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**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>>.

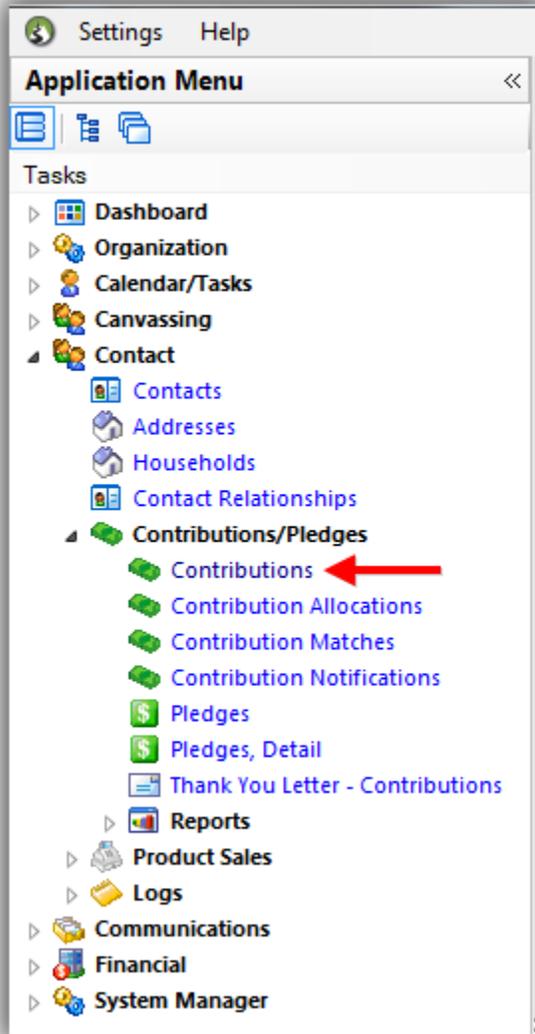
*This was a request a customer had in 2016. If you have a request for a feature that doesn't exist you can drop us a line through the **Start Page Comment Box** when you first log into the program.*

 **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](#).*

# 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



## 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

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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.*

# 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

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Search Reset + New [Icons] File Edit Apply to Pledges Contributions

Favorites General Memory/Honor Other Gateway Contact SQL

Date Range: <custom, according to dates below> Products: <ignore>  
 Cycle: <ignore> Recurrence: <ignore>  
 Event: 2016 Celebrity Golf Tournament Deductibility: <ignore>  
 Amount Range: minimum to maximum Alloc. Fund: <ignore>  
 Batch Code:

1

Edit Sort Format Wrap Export Print Pivot

Contributions [ 136 records found ]

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	Bev	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

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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).*

# 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

5

1

2

3

4

**Results**

Contributions [ 20 records found ]

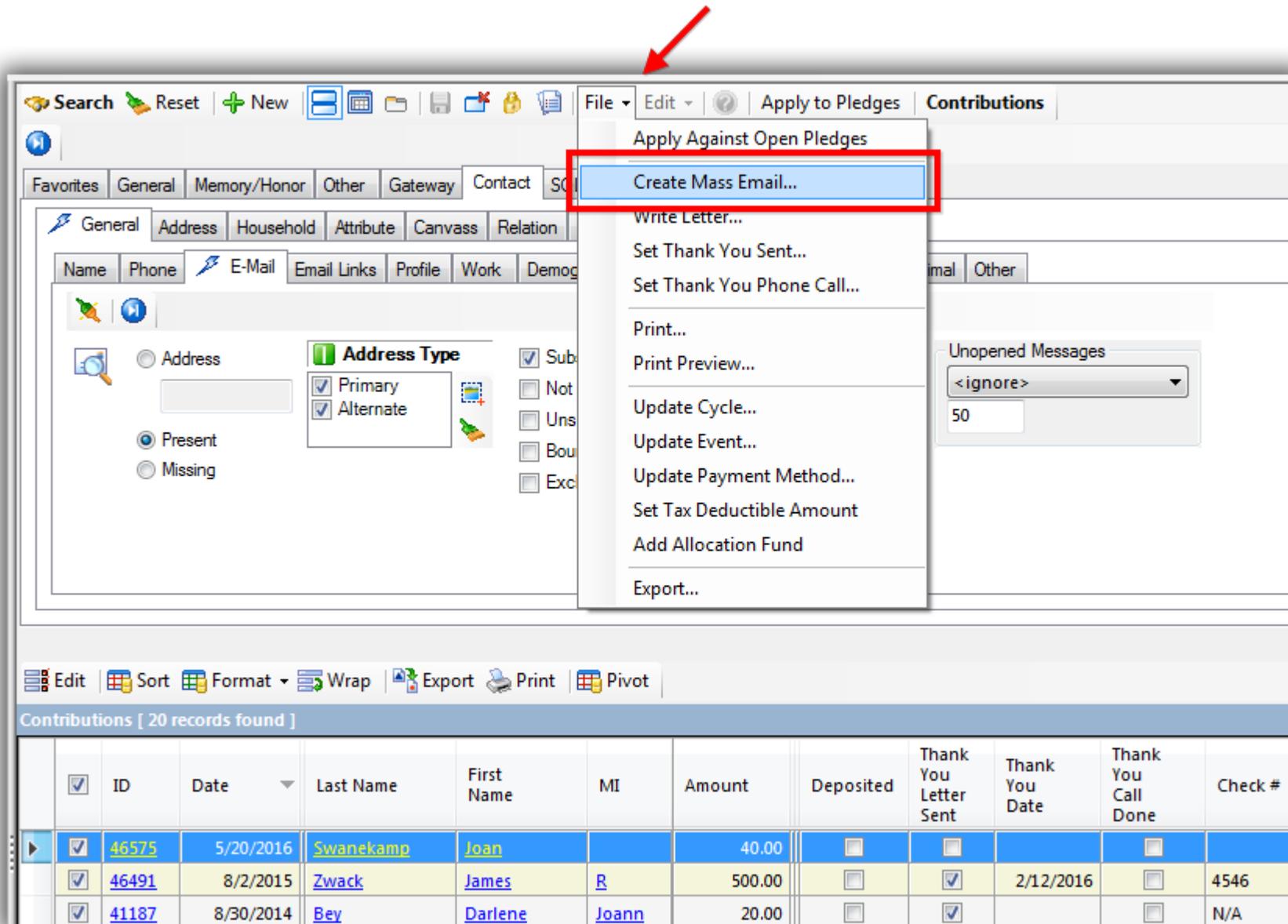
ID	Date	Last Name	First Name	MI	Amount	Deposited	Thank You Letter Sent	Thank You Date	Thank You Call Done	Check #	Street
46575	5/20/2016	Swanekamp	Joan		40.00						7255 County Rd 5 NW
46491	8/2/2015	Zwack	James	R	500.00		✓	2/12/2016		4546	5419 50th Ave N
41187	8/30/2014	Bey	Darlene	Joann	20.00		✓			N/A	5923 34th Ave N
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
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	Naquin	Kimberly		10.00		✓			N/A	222 Southfield
38580	1/14/2014	Howard	Marilyn	B	10.00		✓			N/A	807 4th Ave SE

## 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

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Select **File > Create Mass Email...**

## 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



The screenshot shows the TrailBlazer software interface. The 'File' menu is open, and 'Create Mass Email...' is highlighted with a red box. A red arrow points to the 'File' menu. Below the menu is a table of contributions.

ID	Date	Last Name	First Name	MI	Amount	Deposited	Thank You Letter Sent	Thank You Date	Thank You Call Done	Check #
46575	5/20/2016	Swanekamp	Joan		40.00	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	
46491	8/2/2015	Zwack	James	R	500.00	<input type="checkbox"/>	<input checked="" type="checkbox"/>	2/12/2016	<input type="checkbox"/>	4546
41187	8/30/2014	Bey	Darlene	Joann	20.00	<input type="checkbox"/>	<input checked="" type="checkbox"/>		<input type="checkbox"/>	N/A

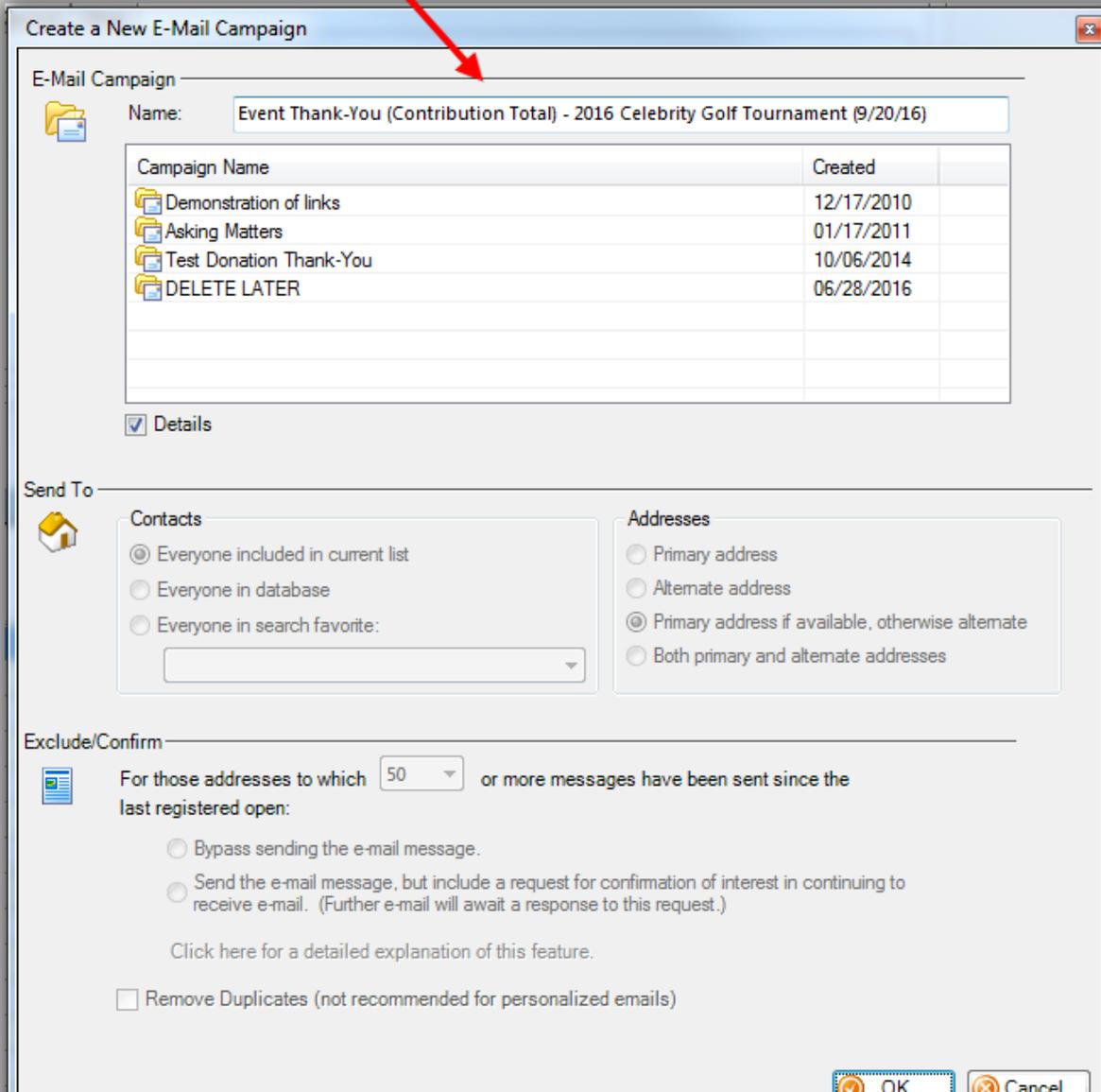
## How to Use the <<EventContributionTotal>> Merge Field in Mass Email to Thank Attendees for the \*Total\* Amount they Gave at a Specific Event – 2016 Upgrade

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

# 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

## 1. Give the email campaign a name.



Create a New E-Mail Campaign

E-Mail Campaign

Name:

Campaign Name	Created
Demonstration of links	12/17/2010
Asking Matters	01/17/2011
Test Donation Thank-You	10/06/2014
DELETE LATER	06/28/2016

Details

Send To

Contacts

Everyone included in current list

Everyone in database

Everyone in search favorite:

Addresses

Primary address

Alternate address

Primary address if available, otherwise alternate

Both primary and alternate addresses

Exclude/Confirm

For those addresses to which  or more messages have been sent since the last registered open:

Bypass sending the e-mail message.

Send the e-mail message, but include a request for confirmation of interest in continuing to receive e-mail. (Further e-mail will await a response to this request.)

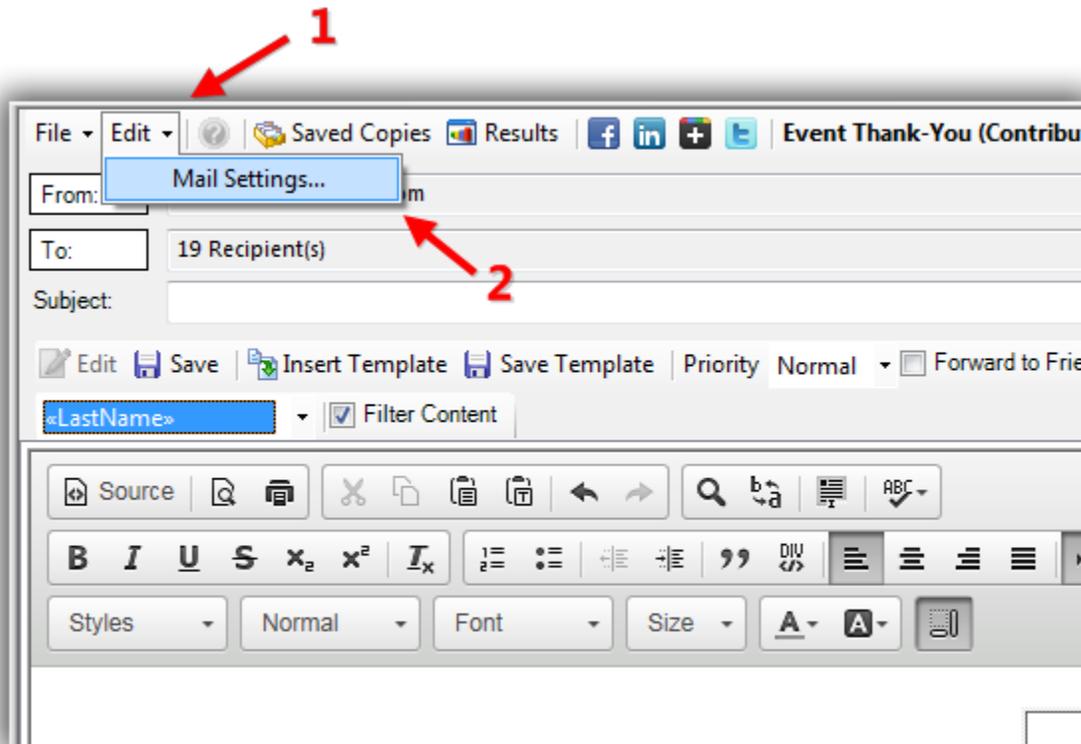
[Click here for a detailed explanation of this feature.](#)

Remove Duplicates (not recommended for personalized emails)

OK Cancel

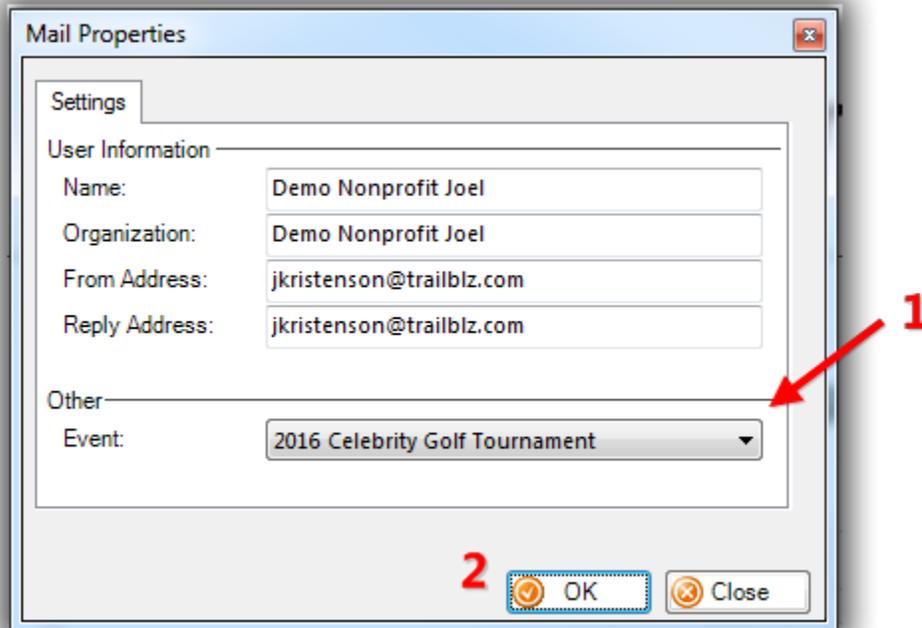
## How to Use the <<EventContributionTotal>> Merge Field in Mass Email to Thank Attendees for the \*Total\* Amount they Gave at a Specific Event – 2016 Upgrade

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



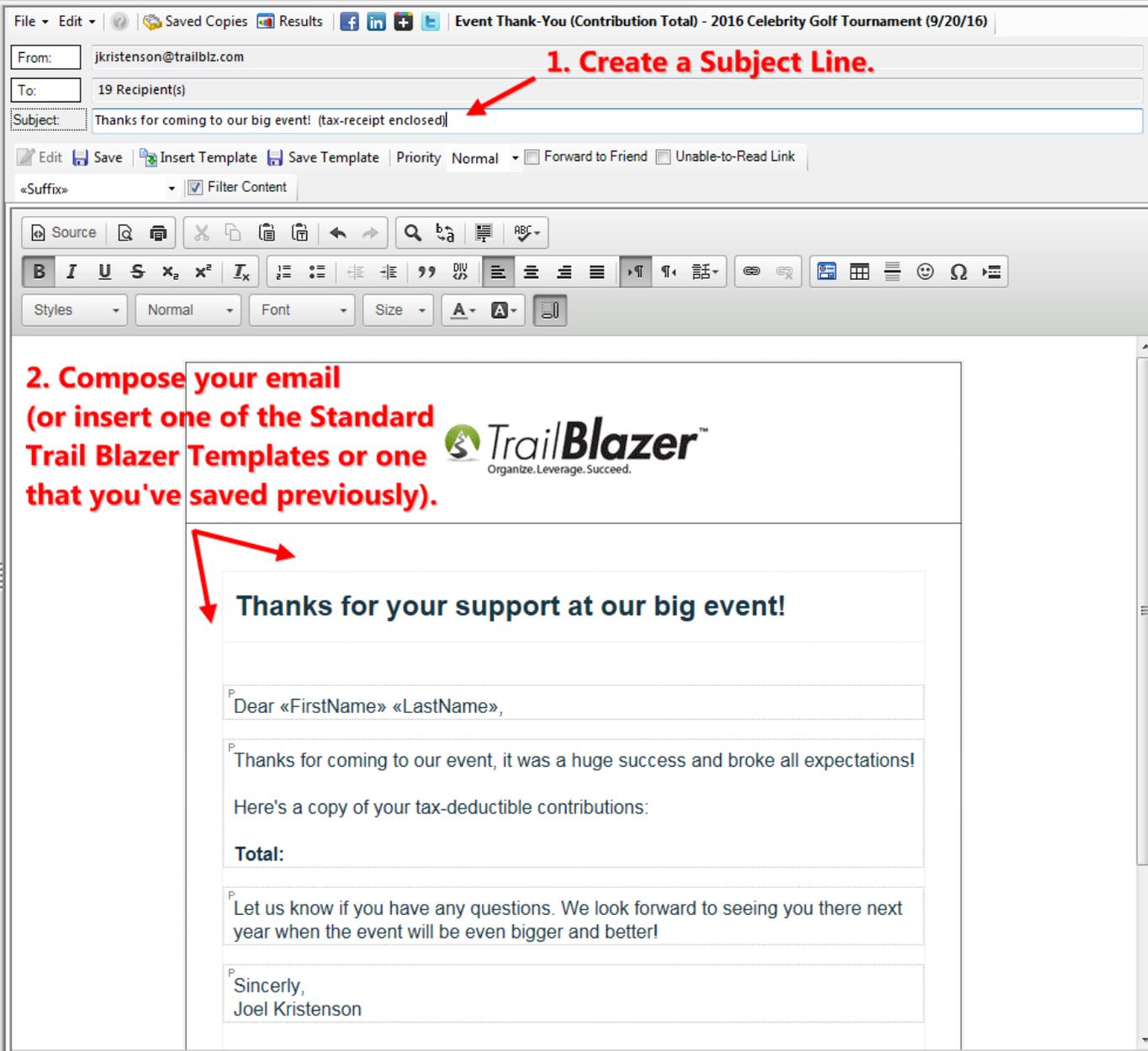
Select your **event** you're sending out a receipt for and click **[OK]**.

## 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



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](#).*

# 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



**1. Create a Subject Line.**

From: jkristenson@trailblz.com  
To: 19 Recipient(s)  
Subject: Thanks for coming to our big event! (tax-receipt enclosed)

2. Compose your email (or insert one of the Standard Trail Blazer Templates or one that you've saved previously).

 Organize. Leverage. Succeed.

**Thanks for your support at our big event!**

Dear «FirstName» «LastName»,

Thanks for coming to our event, it was a huge success and broke all expectations!

Here's a copy of your tax-deductible contributions:

**Total:**

Let us know if you have any questions. We look forward to seeing you there next year when the event will be even bigger and better!

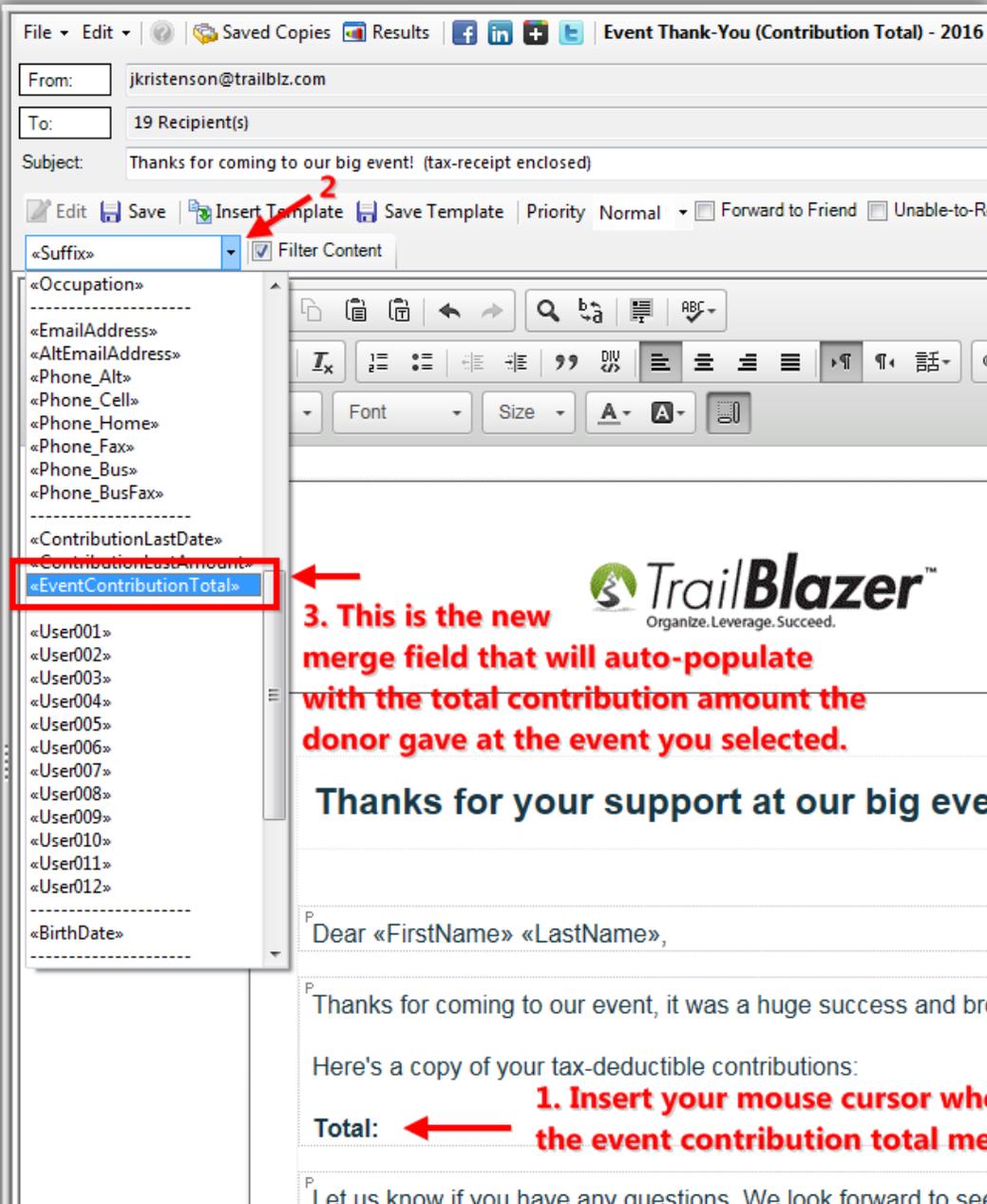
Sincerely,  
Joel Kristenson

## 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

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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**>>.

# 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



File Edit Saved Copies Results f in + t Event Thank-You (Contribution Total) - 2016

From: jkristenson@trailblz.com

To: 19 Recipient(s)

Subject: Thanks for coming to our big event! (tax-receipt enclosed)

Edit Save Insert Template Save Template Priority Normal Forward to Friend Unable-to-R

«Suffix» Filter Content

«Occupation»

«EmailAddress»

«AltEmailAddress»

«Phone\_Alt»

«Phone\_Cell»

«Phone\_Home»

«Phone\_Fax»

«Phone\_Bus»

«Phone\_BusFax»

«ContributionLastDate»

«ContributionLastAmount»

**«EventContributionTotal»**

«User001»

«User002»

«User003»

«User004»

«User005»

«User006»

«User007»

«User008»

«User009»

«User010»

«User011»

«User012»

«BirthDate»

 **TrailBlazer™**  
Organize. Leverage. Succeed.

**3. This is the new merge field that will auto-populate with the total contribution amount the donor gave at the event you selected.**

Thanks for your support at our big eve

P Dear «FirstName» «LastName»,

P Thanks for coming to our event, it was a huge success and bro

Here's a copy of your tax-deductible contributions:

**Total:**

**1. Insert your mouse cursor where you want the event contribution total merge field to go.**

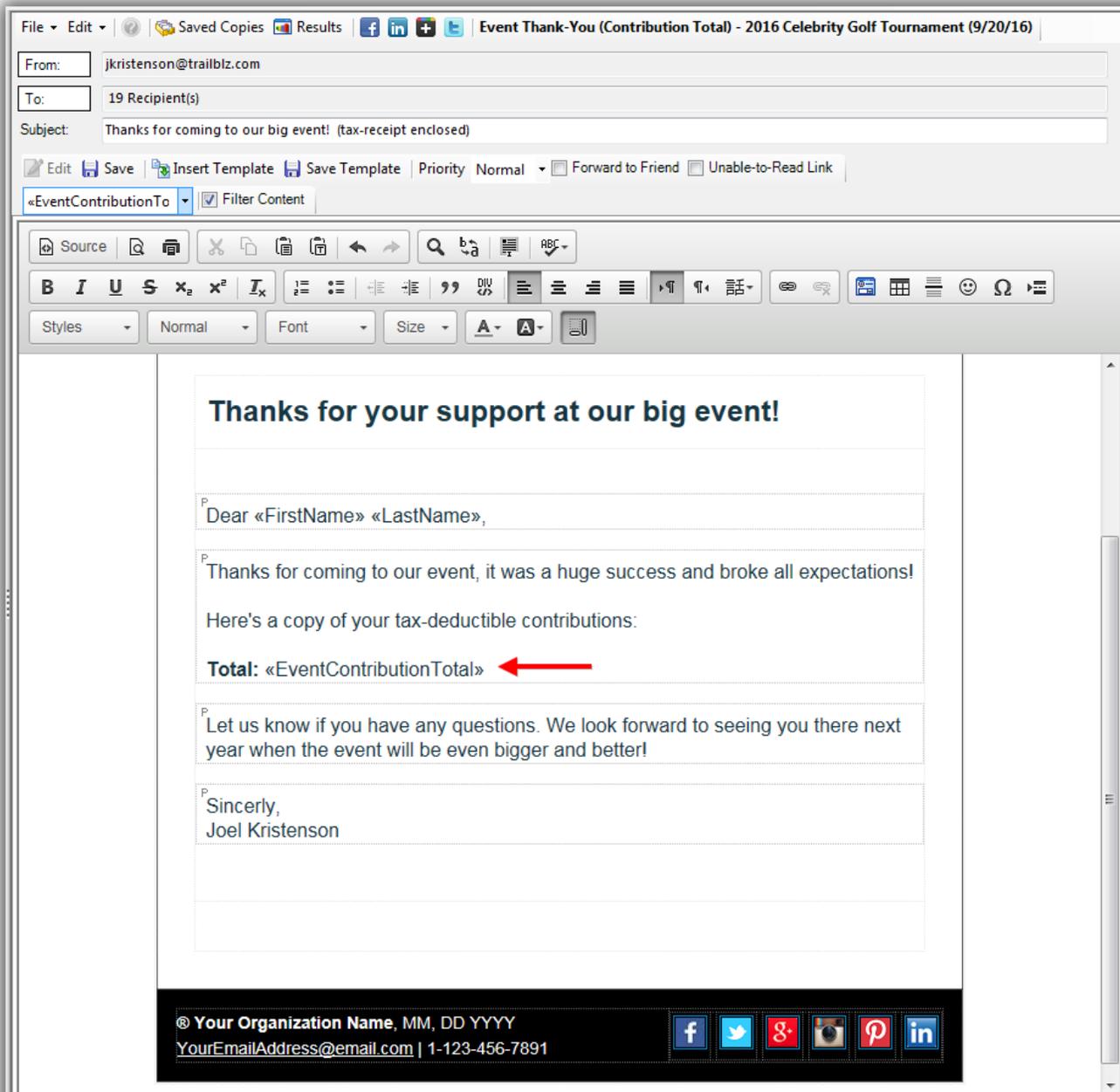
P Let us know if you have any questions. We look forward to see

## 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

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

# 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



File Edit Saved Copies Results Facebook LinkedIn Plus Twitter Event Thank-You (Contribution Total) - 2016 Celebrity Golf Tournament (9/20/16)

From: jkristenson@trailblz.com

To: 19 Recipient(s)

Subject: Thanks for coming to our big event! (tax-receipt enclosed)

Edit Save Insert Template Save Template Priority Normal Forward to Friend Unable-to-Read Link

<<EventContributionTo>> Filter Content

Source Copy Paste Undo Redo Find Bold Italic Underline Strikethrough Text Color Background Color Bulleted List Numbered List Indent Outdent Quote Unquote Link Unlink Table Table of Contents Smiley Face Insert Image

Styles Normal Font Size A A

**Thanks for your support at our big event!**

Dear «FirstName» «LastName»,

Thanks for coming to our event, it was a huge success and broke all expectations!

Here's a copy of your tax-deductible contributions:

**Total: «EventContributionTotal»** ←

Let us know if you have any questions. We look forward to seeing you there next year when the event will be even bigger and better!

Sincerely,  
Joel Kristenson

© Your Organization Name, MM, DD YYYY  
YourEmailAddress@email.com | 1-123-456-7891

Facebook Twitter Google+ Instagram Pinterest LinkedIn

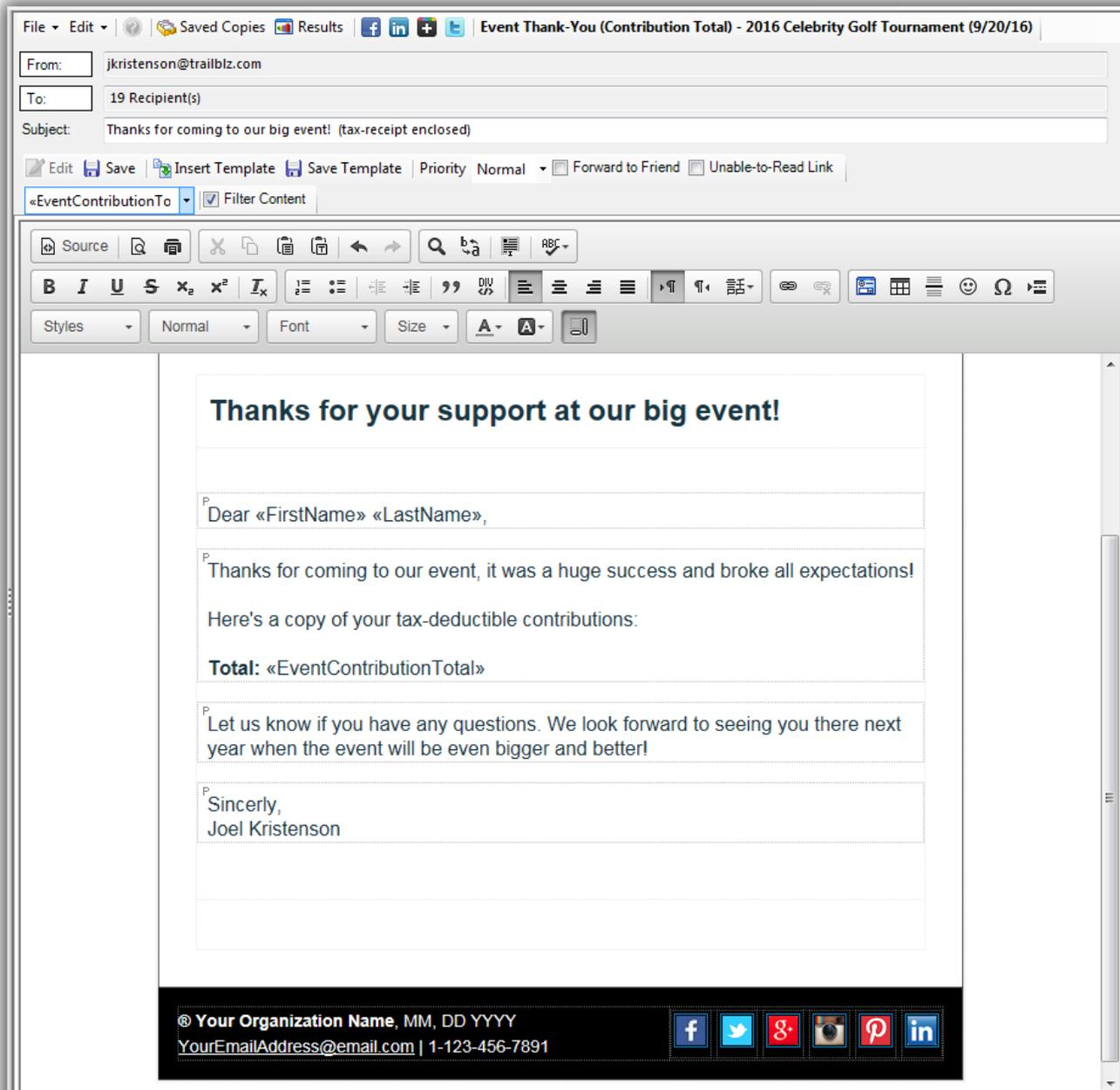
## How to Use the <<EventContributionTotal>> Merge Field in Mass Email to Thank Attendees for the \*Total\* Amount they Gave at a Specific Event – 2016 Upgrade

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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).*

# 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



The screenshot shows an email client window titled "Event Thank-You (Contribution Total) - 2016 Celebrity Golf Tournament (9/20/16)". The email header includes:

- From: jkristenson@trailblz.com
- To: 19 Recipient(s)
- Subject: Thanks for coming to our big event! (tax-receipt enclosed)

The email body contains the following text:

**Thanks for your support at our big event!**

Dear «FirstName» «LastName»,

Thanks for coming to our event, it was a huge success and broke all expectations!

Here's a copy of your tax-deductible contributions:

**Total:** «EventContributionTotal»

Let us know if you have any questions. We look forward to seeing you there next year when the event will be even bigger and better!

Sincerely,  
Joel Kristenson

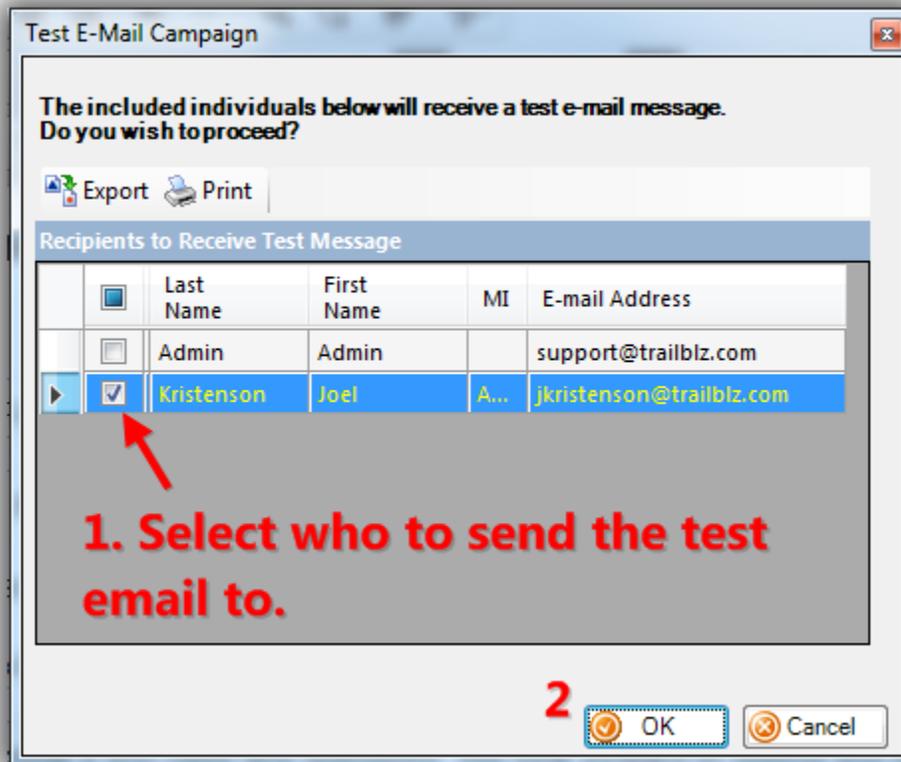
At the bottom of the email, there is a footer with the following information:

© Your Organization Name, MM, DD YYYY  
YourEmailAddress@email.com | 1-123-456-7891

Social media icons for Facebook, Twitter, Google+, Instagram, Pinterest, and LinkedIn are also present in the footer.

## 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

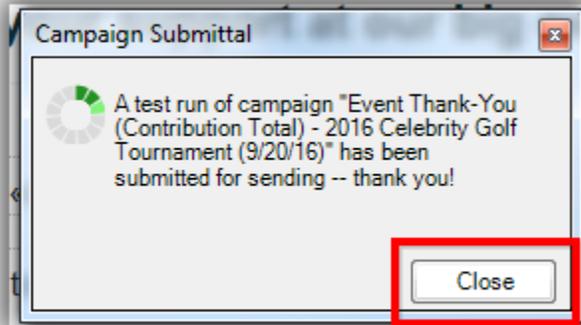
Select who to send the test to and click [OK].



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

## 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

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Here's what my example looked like:

# 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

From: Demo Nonprofit Joel <jkristenson@trailblz.com> Sent: Tue 9/20/2016 4:40 PM  
To: Joel Kristenson  
Cc:  
Subject: Thanks for coming to our big event! (tax-receipt enclosed) [Test 2]

**Thanks for your support at our big event!**

Dear Joel Kristenson,

Thanks for coming to our event, it was a huge success and broke all expectations!

Here's a copy of your tax-deductible contributions:

**Total: \$3,230.00** ← **'Event Contribution Total' merge-field in action.**

Let us know if you have any questions. We look forward to seeing you there next year when the event will be even bigger and better!

Sincerely,  
Joel Kristenson

© Your Organization Name, MM, DD YYYY  
YourEmailAddress@email.com | 1-123-456-7891

 See more about: Joel Kristenson. 

## 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

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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:*

## 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

Search Reset + New [Icons] File Edit Apply to Pledges Contributions

Favorites General Memory/Honor Other Gateway Contact SQL

General Address Household Attribute Canvass Relation Contribute Pledge Event Sales Log

Name Phone E-Mail Email Links Profile Work Demographics User, Text User, Dates User, Decimal Other

Individual Last Name: Kristenson Title:   
 Corporation First/Org Name: Search all name parts (anywhere in field) Suffix:   
 Foundation Middle Name:   
 Nickname:   
 Prior Last Name:

Edit Sort Format Wrap Export Print Pivot

Contributions [ 2 records found ]

<input checked="" type="checkbox"/>	ID	Date	Last Name	First Name	MI	Amount	Deposited	Thank You Letter Sent	Thank You Date	Thank You Call Done	Check #	Street	Street 2
<input checked="" type="checkbox"/>	5582	8/12/2014	Kristenson	Joel	Anders	2,965.00	<input type="checkbox"/>	<input checked="" type="checkbox"/>	2/1/2016	<input type="checkbox"/>		9110 Golden Valley Rd	Apt 10
<input checked="" type="checkbox"/>	5581	8/12/2014	Kristenson	Joel	Anders	265.00	<input type="checkbox"/>	<input checked="" type="checkbox"/>	2/1/2016	<input type="checkbox"/>		9110 Golden Valley Rd	Apt 10
<input checked="" type="checkbox"/>	2					3,230.00	0	2		0			

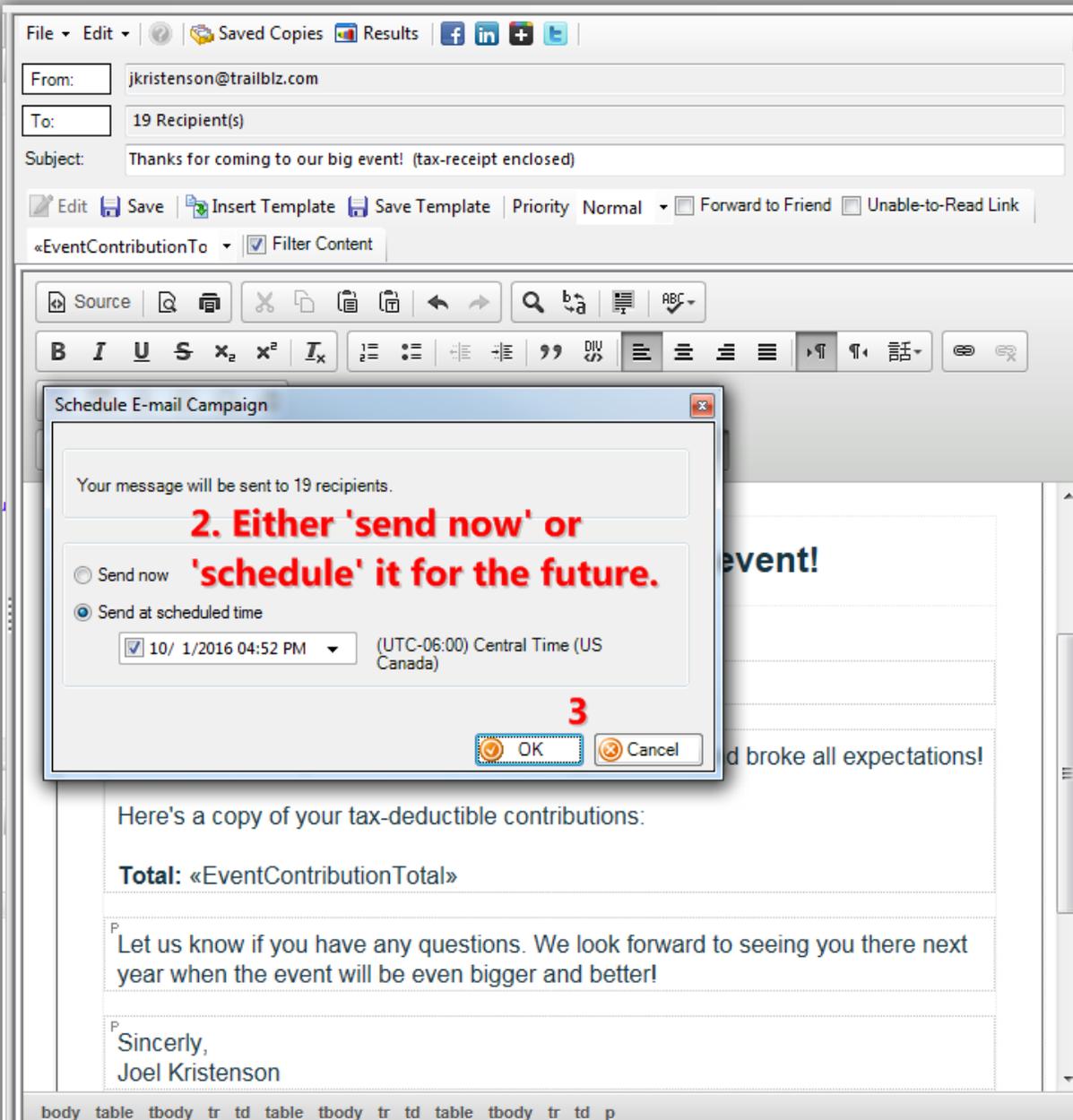
**Tip: To verify the merge field is working you can filter the 'Contributions' list to show a single email recipient who gave to the event and the total in this list should match what they receive in the mass email campaign.**

## 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

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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.*

## 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



File Edit Saved Copies Results [social icons]

From: jkristenson@trailblz.com

To: 19 Recipient(s)

Subject: Thanks for coming to our big event! (tax-receipt enclosed)

Edit Save Insert Template Save Template Priority Normal Forward to Friend Unable-to-Read Link

<<EventContributionTo >> Filter Content

Source [icons]

**B I U S x<sub>2</sub> x<sup>2</sup> I<sub>x</sub>** [list icons]

Schedule E-mail Campaign

Your message will be sent to 19 recipients.

**2. Either 'send now' or 'schedule' it for the future.**

Send now

Send at scheduled time

10/ 1/2016 04:52 PM (UTC-06:00) Central Time (US Canada)

**3**

OK Cancel

event!

d broke all expectations!

Here's a copy of your tax-deductible contributions:

**Total:** <<EventContributionTotal>>

P Let us know if you have any questions. We look forward to seeing you there next year when the event will be even bigger and better!

P Sincerely,  
Joel Kristenson

body table tbody tr td table tbody tr td table tbody tr td p

## 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

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



**Trail Blazer™**

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

## 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](#)

## 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

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

**Video:** [Events 2013](#)

**Video:** [Events – pay for an event online](#)

**Video:** [Events – Remove Person from Event](#)

### Trail Blazer Live Support

☎ **Phone:** 1-866-909-8700

✉ **Email:** [support@trailblz.com](mailto:support@trailblz.com)

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

t **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.*

## 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

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