

**SETTING UP A  
WELCOME MESSAGE  
IN RUBRIC**



# LOG IN TO YOUR CLUBS RUBRIC ACCOUNT

- All executives should have access to the Clubs Rubric account.
- If you haven't accessed this before please follow the instructions in the 'Using Rubric' section of [this page](#). There are also some short video guides on this page for the different Rubric modules, you can watch the video on the Communications module [here](#).
- If you have any issues accessing Rubric please reach out to your Clubs Officer.



Emails (Trailing 12 Months) 

**1**

 Previous Year

SMS (Trailing 12 Months) 

**0**

 Previous Year

Ongoing Campaigns 

**0**

All Email SMS

CAMPAIGN ID TYPE SUBJECT RECIPIENTS STATUS VALID FROM

Create New Campaign ^

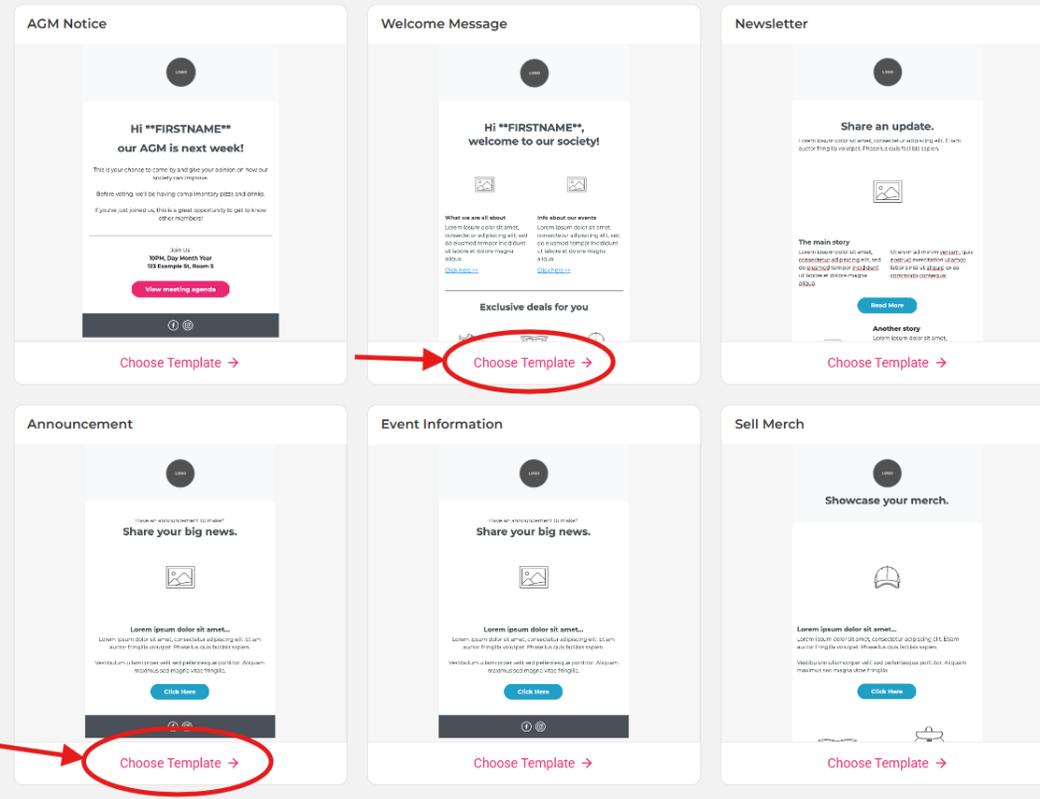
-  Send Free Email
-  Send Free SMS

**GO TO THE  
SMS/EMAIL TAB AND  
SELECT 'CREATE NEW  
CAMPAIGN'**

- You can select either email or SMS, however we generally recommend just using emails as SMS may be off putting for some members and offers less 'creativity' in your Welcome Message.

## Pick a template

Standard Custom



- There are a range of basic templates to choose from, even a specific template for a ‘Welcome Message’!
- However some of these templates come with a lot of options and sometimes too much content (including the ‘Welcome Message’ template) – feel free to explore these yourself but if you want to keep it simple you can just use the ‘Announcement’ Template.

# PICK A TEMPLATE (OR CREATE YOUR OWN!)



## Create Email

### 1. Select recipients

Recipient group sizes exclude duplicates and people that have unsubscribed or not provided contact details.  
Recipient groups cannot be added or removed once a campaign is live.

Select recipients

#### Memberships

Associate Membership 2026

Full Membership 2026

#### Event Attendees

#### Merchandise

#### Event Waitlist

2026-02-24 05:00 pm

### 4. Email subject

Enter email subject

# WHO WILL RECEIVE THIS EMAIL?

- After selecting a template you will see this page, the first section allows you to select who will be receiving this email.
- You will see all your membership types here, as this is a 'Welcome' email you should likely just select all current membership types.
- **Note:** When you start this email 'campaign' all current members will receive the email, and for as long as it is 'live' all future signups will also receive it.

# START & END DATE FOR THIS 'CAMPAIGN' & EMAIL TITLE



## 1. Select recipients

Recipient group sizes exclude duplicates and people that have unsubscribed or not provided an email address. Recipient groups cannot be added or removed once a campaign is live.

× Associate Membership 2026 × Full Membership 2026

## 2. Start sending emails on

Email will be sent out to everyone in the recipient categories above, and to anyone who signs up in the recipient categories between the start and stop time (i.e new members, or new event attendees)

2026-02-17 05:00 pm

## 3. Stop sending emails on

2026-12-31 05:00 pm

## 4. Email subject

Thanks for joining [CLUB NAME]!

- Now that you have selected who will receive this email, you need to select when it will be sent - this is straightforward, if you want to send it immediately then select the current date & time, if you want to schedule it for later then select a later date. The end date is also self explanatory, this is when the email campaign will end.
- However, this is a good time to explain the difference between an ongoing email campaign and a 'one off'. If you want to send out an email to all current members you could just set the end time as a day or so after the start time. If you want this to be an email that all current and future members receive (like we do for this Welcome Message) then you can set the end time far later, in this case we can select the end of the year for example.
- **Note:** Despite being an 'ongoing' campaign, each member will only receive this email once - it just means that anyone that signs up to be a member within this period will also receive the email upon signing up.
- The email subject will be the header/title of the email, keep it short and simple (put your own Clubs name there instead of [CLUB NAME]).

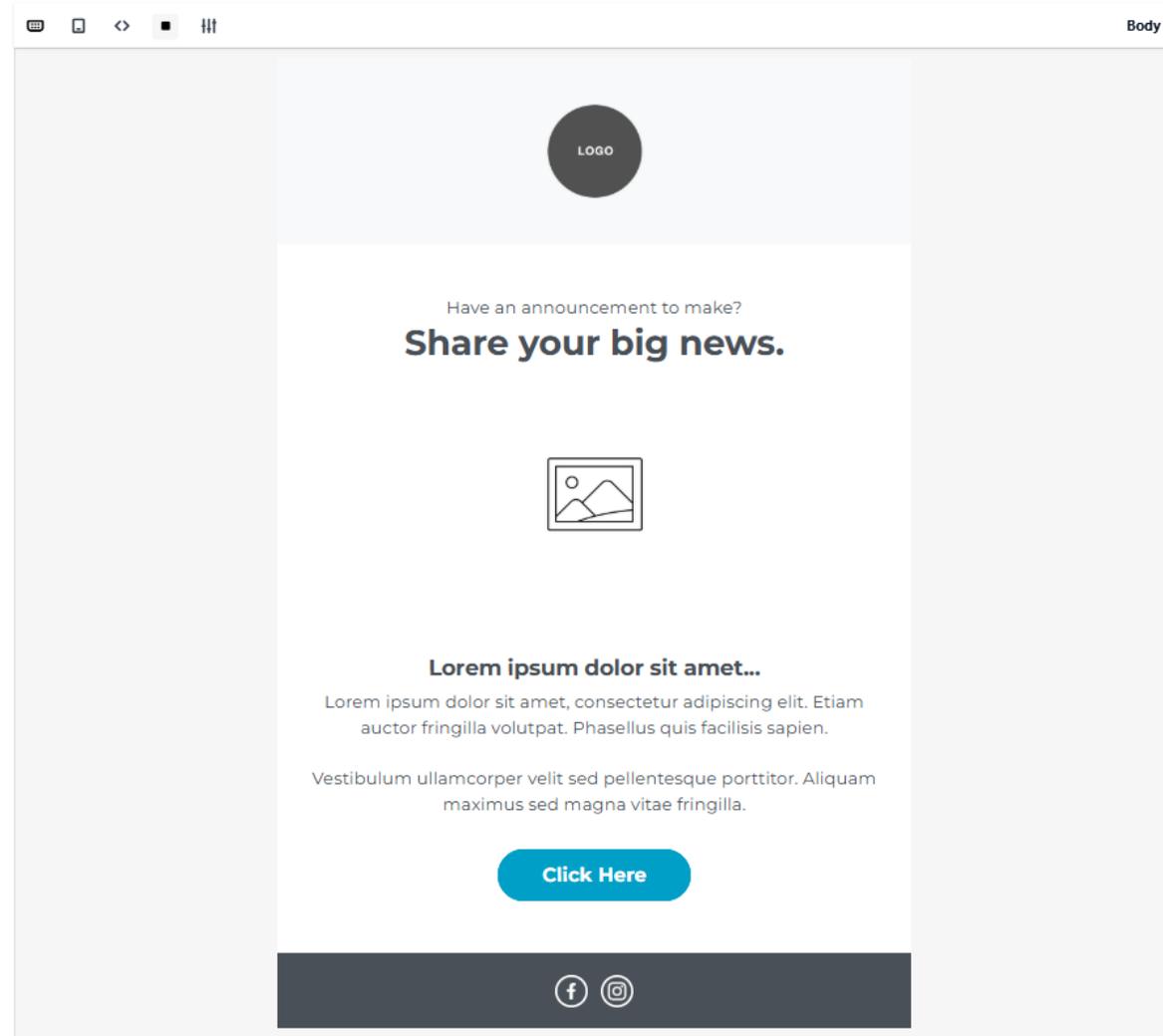
## 5. Design email

A Tip! You can personalise your email with these special codes:

**\*\*NAME\*\***: Name of recipient

**\*\*FIRSTNAME\*\***: First name of recipient

**\*\*TOEMAIL\*\***: Email of recipient

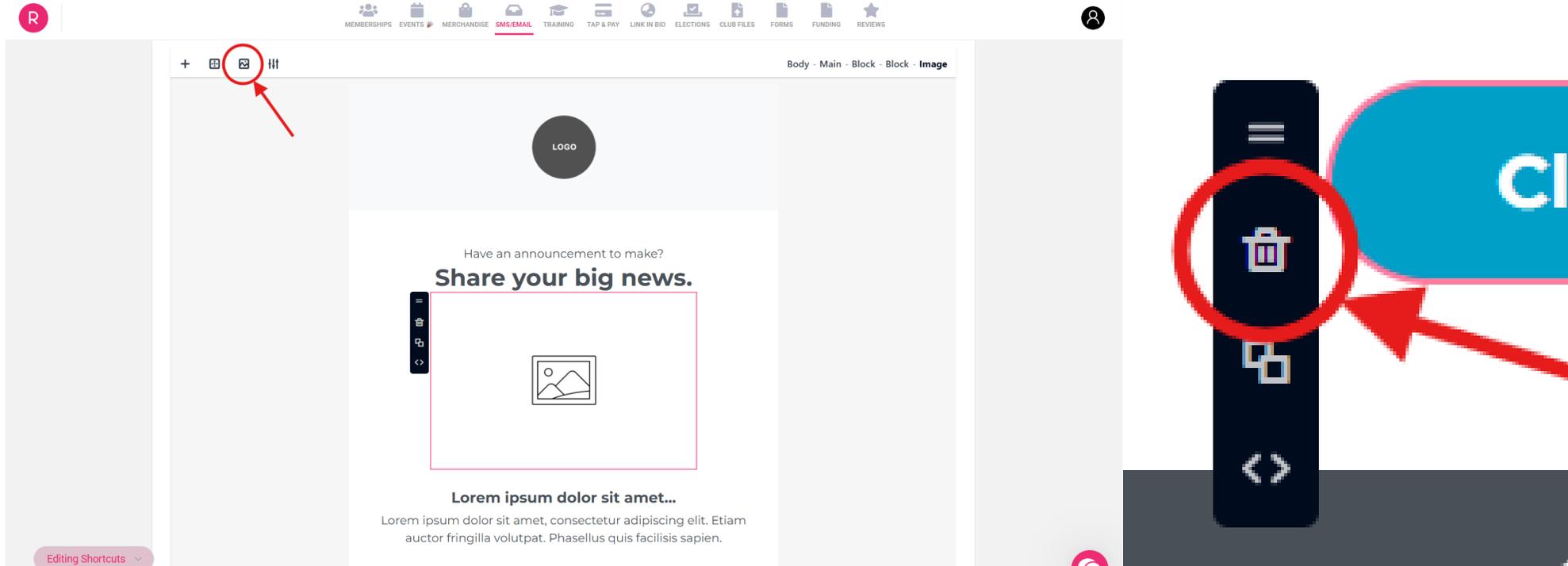


Test Email Address

Send Test Email

# DESIGNING YOUR WELCOME EMAIL

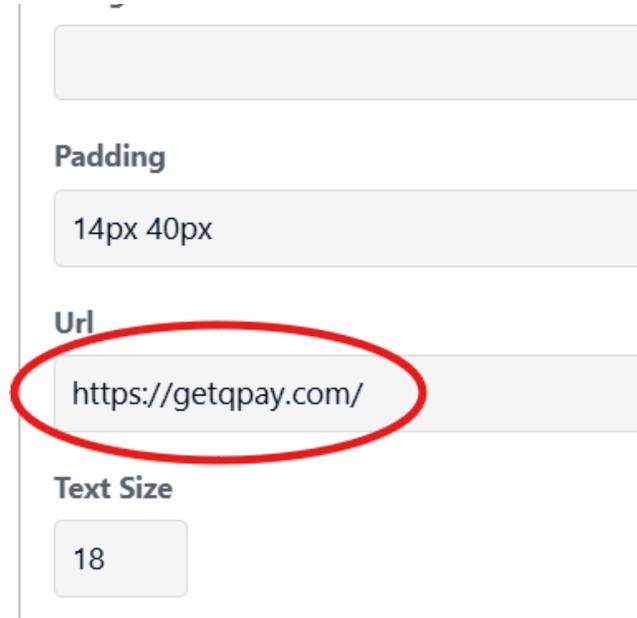
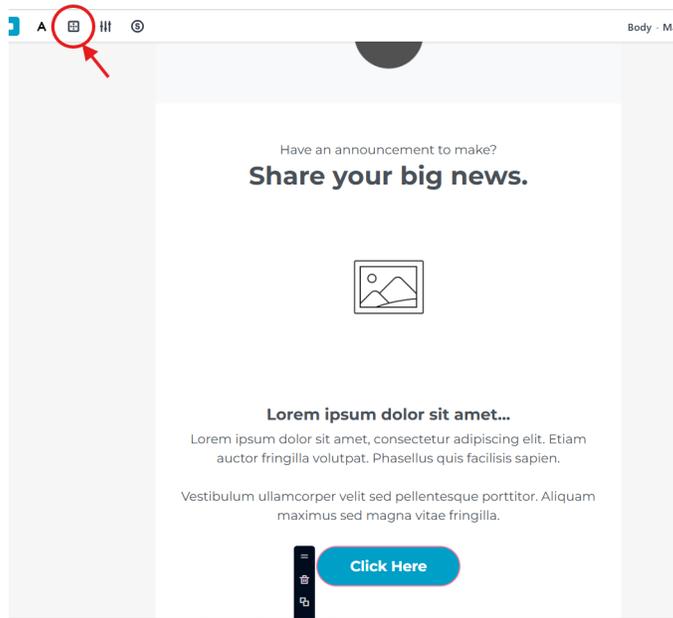
- If you selected the 'Announcement' template then you should see this when you scroll down, if you selected another template it will look different – but the same principles will apply.
- You can customise this however you like, get creative if you want!
- The following parts will show you some of the basic ways to edit this template, but feel free to explore more on your own.
- **Note:** This draft will not save unless you scroll down and click the save draft button – be careful about closing the tab or refreshing the page without saving!



# ADDING AN IMAGE & DELETING AN ELEMENT

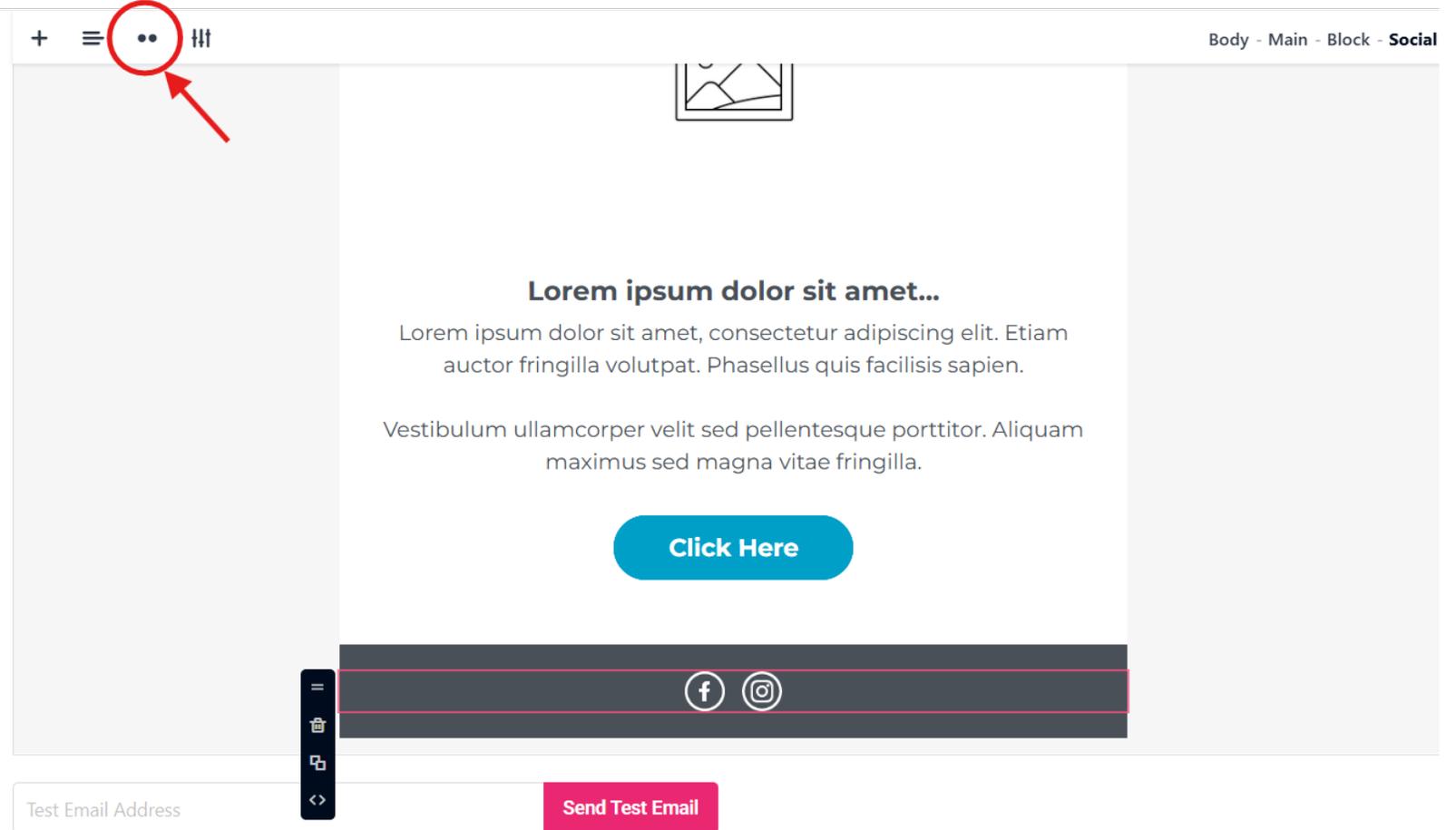
- If you want to add an image to a section like the logo at the top or the picture in the middle, you first need to click the box you want to add it to (which will outline the box in red) and then click the button as shown in the image on the left, you can then follow the instructions in the box that pops up.
- To delete an element, you can simply click on it and then click the bin icon as shown in the picture on the right.
- **Note:** You can use standard shortcuts when editing, such as CTRL+Z to undo (but sometimes you will need to click off an element before doing so otherwise it may not work)

# EDITING A LINK ON A BUTTON



- If you want to edit a link on a 'button', like the blue 'Click Here' button in the template, you can simply click on the button you want to edit the link of, and then press the icon highlighted in the image on the left.
- You will see a pop-up window like the one on the right, you can delete the circled link and paste your own.

- To change the social media links in your email you first need to select the element that contains the Facebook & Instagram logos at the bottom, you can see the red outline around the 'box' they are in once selected.
- Then click the icon highlighted icon, see next section for the following steps.



# CHANGING SOCIAL MEDIA LINKS PART 1



**Add Item**

**Image Width**

30px

**Link**

<https://www.instagram.com/>

**Alt Text**

Instagram

# CHANGING SOCIAL MEDIA LINKS PART 2

- Once you click the button in the previous section you will see the image on the top left, if you wish to delete one or both icons you can click the bin icon to the right of them.
- Otherwise, if you wish to change the link you can click on either icon and you will see a pop-up box like the bottom left, you can paste your own social media link where the circle is.

# RUSU CLUBS

Hi **\*\*NAME\*\***,

## Thanks for joining RUSU Clubs!



**Make sure to follow our socials below!**

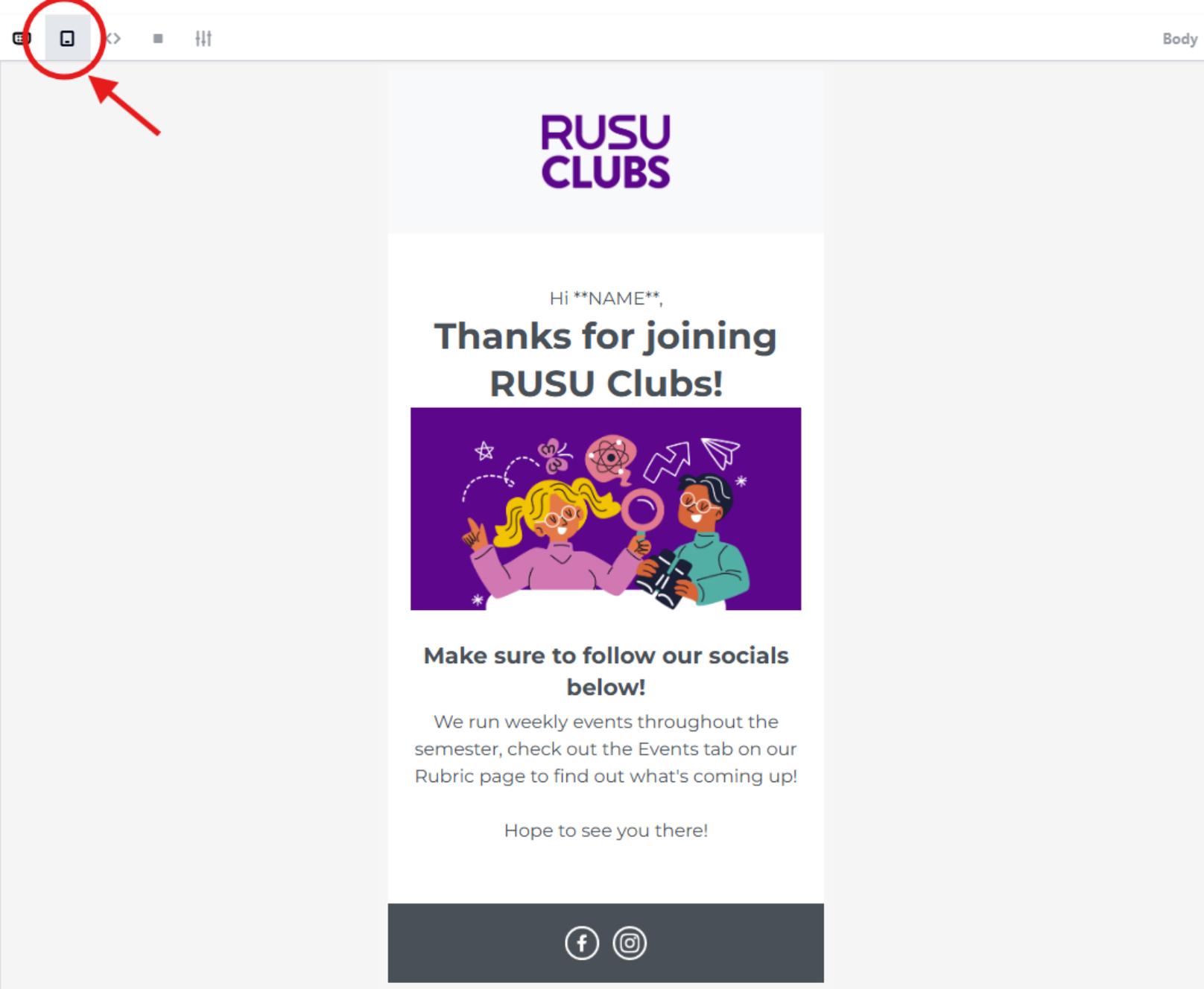
We run weekly events throughout the semester, check out the Events tab on our Rubric page to find out what's coming up!

Hope to see you there!



## ADDING TEXT & FINISHING TOUCHES

- To add text to any of the boxes with text already in them simply click on them and you can edit it. Text on the left is an example, write whatever you want!
- In your text you can use either **\*\*NAME\*\*** or **\*\*FIRSTNAME\*\***, this will be automatically replaced with the members name when it is sent out to them. Despite the example on the left I would recommend just using **\*\*FIRSTNAME\*\*** rather than **\*\*NAME\*\*** (which will use their full name).



## CHECKING MOBILE VIEW

- Before sending it's important to check how the email will look on a phone as well, as I'm sure many of your members will be opening the email on their phone.
- If you select the button highlighted in the picture (make sure you don't have any elements selected, you can just click elsewhere on the page to deselect) it will show you the 'mobile view'. You can click this button again to go back to the regular view.

Test Email Address [Send Test Email](#)

An unsubscribe link will be appended to the end of your e-mail for compliance with anti-spam laws

[Save Draft](#) [Submit](#)

- Before sending it out to members, make sure to send a test email to yourself first!
- If you're happy with how it looks then select 'Submit' to start the campaign - remember all current members will receive an email immediately (if you selected the current date/time as the start time) and all future members will receive an email right after signing up.
- Have a play with the templates or creating your own, as you can use this system to send out promotional emails for your upcoming events, AGM invites or any other communications with your members!
- If there's any questions you can always reach out to your Clubs Officer.

# SENDING YOUR EMAIL