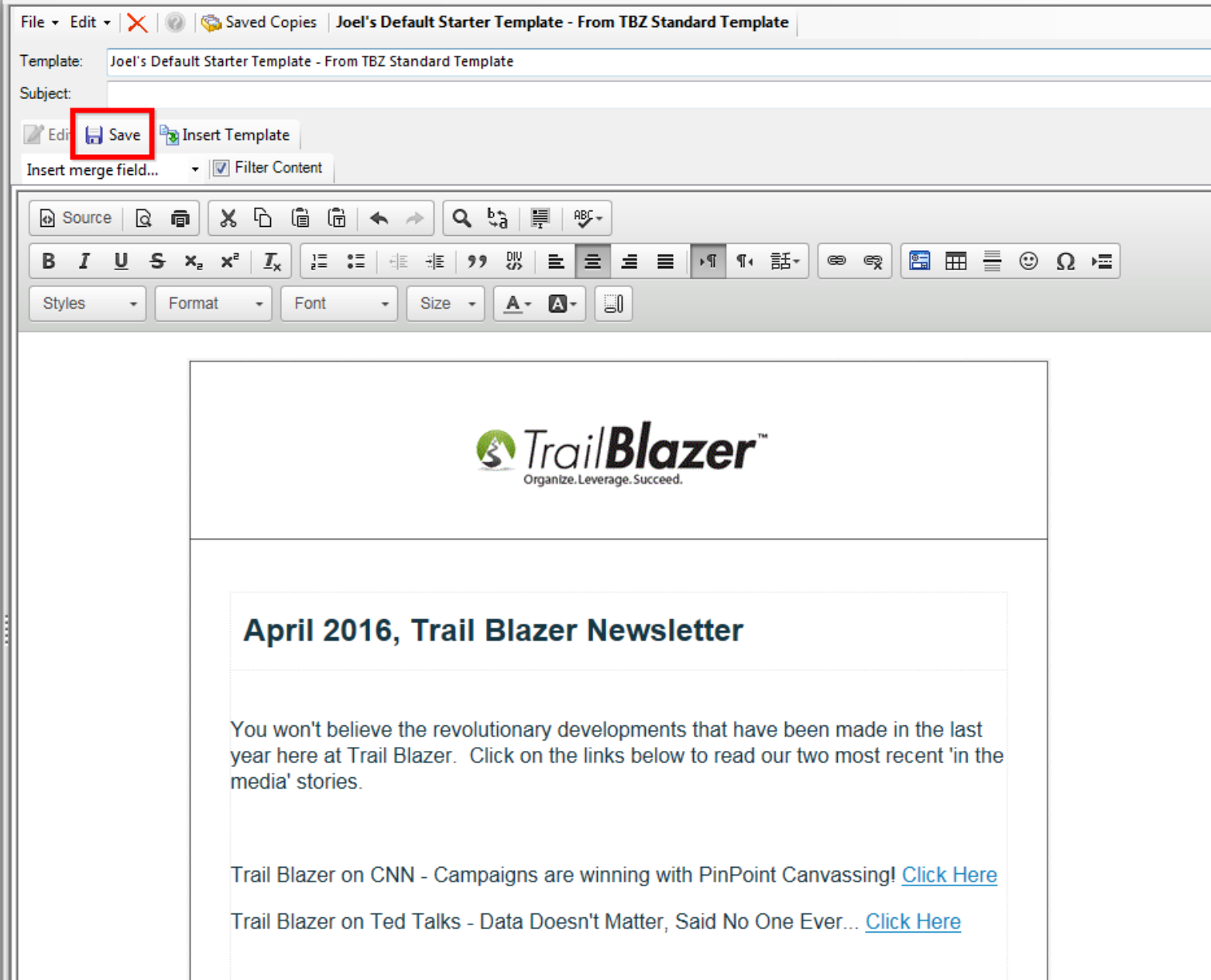
Perform many actions related to the table or cell such as: changing background colors, spacing/padding, alignments, and much more.




The image shows a 'Cell Properties' dialog box with the following fields and controls:

- Width: pixels
- Height: pixels
- Word Wrap: Yes
- Horizontal Alignment: Center
- Vertical Alignment: <not set>
- Cell Type: Data
- Rows Span:
- Columns Span:
- Background Color: #70bbd9
- Border Color:
- OK

Once you've finished modifying your template, you can save it in the 'cloud' for future use (by all of your db users) by clicking **[Save]**.

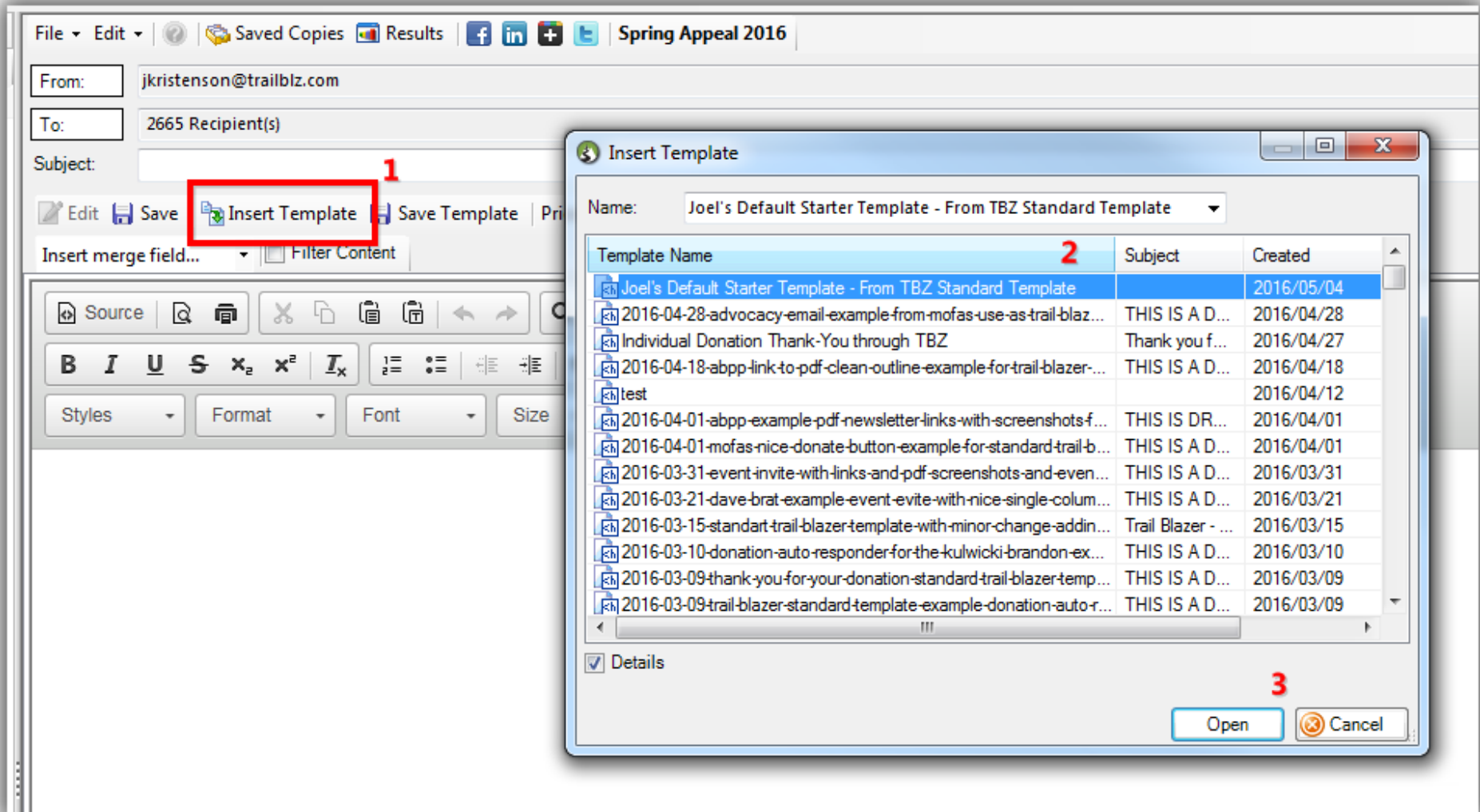


The screenshot shows an email editor window with the following elements:

- File Bar:** File, Edit, Saved Copies, Joel's Default Starter Template - From TBZ Standard Template
- Template:** Joel's Default Starter Template - From TBZ Standard Template
- Subject:** (Empty)
- Buttons:** Edit, Save (highlighted with a red box), Insert Template
- Insert merge field...** (Dropdown menu)
- Filter Content:**
- Rich Text Editor:** Source, Undo, Redo, Bold, Italic, Underline, Strikethrough, Text Color, Background Color, Bulleted List, Numbered List, Indent, Outdent, Quote, Unquote, Link, Unlink, Table, Table of Contents, Spell Check, ABC, Styles, Format, Font, Size, Text Color, Background Color, Table of Contents
- Content:**
 -  Organize. Leverage. Succeed.
 - ## April 2016, Trail Blazer Newsletter
 - You won't believe the revolutionary developments that have been made in the last year here at Trail Blazer. Click on the links below to read our two most recent 'in the media' stories.
 - Trail Blazer on CNN - Campaigns are winning with PinPoint Canvassing! [Click Here](#)
 - Trail Blazer on Ted Talks - Data Doesn't Matter, Said No One Ever... [Click Here](#)


You can use this template again from any other place in the system i.e. individual emails, and mass email campaigns. Here's an example from a mass email:

You can insert your saved templates from any other part of the system that uses the email composer i.e. Email Campaigns, Individual Emails, and Auto-responders.



The screenshot shows the TrailBlazer email composer interface. The 'From' field is set to 'jkristenson@trailblz.com' and the 'To' field is set to '2665 Recipient(s)'. The 'Subject' field is empty. A red box labeled '1' highlights the 'Insert Template' button in the top toolbar. A dialog box titled 'Insert Template' is open, showing a list of templates. The 'Name' field is set to 'Joel's Default Starter Template - From TBZ Standard Template'. A red box labeled '2' highlights the first row in the table. The table has columns for 'Template Name', 'Subject', and 'Created'. A red box labeled '3' highlights the 'Open' button at the bottom right of the dialog box.

Template Name	Subject	Created
Joel's Default Starter Template - From TBZ Standard Template		2016/05/04
2016-04-28-advocacy-email-example-from-mofas-use-as-trail-blaz...	THIS IS A D...	2016/04/28
Individual Donation Thank-You through TBZ	Thank you f...	2016/04/27
2016-04-18-abpp-link-to-pdf-clean-outline-example-for-trail-blazer...	THIS IS A D...	2016/04/18
test		2016/04/12
2016-04-01-abpp-example-pdf-newsletter-links-with-screenshots-f...	THIS IS DR...	2016/04/01
2016-04-01-mofas-nice-donate-button-example-for-standard-trail-b...	THIS IS A D...	2016/04/01
2016-03-31-event-invite-with-links-and-pdf-screenshots-and-even...	THIS IS A D...	2016/03/31
2016-03-21-dave-brat-example-event-evite-with-nice-single-colum...	THIS IS A D...	2016/03/21
2016-03-15-standart-trail-blazer-template-with-minor-change-addin...	Trail Blazer - ...	2016/03/15
2016-03-10-donation-auto-responder-for-the-kulwicki-brandon-ex...	THIS IS A D...	2016/03/10
2016-03-09-thank-you-for-your-donation-standard-trail-blazer-temp...	THIS IS A D...	2016/03/09
2016-03-09-trail-blazer-standard-template-example-donation-auto-r...	THIS IS A D...	2016/03/09

 **Tip:** Erring on the side of simplicity goes a long way in mass email campaigns. People are bombarded with newsletters, and junk emails daily so it's very easy to get lost in the mix. Providing a concise call to action, along with some images and relevant links is a good place to start; trying to make your email template look exactly like your website is asking for trouble as email will render very differently on different clients (yahoo, AOL, Outlook, Gmail, etc.) and especially on different sized devices (phone, tablet, desktop, and now smart watches).

The **related resources** below provide links to a LOT of useful information on mass email, and template creation. If you need any help getting your email templates up to snuff please don't hesitate to call or email our live support team.



Trail Blazer™

- YouTube Channel
- Knowledge Base Articles
- 3rd Party Resources

Related Resources

Article: [How Do I Enable A Person To Receive Email Drafts](#)

Article: [Email Checkboxes](#)

Article: [Sending Mass Emails](#)

Article: [How to Create a Hyperlink around a Screenshot of your PDF Newsletter and Hyperlink to the PDF Document](#)

Article: [How to Create a Hyperlink around a Screenshot of your Video and Link to the Video from your Trail Blazer Email Template](#)

Article: [How to Upload Documents to your System Gallery such as PDF's, Spreadsheets, Audio Clips, Image Files, Etc.](#)

Article: [From and Reply To Email Addresses for Mass Emails](#)

Article: [Configuring your From and Reply Email Address Settings](#)

Article: [How to Cancel a Mass Email Campaign as it's Going Out & How to Reschedule a Queued Email Campaign](#)

Article: [How to Create Trackable Links in your Email Campaigns, and How to Analyze those Statistics after the Eblast Goes Out](#)

Article: [How to Enable Double Opt-in for All of your Trail Blazer Online iFrames Forms](#)

Article: [Email Thank You Auto-Responders](#)

Article: [Mobile Responsive Email Template – ConstantContact Reference](#)

Article: [Sample HTML Email Templates with Inline CSS](#)

Article: [Sending Out Test Emails](#)

Video: [Thank you's using mass email](#)

Video: [Eblasts Configured email settings before mass emailing](#)

Video: [Eblasts –Setting people up to receive test \(draft\) emails](#)

Video: [Scheduled Emails](#)

Video: [Eblasts Create and Send Eblasts – Including Image Management](#)

Video: [Donation Auto Responders with Merge Fields](#)

Trail Blazer Live Support

☎ **Phone:** 1-866-909-8700

✉ **Email:** support@trailblz.com

📘 **Facebook:** <https://www.facebook.com/pages/Trail-Blazer-Software/64872951180>

 **Twitter:** <https://twitter.com/trailblazersoft>

** As a policy we require that you have taken our intro training class before calling or emailing our live support team.*

[Click here](#) to view our calendar for upcoming classes and events. Feel free to sign up other members on your team for the same training.

** After registering you'll receive a confirmation email with the instructions for how to log into the [GoToMeeting](#) session where we host our live interactive trainings.*

** This service is included in your contract.*