How to Use the <<EventContributionTotal>> Merge Field in Mass Email to Thank Attendees for the *Total* Amount they Gave at a Specific Event – 2016 Upgrade

Author: Kristenson, Joel
Last Updated: 2016-09-21

Overview

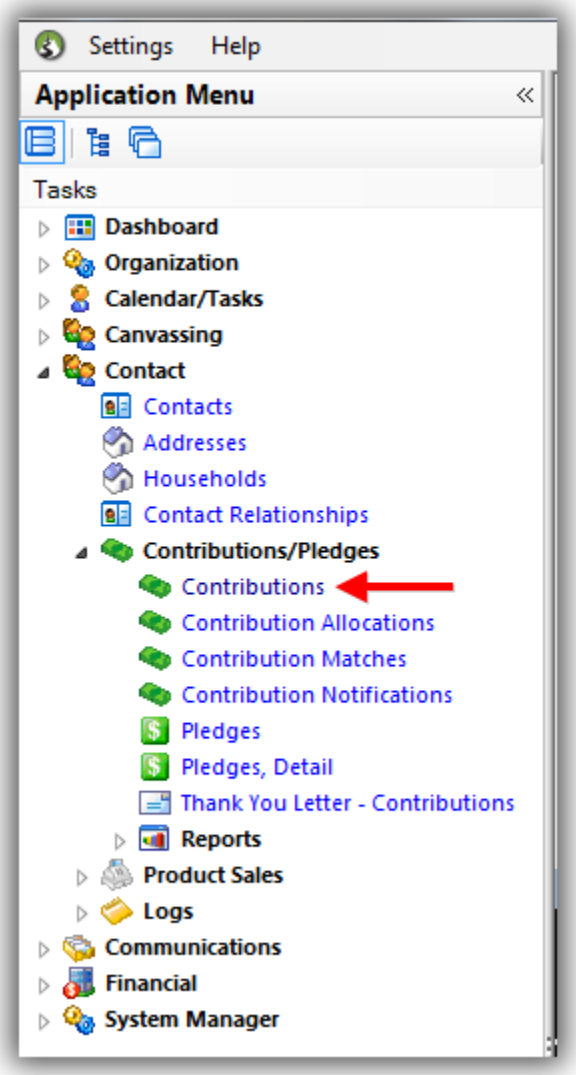
This article shows how to thank people for the **total amount** they donated, at an event, **via a mass email campaign** – it utilizes a new merge field called **<<EventContributionTotal>>**.

*This was a request a customer had in 2016. If you have a request for a feature that doesn't exist you can drop us a line through the **Start Page Comment Box** when you first log into the program.*

Tip: Learn how to **create email templates**, and schedule mass email campaigns in this 20 minute how-to video.

Steps

Navigate to the **Contributions** list under the **Application Menu**. *Requires appropriate security clearance*.


Settings
Help
Application Menu
Tasks
Dashboard
Organization
Calendar/Tasks
Canvassing
Contact
Contacts
Addresses
Households
Contact Relationships
Contributions/Pledges
Contributions
Contribution Allocations
Contribution Matches
Contribution Notifications
Pledges
Pledges, Detail
Thank You Letter - Contributions
Reports
Product Sales
Logs
Communications
Financial
System Manager

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Search by the **event** you're thanking people for spending money at. *In this example I searched by an event called '2016 Celebrity Golf Tournament' which produced 136 transactions.*

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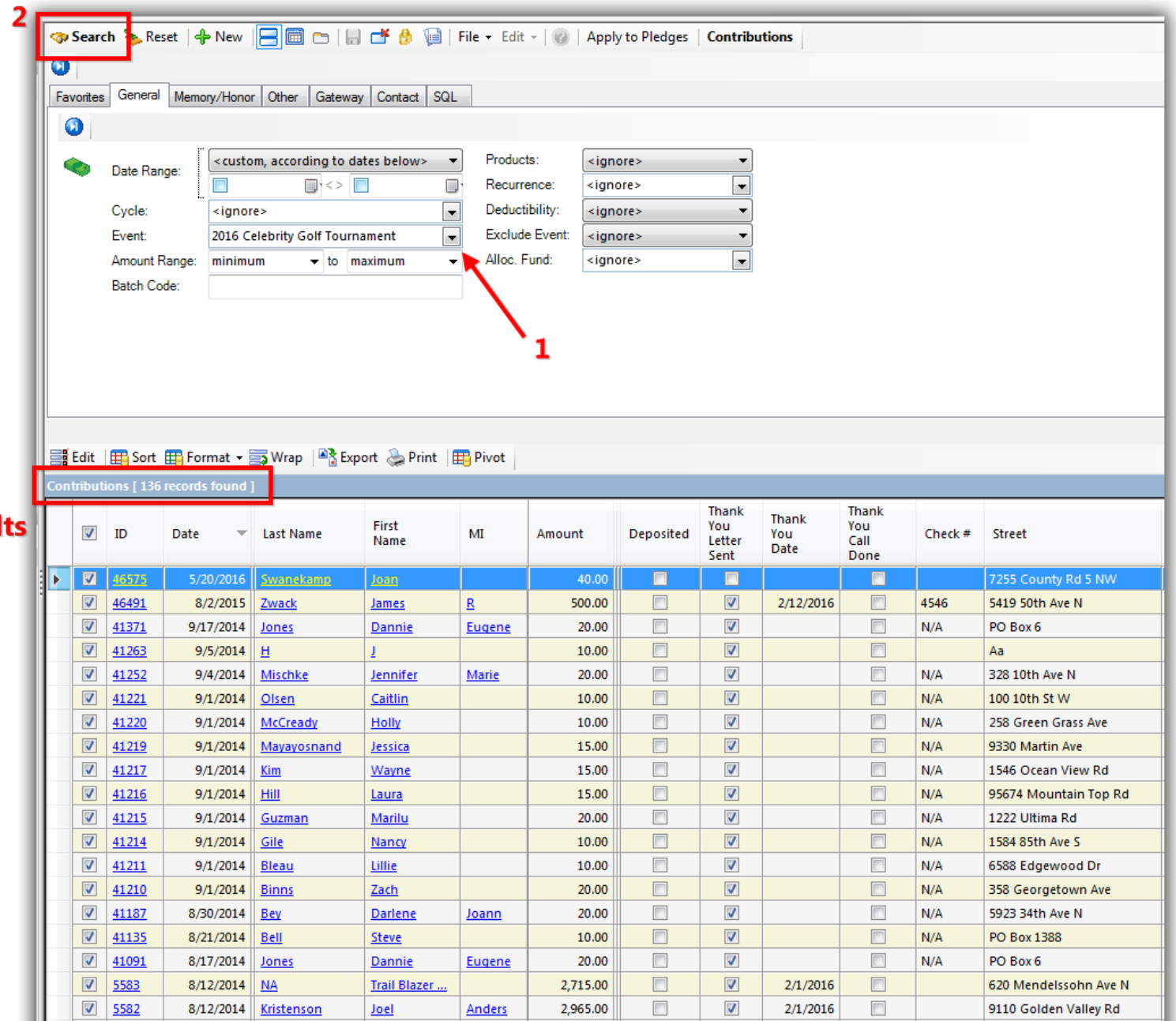
Results



ID	Date	Last Name	First Name	MI	Amount	Deposited	Thank You Letter Sent	Thank You Date	Thank You Call Done	Check #	Street
46575	5/20/2016	Swanekamp	Joan		40.00						7255 County Rd 5 NW
46491	8/2/2015	Zwack	James	R	500.00			2/12/2016		4546	5419 50th Ave N
41371	9/17/2014	Jones	Dannie	Eugene	20.00					N/A	PO Box 6
41263	9/5/2014	H	J		10.00						Aa
41252	9/4/2014	Mischke	Jennifer	Marie	20.00					N/A	328 10th Ave N
41221	9/1/2014	Olsen	Caitlin		10.00					N/A	100 10th St W
41220	9/1/2014	McCready	Holly		10.00					N/A	258 Green Grass Ave
41219	9/1/2014	Mayayosnand	Jessica		15.00					N/A	9330 Martin Ave
41217	9/1/2014	Kim	Wayne		15.00					N/A	1546 Ocean View Rd
41216	9/1/2014	Hill	Laura		15.00					N/A	95674 Mountain Top Rd
41215	9/1/2014	Guzman	Marilu		20.00					N/A	1222 Ultima Rd
41214	9/1/2014	Gile	Nancy		10.00					N/A	1584 85th Ave S
41211	9/1/2014	Bleau	Lillie		10.00					N/A	6588 Edgewood Dr
41210	9/1/2014	Binns	Zach		20.00					N/A	358 Georgetown Ave
41187	8/30/2014	Bey	Darlene	Joann	20.00					N/A	5923 34th Ave N
41135	8/21/2014	Bell	Steve		10.00					N/A	PO Box 1388
41091	8/17/2014	Jones	Dannie	Eugene	20.00					N/A	PO Box 6
5583	8/12/2014	NA	Trail Blazer ...		2,715.00			2/1/2016			620 Mendelssohn Ave N
5582	8/12/2014	Kristenson	Joel	Anders	2,965.00			2/1/2016			9110 Golden Valley Rd

You'll only be sending to people **who have an email address** that's enabled for mass email so you'll want to add that to your search query as well. Navigate to the **Contact (Voter/Donor)** tab > **General** > **E-Mail** > **Plug it in** > Select the **Present** radio button > Click **[Search]** to refresh the list.

(Example below where the query now filters by donations at the event and only people who have an email present).

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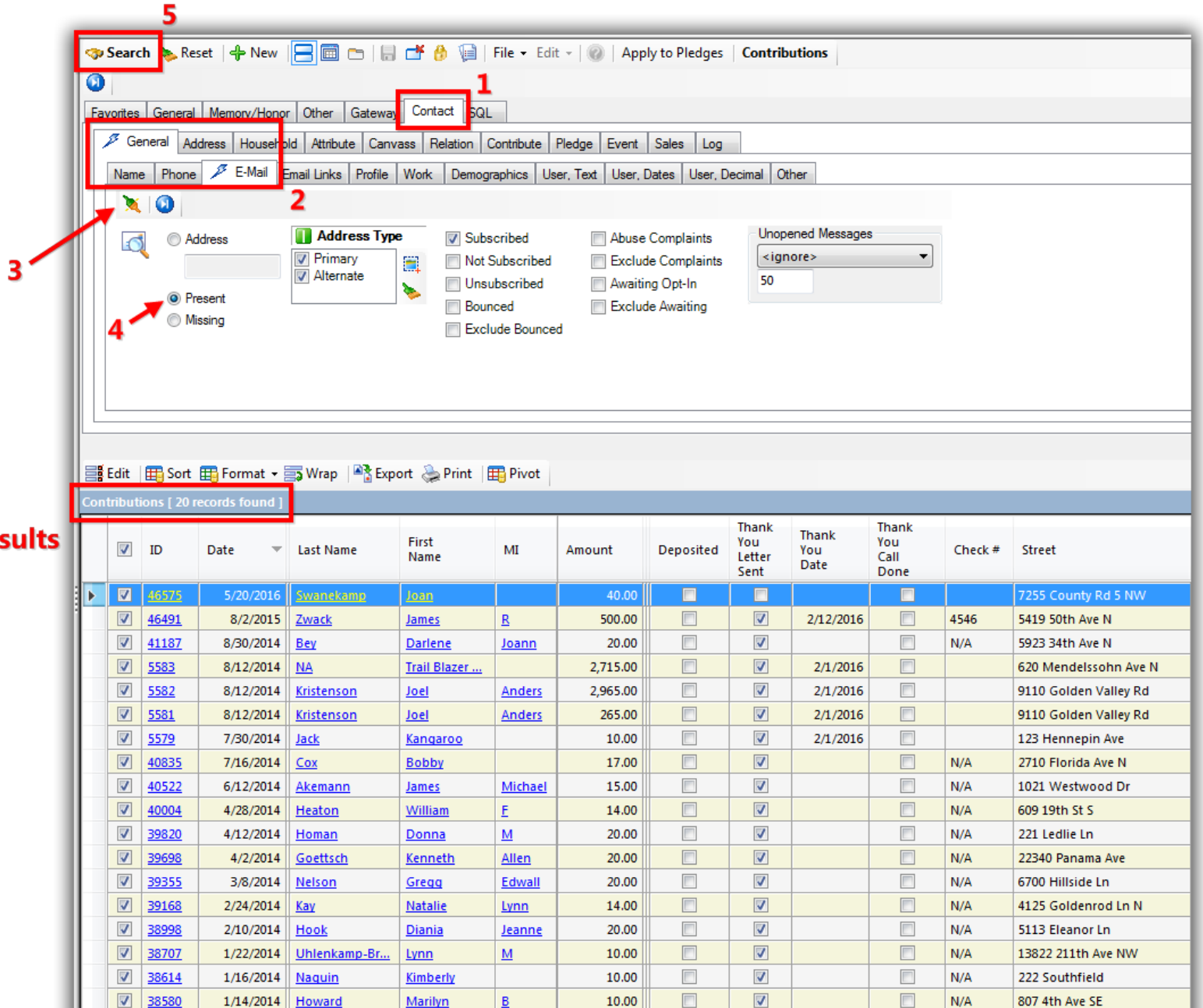

Results

ID	Date	Last Name	First Name	MI	Amount	Deposited	Thank You Letter Sent	Thank You Date	Thank You Call Done	Check #	Street
46575	5/20/2016	Swanekamp	Joan		40.00	☐	☐		☐		7255 County Rd 5 NW
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41187	8/30/2014	Bey	Darlene	Joann	20.00	☐	☑		☐	N/A	5923 34th Ave N
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5582	8/12/2014	Kristenson	Joel	Anders	2,965.00	☐	☑	2/1/2016	☐		9110 Golden Valley Rd
5581	8/12/2014	Kristenson	Joel	Anders	265.00	☐	☑	2/1/2016	☐		9110 Golden Valley Rd
5579	7/30/2014	Jack	Kangaroo		10.00	☐	☑	2/1/2016	☐		123 Hennepin Ave
40835	7/16/2014	Cox	Bobby		17.00	☐	☑		☐	N/A	2710 Florida Ave N
40522	6/12/2014	Akemann	James	Michael	15.00	☐	☑		☐	N/A	1021 Westwood Dr
40004	4/28/2014	Heaton	William	F	14.00	☐	☑		☐	N/A	609 19th St S
39820	4/12/2014	Homan	Donna	M	20.00	☐	☑		☐	N/A	221 Ledlie Ln
39698	4/2/2014	Goettsch	Kenneth	Allen	20.00	☐	☑		☐	N/A	22340 Panama Ave
39355	3/8/2014	Nelson	Gregg	Edwall	20.00	☐	☑		☐	N/A	6700 Hillside Ln
39168	2/24/2014	Kay	Natalie	Lynn	14.00	☐	☑		☐	N/A	4125 Goldenrod Ln N
38998	2/10/2014	Hook	Diania	Jeanne	20.00	☐	☑		☐	N/A	5113 Eleanor Ln
38707	1/22/2014	Uhlenkamp-Br...	Lynn	M	10.00	☐	☑		☐	N/A	13822 211th Ave NW
38614	1/16/2014	Naguin	Kimberly		10.00	☐	☑		☐	N/A	222 Southfield
38580	1/14/2014	Howard	Marilyn	B	10.00	☐	☑		☐	N/A	807 4th Ave SE

Select **File > Create Mass Email…**

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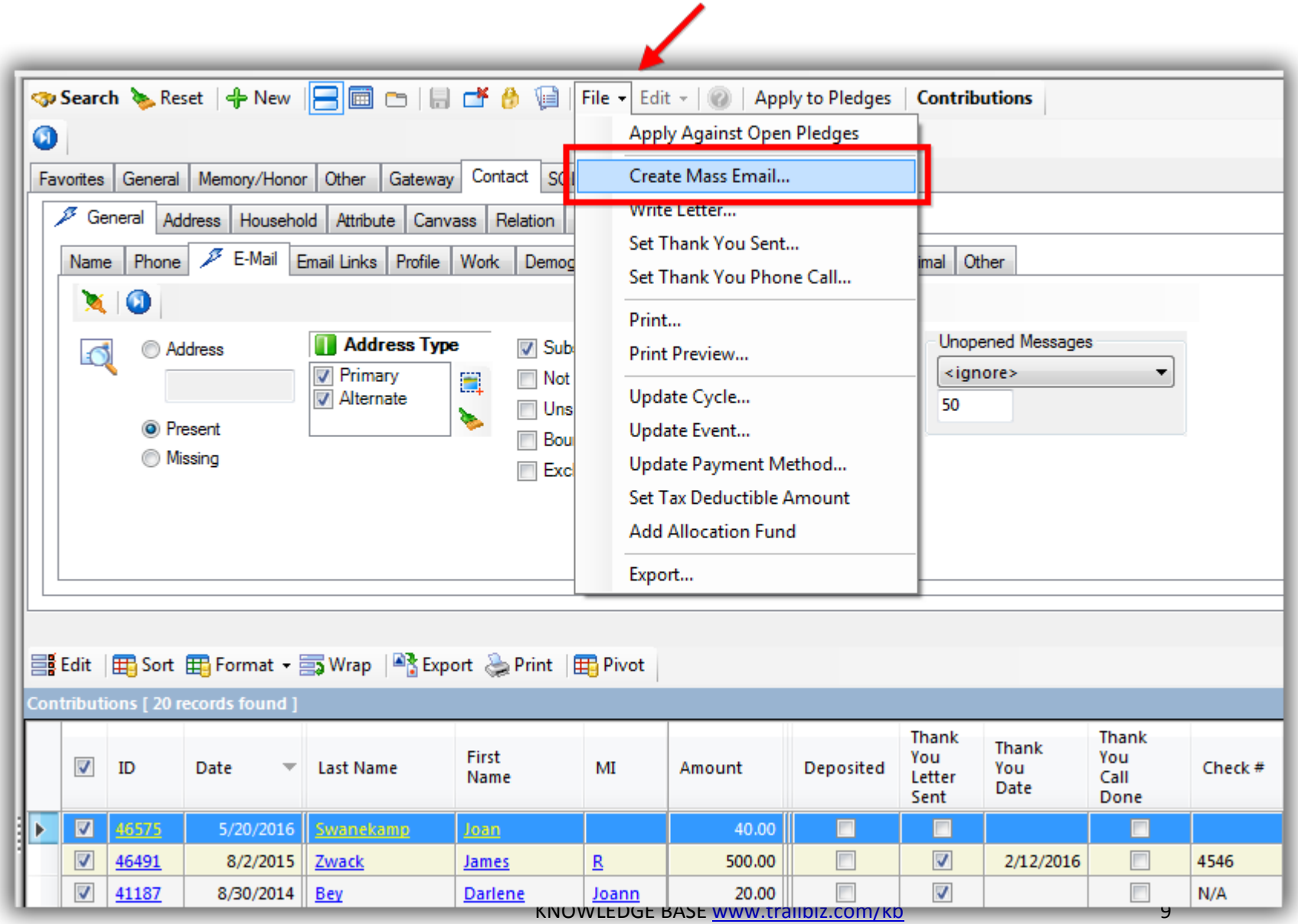

Give the email campaign a **name** and click **[OK]**.

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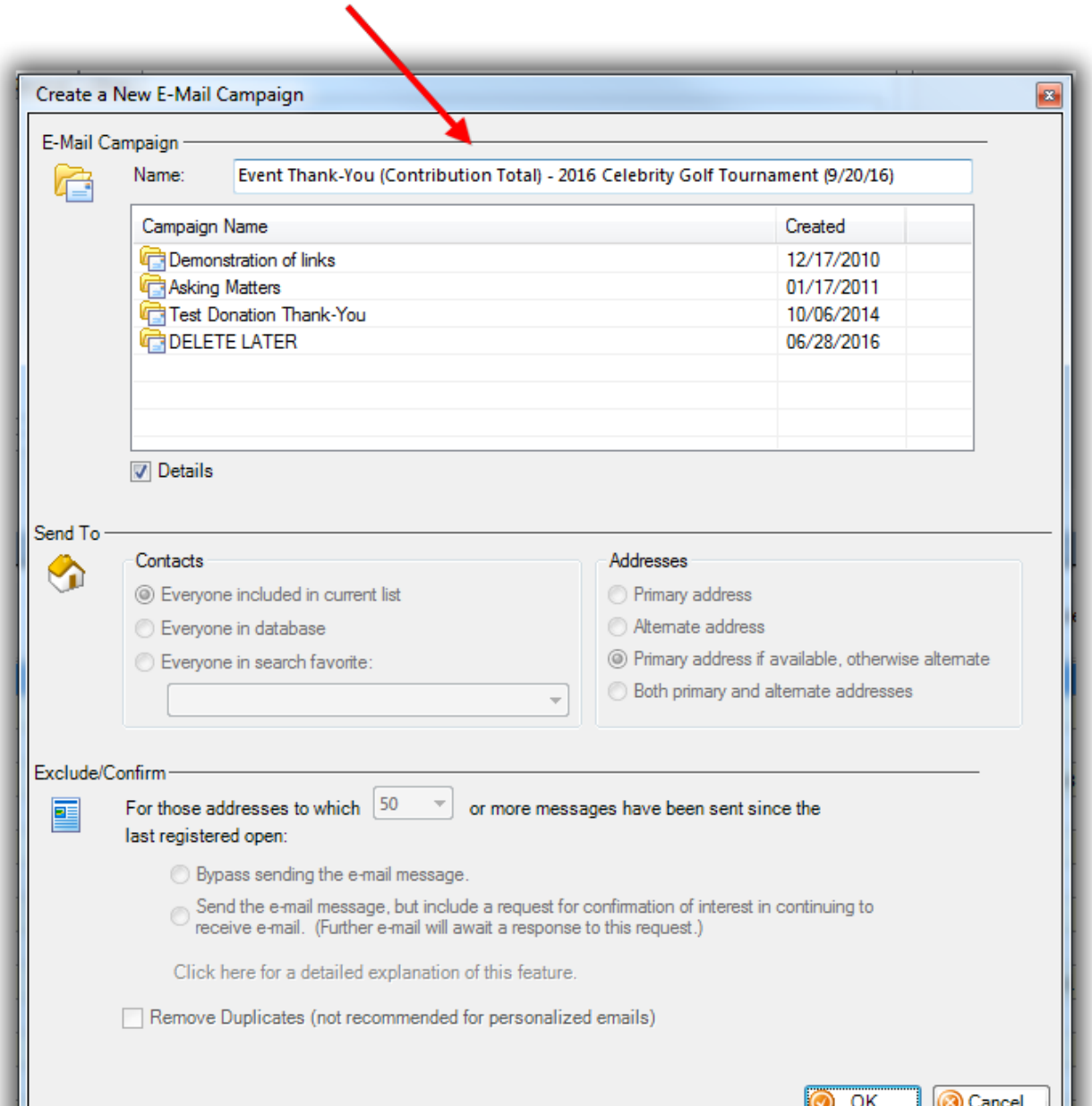
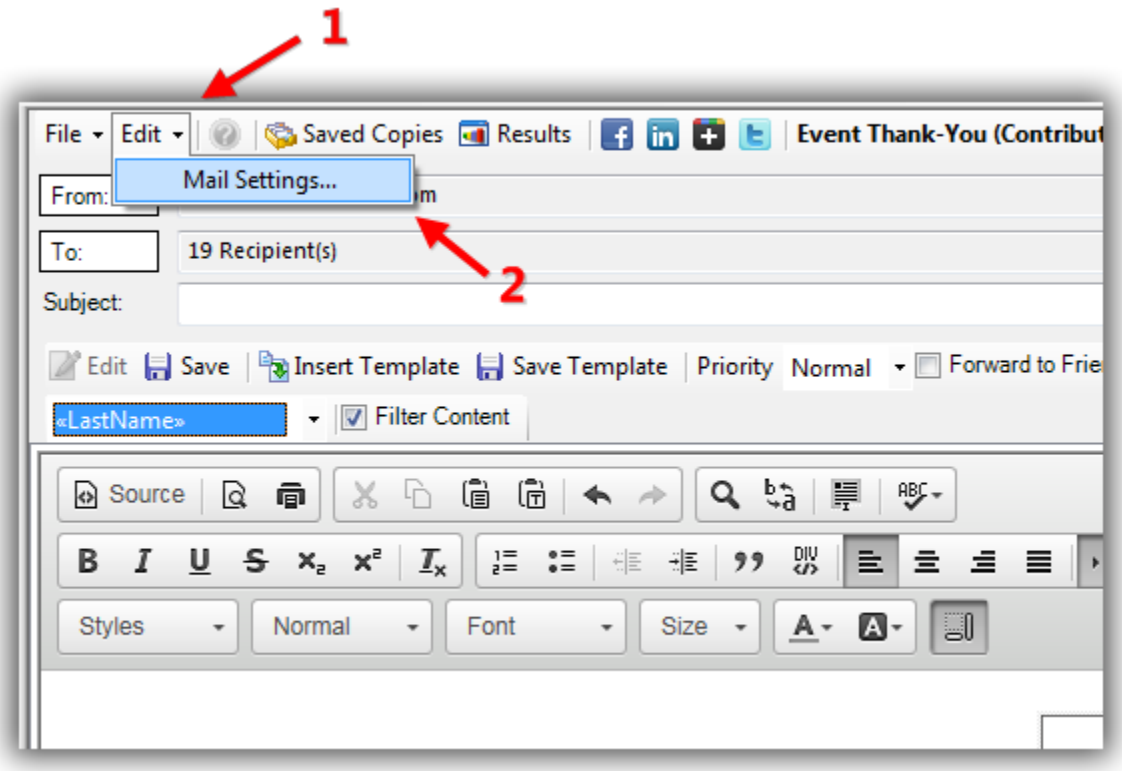
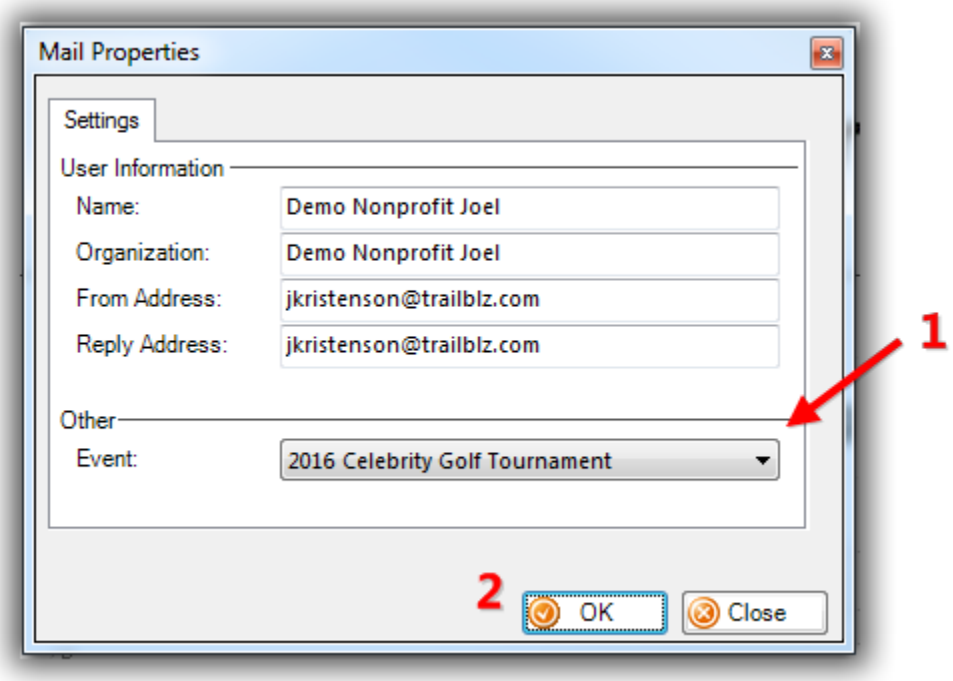
1. Give the email campaign a name.



Click **Edit > Mail Settings…** in the upper-left of the email composer.



Select your **event** you're sending out a receipt for and click **[OK]**.



Create a **Subject Line** and compose your message, my *example* is below. *If you've previously created a template you can insert it, or you could start with one of the built-in 'Standard Trail Blazer Templates'.*

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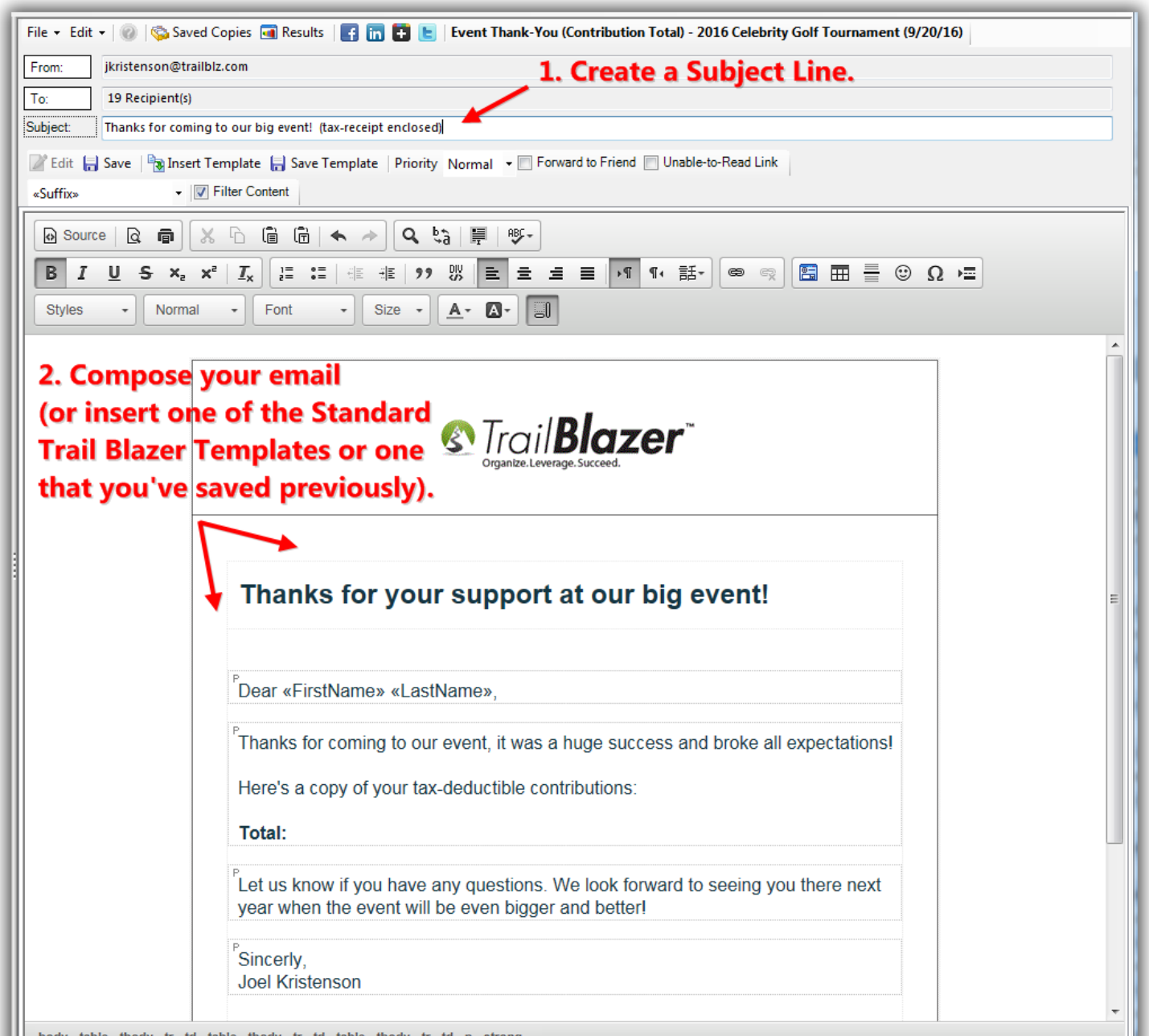

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Put your mouse cursor in the area of the email where you want the **event contribution total** to populate, then select the **merge-field drop-down** and click on the one called **<<EventContributionTotal>>**.

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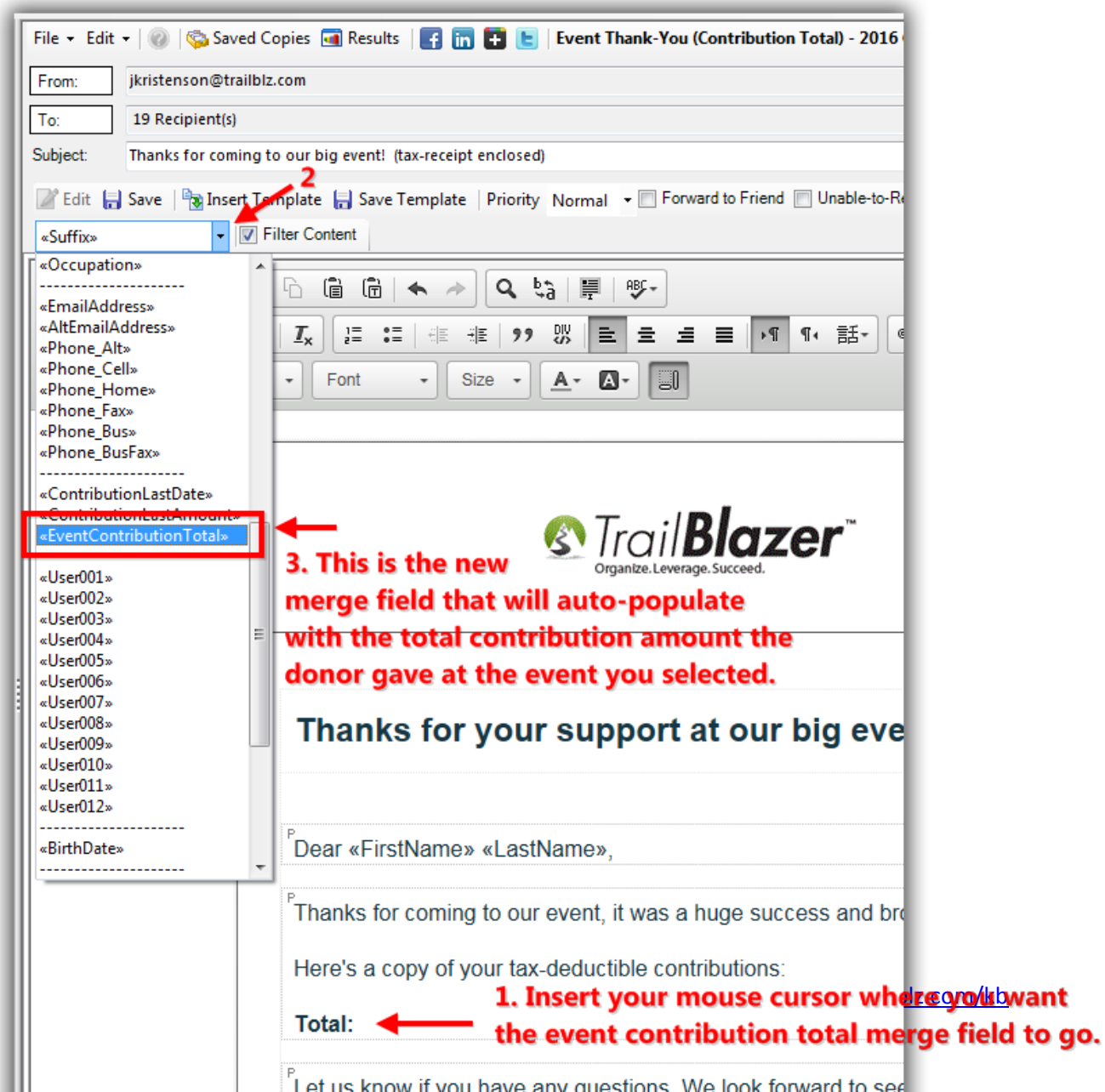

Below is an *example* of what the merge field should look like once it's inserted.

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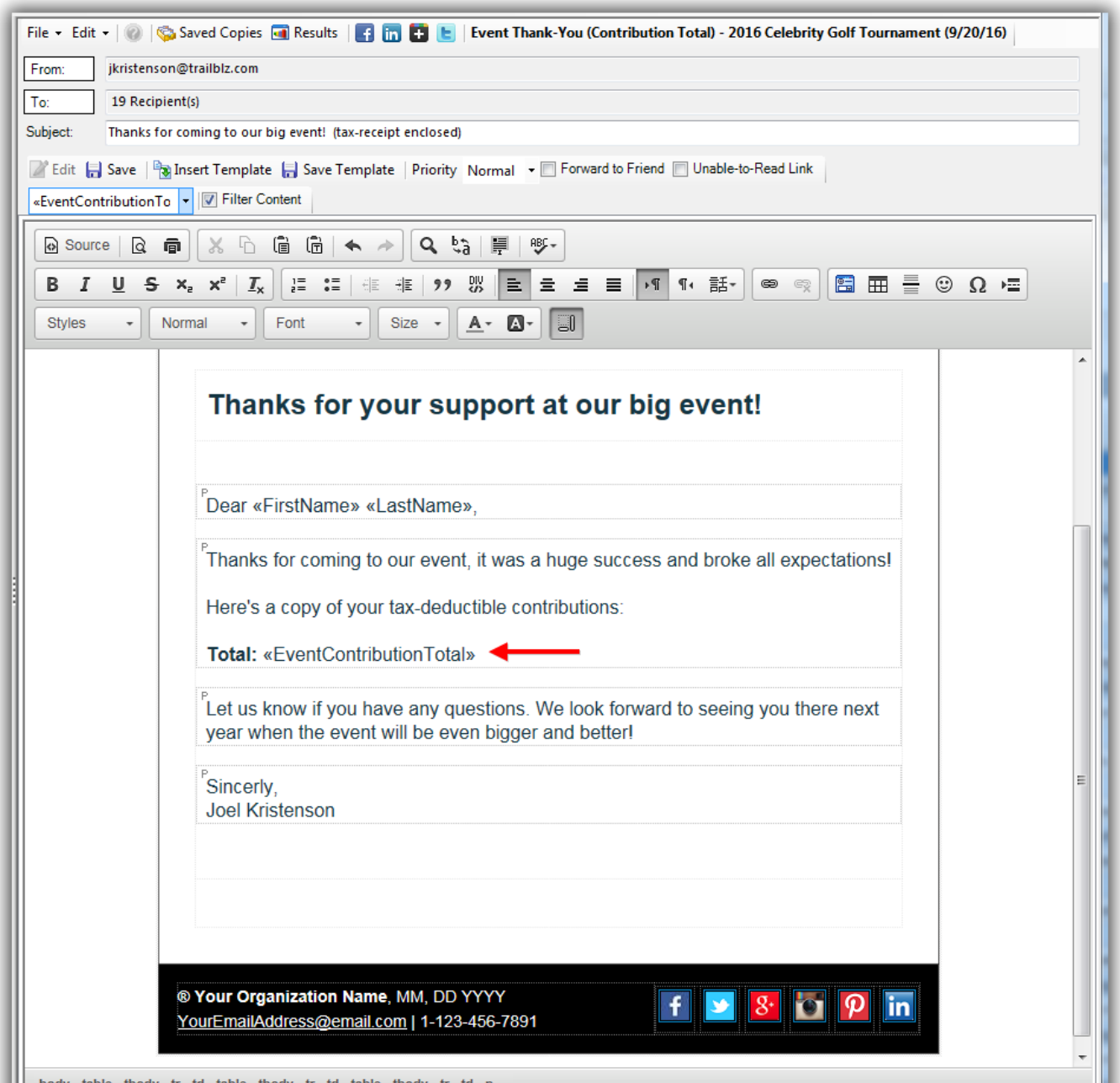

Run a **test** of the email by clicking the **[Test]** button in the bottom-right. *If you need to set up more database users as email testers this article shows how.*

Tip: *It's useful if 'you' are one of the people who gave to the event so that you can verify the total amount populates correctly in your test email prior to sending to everyone in the list (if you're sending to multiple recipients).*

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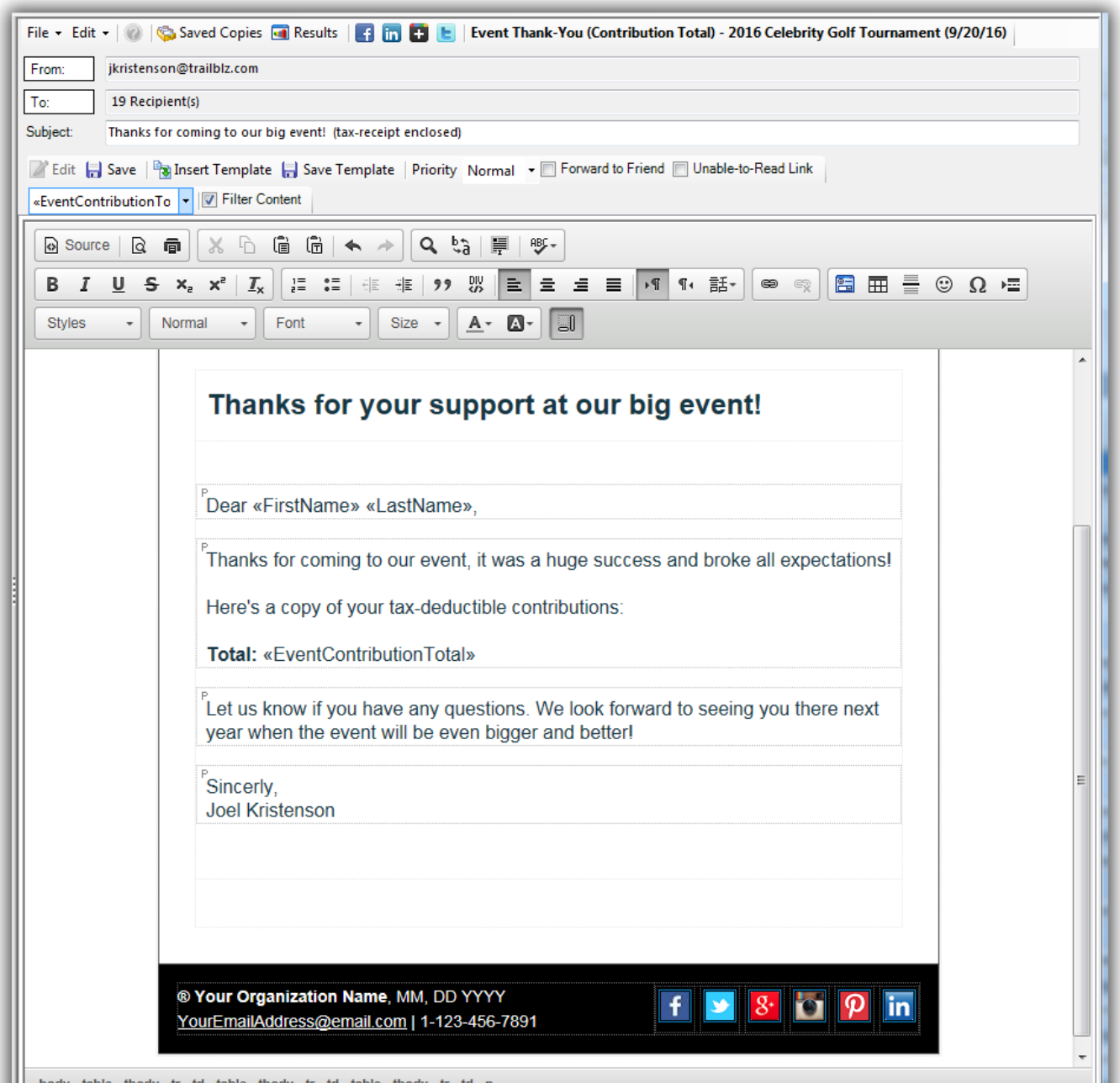
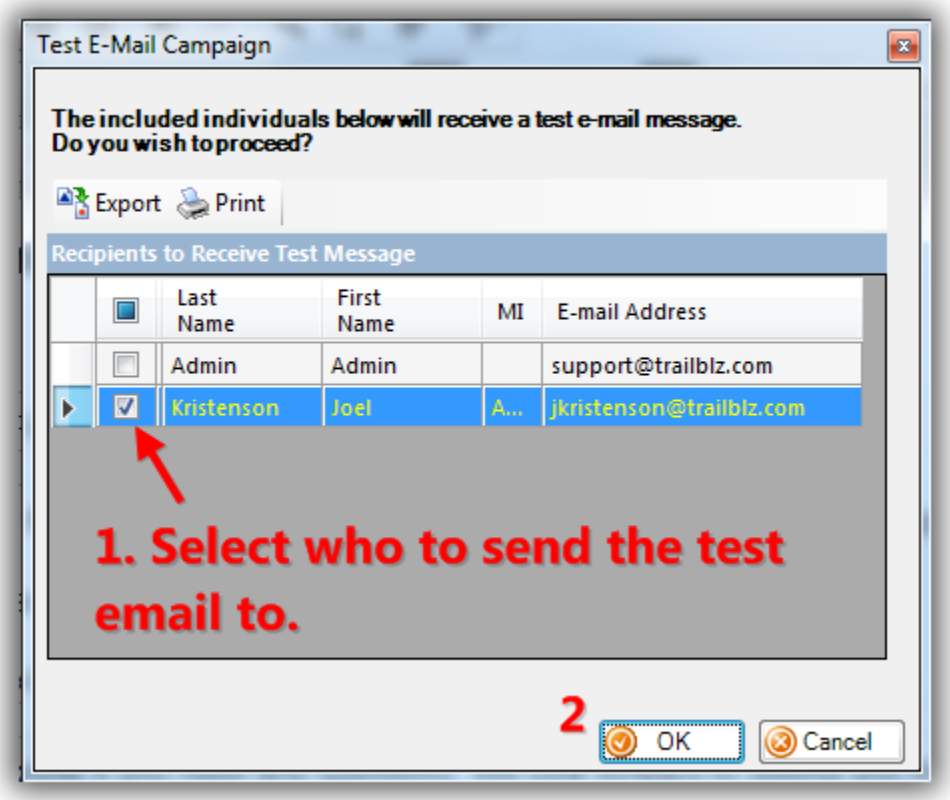
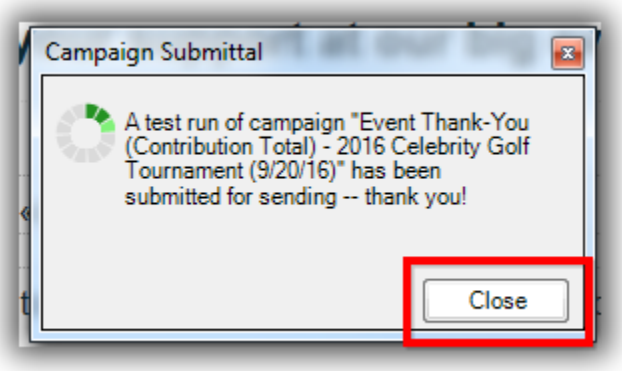


Select who to send the test to and click **[OK]**.



Click **[Close]** after you get the message that your test has been submitted.



Here's what my example looked like:

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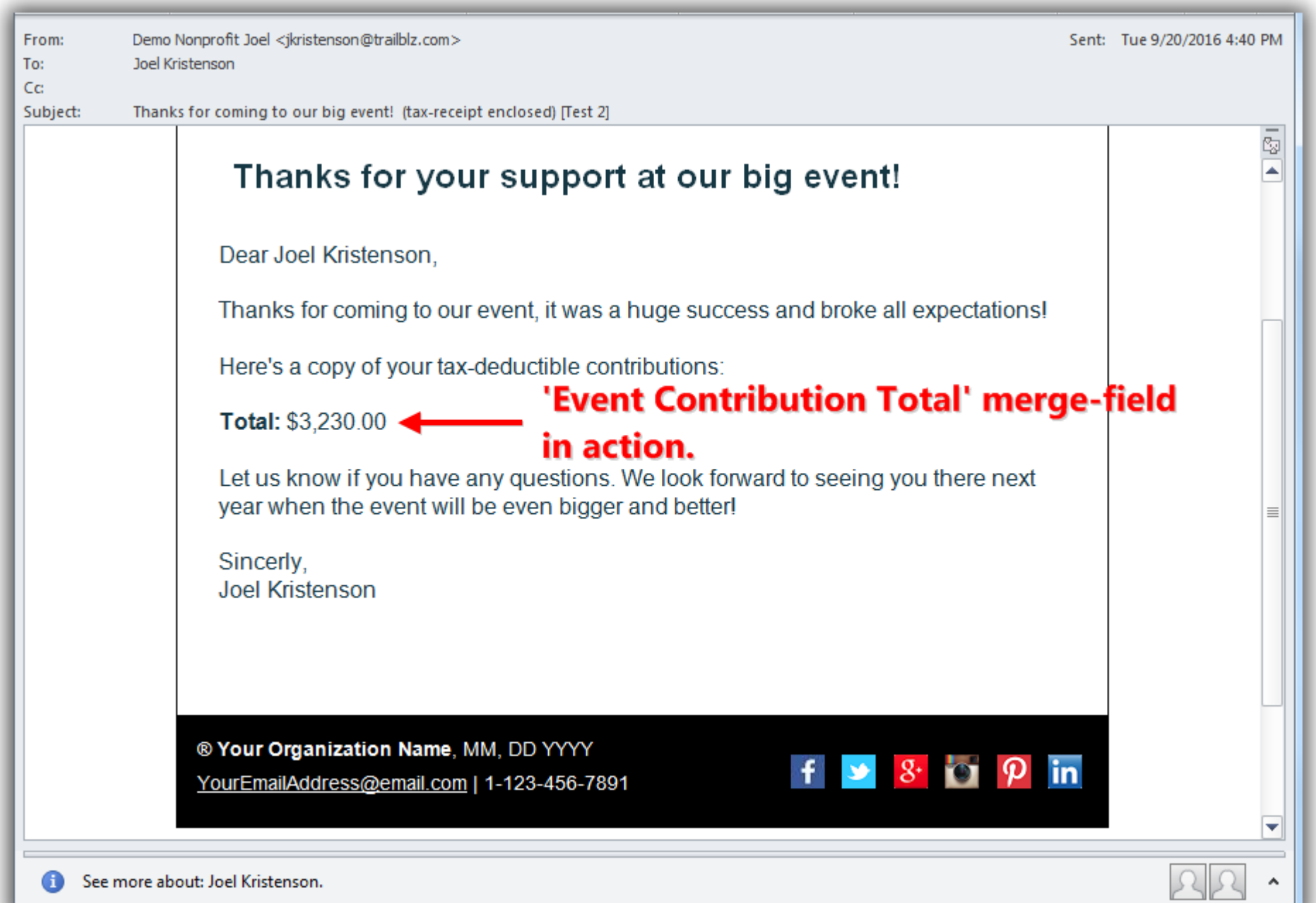

Tip: If you want to verify the amount is populating correctly you can search the **Contributions** list by a **single recipient** who gave to your event. Then verify the total in the database matches what they receive in their email. *My example is below where the total correctly equaled $3,230.00:*

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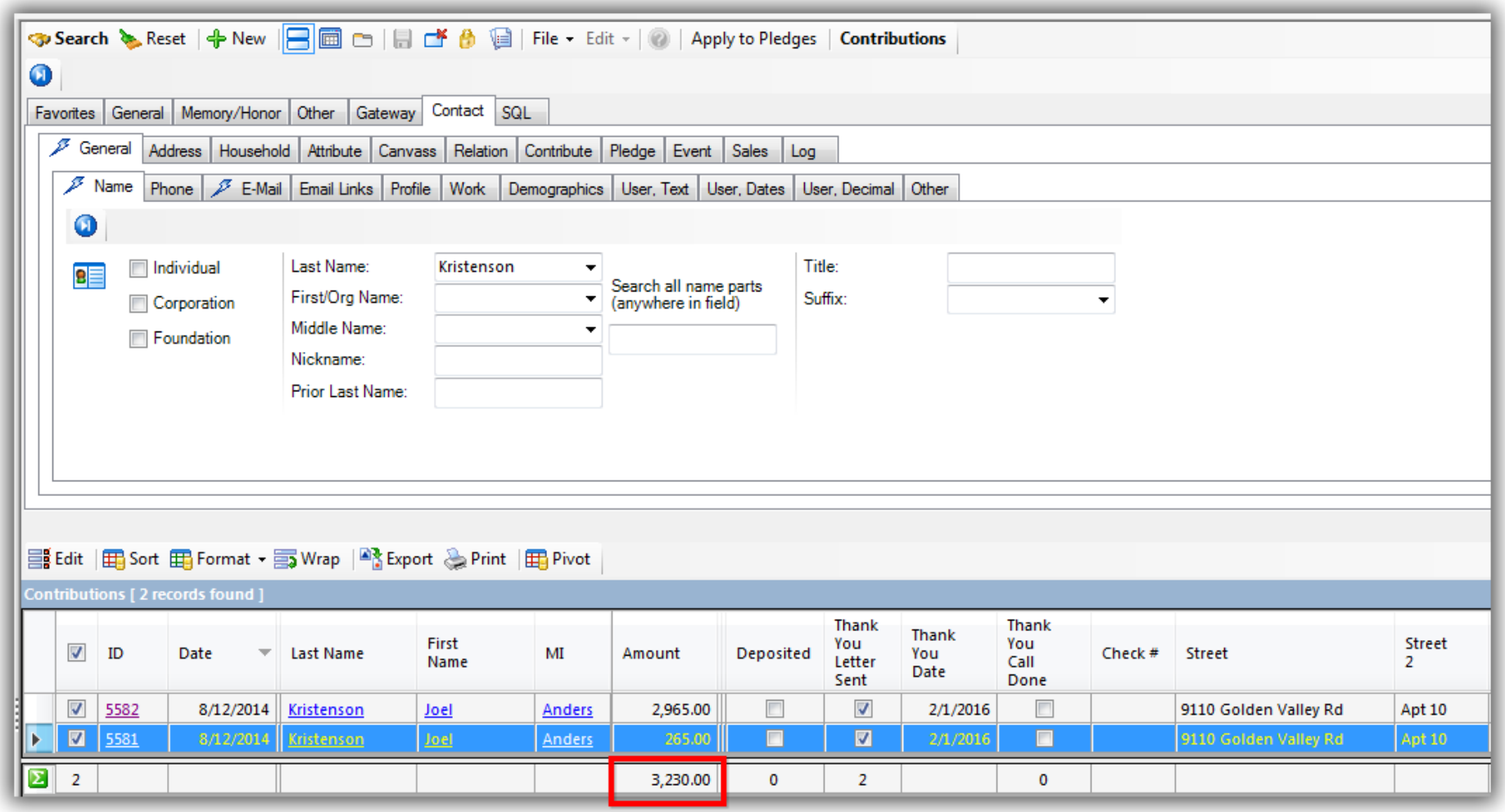

Tip: To verify the merge field is working you can filter the 'Contributions' list to show a single email recipient who gave to the event and the total in this list should match what they receive in the mass email campaign.

Once you're satisfied with the test results you can either **schedule** the campaign to go out in the future or send it right away. To bring up these options you'll start by clicking the **[Send]** button in the bottom-right of the email composer, select your options, and click **[OK]**. *My example is below to schedule the campaign for the 10/1/16.*

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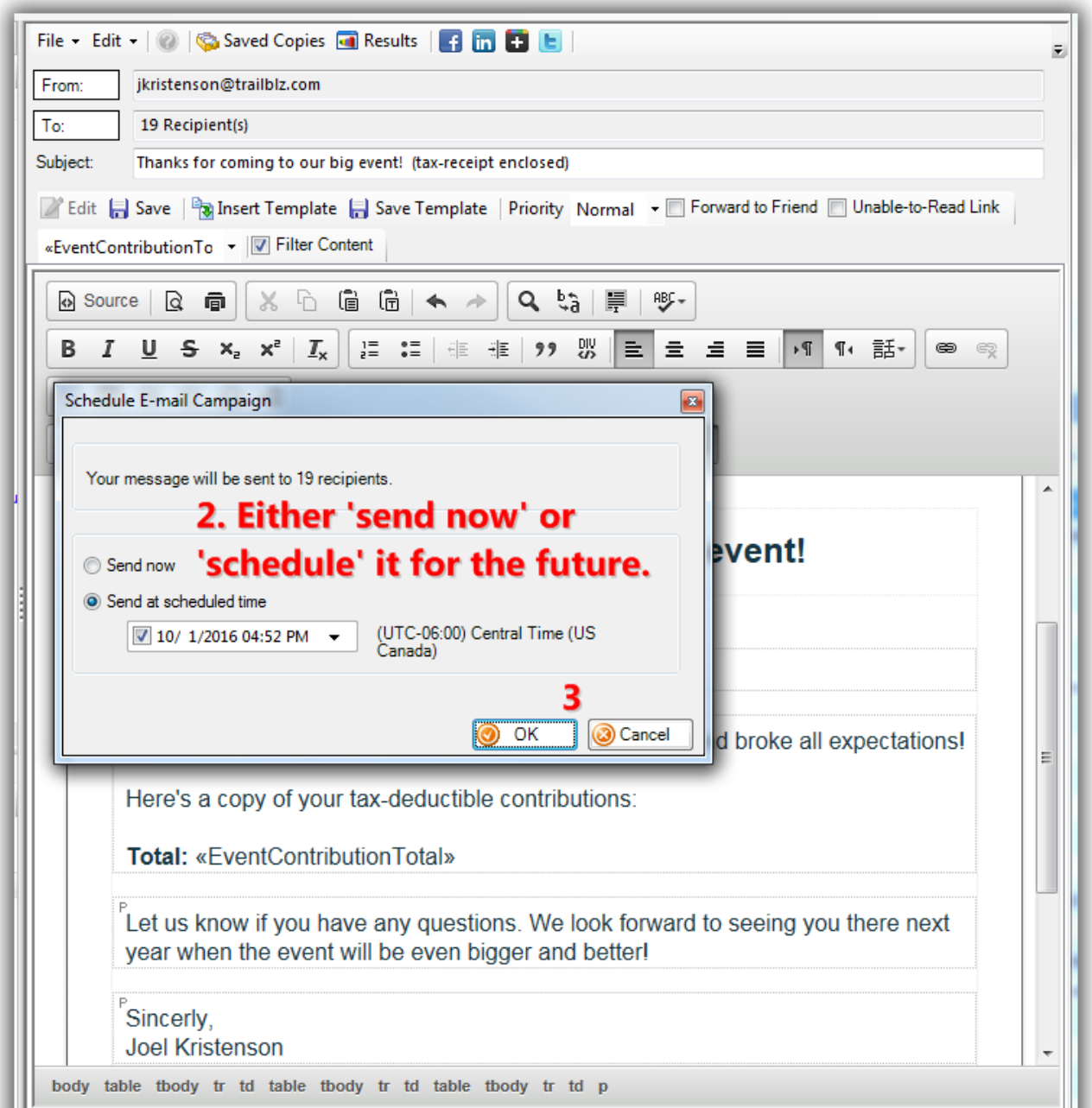

The **related resources** below link to a large variety of articles and videos on the **mass email** and **event** features.

Related Resources

Article: Configuring your From and Reply Email Address Settings
Article: How to Create Custom Email Responders for Specific Events – New 2016 Feature Upgrade
Article: How to Access and Use the Standard Trail Blazer Email Templates as a Starting Point for Template Creation and Mass E-Mail Campaigns
Article: How to Create a Custom Thank-You Auto-Responder Email with Merge Fields for your Online Donation Form
Article: How to Cancel a Mass Email Campaign as it's Going Out & How to Reschedule a Queued Email Campaign
Article: Sending Out Test Emails
Article: Deleting an Email Campaign
Article: How to Create a Hyperlink around a Screenshot of your PDF Newsletter and Hyperlink it 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 Import a Google Web Font into your Trail Blazer Email Template
Article: Sample HTML Email Templates with Inline CSS
Article: Events 2014 – Part I
Article: Events 2014 – Part II
Article: Events 2013 | How to Create an Event with Tickets and Merchandise
Video: Eblasts –Setting people up to receive test (draft) emails
Video: Thank You's using mass email
Video: Scheduled Emails
Video: Eblasts Create and Send Eblasts – Includes Image Management
Video: Eblasts Configure email settings before mass emailing

Video: Donation Auto Responders with Merge Fields
Video: Events 2013
Video: Events – pay for an event online
Video: Events – Remove Person from Event

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- **Phone:** 1-866-909-8700
- **Email:** support@trailblz.com
- **Facebook:** https://www.facebook.com/pages/Trail-Blazer-Software/64872951180
- **Twitter:** https://twitter.com/trailblazersoft

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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.*

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