

## **Rules**

Allow you to target very specific groups of people when sending out email blasts. Rules are built based on criteria from the user's profile.

### ***View Rule Sets Tab***

Allows you to view all of the rules that have been created.

#### *Creating a Rule*

1. Click on New at the top.
2. Enter the name of the rule, i.e. Newsletter or Women over 21.
3. Select the type.
  - a. Content Filtering – rules of this type allow you to make certain portions of an email only viewable to a certain group of people, such as season ticket holders.
  - b. Recipient List Creation – rules of this type allow you to create a group of people based on a certain field of information in the database. In this case, everyone gets the same email, but only this select group receives the email.
  - c. Note: If you have a season ticket holder group, and you want to apply it to both content filtering and recipient list creation, you will need to create 2 separate rules, one for each type.
4. Select the category in the drop-down.
5. Click on Click Here to Build Rule.
6. A dialog box will come up.
7. Click on the name of the database field (i.e. Group or Gender)
8. Another dialog box will come up that will say Select the Operator. Select the appropriate operator and continue through the dialog boxes building the rule.
9. Click the orange Save button at the bottom of the dialog box.
10. Click Save at the Top.
11. To add on to the rule (to make it more specific), click on the Edit icon for the rule you just created. This will bring you back to the screen that you were previously on. From here, repeat the steps to continue building the rule.
12. Make sure to Save.

### ***Category Tab***

#### *Creating a New Category*

1. Click on New
2. Type in the name of the category. You can either create one generic category that will include all of your rules or you can break it down to be more specific.