

# Lesson #13 - Emailing

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## Messaging Guidelines

Following anti-spam laws is crucial for businesses engaged in email marketing or electronic communication. These laws are designed to combat unsolicited and often intrusive messages, commonly referred to as spam.

Ensure that your messages are effective, compliant with regulations, and well-received by your audience by following these guidelines.

📄 [Email Messaging Guidelines](#)

📄 [Text Messaging Guidelines](#)

## Increase Your Email Delivery Rate

Jackrabbit sends out a large number of emails for our clients every day. A question we sometimes hear is, "Why are some of my customers not receiving emails?" It is important to understand the process of email before working towards a solution!

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Before getting started, it's even *more* important to understand what you can do to avoid problems with delivery rates.

## What You Should Avoid

- ✗ **Bad content:** Avoid ALL CAPS and exclamation points !!!!! Don't use **red font** when drafting your email; this is a common trick used by spammers.
- ✗ **Issues with HTML:** When composing emails, it is sometimes tempting to save time by converting Microsoft Word files to HTML, but this should be avoided because it can corrupt HTML. Broken HTML is a red flag for spam and will be sloppy and unreadable by most email clients.
- ✗ **One big image:** creating an HTML email containing an image with little or no text. Spam filters can't read images and will assume you're a spammer trying to trick them.
- ✗ **Spam words:** Act Now, Percent Off, Free Offer, etc. Check out this great Hubspot article [The Ultimate List of Email SPAM Trigger Words](#).



One of the most common causes of spam complaints from recipients is failure to recognize the sender of the message. See [Add Jackrabbit to Safe Senders List](#) for more information.

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## Understand the Email Process

Let's look at the route an email takes:



### Step 1: Create and send an email

You compose and send an email in Jackrabbit, directing the email to our server.

### Step 2: Jackrabbit servers process the email

The email is queued and sorted with financial emails (e.g., statements and receipts) being flagged as a higher priority. The email status will show in your system as *Pending*.

The emails are then sent to one of Jackrabbit's servers. The server processes and releases the email. As soon as it is delivered, the email will show as *Complete* in your system. The email is considered successful and is no longer controlled by Jackrabbit.

### Step 3: The email travels via the internet

Now the emails are released to the internet, passing through several routers. A server examines the *to* address for validity and sorts it in the right direction. The *from* address is checked for good standing and to ensure it is not blacklisted.

### Step 4: The email searches for its destination

As an email reaches the domain address, the receiving server must process it. Many emails are rejected because they look like spam. The domain server may also determine that the specific recipient doesn't live there. Different domain servers have different rules and different filter strictness.

## Step 5: The email reaches its destination

If the email is successfully processed above, it is forwarded to the recipient's email program. It must pass through any rules or filters the recipient's email program (Outlook, Gmail, etc.) uses and any filters the recipient applied in their personal settings. Even though the email made it to the recipient's email program doesn't mean the email is sitting in their Inbox. It could be in another folder, including the *junk* or *spam* folder.

## Improve Your Deliverability Rate

Your deliverability rate is the percentage of emails sent that are delivered to the recipient. The recipient's ISP and personal settings are the largest determination of your deliverability rate. However, you can take action to increase the likelihood of emails arriving at their destination.

- ✓ Remove non-existent and undeliverable email addresses from your system. Reference the [Email Bounce](#) report.
- ✓ Stay current with email communication best practices to avoid triggering spam filters.
- ✓ Honor email opt-outs when sending mass marketing emails. Only include [opt-outs](#) for important notices like weather closures.
- ✓ Use a recognizable *from* email address and name, accompanied by a clear and relevant subject line. The subject line could prevent email providers from sending your email.

## Troubleshoot Problems with Email

There are many reasons why an email can be prevented from making it to the recipient. Use Jackrabbit to help you find out why customers aren't receiving your emails.

## Reasons an Email May Not be Received

Unfortunately, there are multiple reasons why an email isn't received. Many issues cannot be researched by Jackrabbit, but these are some of the most common issues:

- The email was sorted into the recipient's spam folder. The recipient doesn't know they received it.
- The email was automatically deleted by the recipient's personal Spam rules.
- The recipient's Inbox is full and won't accept any more emails until some are deleted.
- The recipient no longer uses that email address.
- The recipient's Internet Service Provider (ISP) refused to deliver the email because the ISP thinks it is spam.
- The email address is not typed correctly.

- The email address is the contact's business email address. Some businesses block 3rd party redirected emails. Jackrabbit emails fall under this category.



If a family uses a business email address, have them ask their IT department to allow redirected emails from Jackrabbittech.com.

## Troubleshoot Email in Jackrabbit

Jackrabbit allows you to easily email [families individually](#) or in a [large group](#). When you have problems with emails check the following to help troubleshoot the issue:

- The [family record](#) shows if the contact has [opted out of mass emails](#).
- The [family record](#) holds a copy of emails sent to the family over the last 365 days. Check the status of an email sent to the family using the [View Sent Emails](#) button.
- The [Email Bounce](#) report provides a list of bounced email addresses to inform you of those returned to our server with an error.
- The [Parent Portal](#) allows contacts to view all emails you have sent to them over the last 365 days. Even if the email didn't successfully make it to the contact's Inbox, they can still view a copy here.
- Use the [Sent Emails Report](#) to see a list of emails sent to your students, contacts, and staff during a specified timeframe.



Encourage families to add [noreply@jackrabbittech.com](mailto:noreply@jackrabbittech.com) to their email contacts. This will help their email provider realize emails from Jackrabbit are not spam.

Sending a mass email uses Jackrabbit's Internet Service Provider ([ISP](#)), which can be seen as spam by the recipient's ISP and block it from being delivered.

The correct domain name and IP address **must** be used. Refer to [Add Jackrabbit to Safe Sender List](#) for more information and a complete list of our IP addresses.

## Use Email Best Practices

Sending emails is the best way to communicate with a number of families at one time, especially when you have important information to share. How can you ensure that families are receiving emails?

- Create the habit of running the [Email Bounce](#) report after sending an email. This helps you identify bounced emails immediately instead of waiting for families to report the issue.
- Remove invalid email addresses (found on the Email Bounce report) from [contact records](#) in Jackrabbit to avoid future bounces.
- Send a test email to a contact's email address after removing them from the Email Bounce report to make sure emails are delivered.

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Expand/Collapse  
All

## ▢ Frequently Asked Questions



Emails can now be accessed through so many devices. It only takes one instance of reporting Jackrabbit emails as junk to stop delivery. Your customers should check all of their devices to see if your emails have been sent to the Junk or Spam folders by mistake.

## Customize a Jackrabbit Email Template (Classic Editor)

Jackrabbit offers a wide selection of professionally designed email templates, featuring full-color graphics and standard wording. These templates (101 and greater) were created in the classic editor and must be edited using that editor. To access and customize them, go to the **Gear icon > Settings > Email Templates**.

Many templates include placeholder images for your business logo, which can be effortlessly replaced with your own company logo to fit your brand identity. Note: Some of the information in the templates is sample content. Make sure you change all of the dates, times, locations, etc., in a template before you send it.



We now offer a new email template editor with drag-and-drop functionality, making it even easier to design email templates! We've created a template with the new template editor (100 Newsletter), which can be customized to suit your needs. Learn more about [Creating Custom Email Templates](#) in the new editor.

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## ▢ Customize or Edit an Email Template (Classic Editor)

## ▢ Add a Link to Your Parent Portal in an Email Template (Classic Editor)

## ▢ Add Your Organization's Logo in an Email Template (Classic Editor)

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## ▢ Frequently Asked Questions

# Create Custom Email Templates

Creating your own email templates offers a powerful way to elevate your email marketing strategy. With custom templates, you ensure that every email consistently reflects your brand's identity while streamlining your workflow.

With Jackrabbit's email template editor, you can customize every aspect of the email, from the layout to the content and images!

- ★ Ensure consistent and professional branding.
- ★ Save time with reusable designs.
- ★ Enhance engagement with personalized communications.

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## ▢ The Email Template Editor - An Overview

## ▢ Create a Template from Scratch

## ▢ Edit a Previously Created Template

# Copy an Email Template

Copy an existing email template:

1. Go to the **Gear** (icon) > **Settings** > **Email Templates**.

2. On the List Templates page, click the **Copy** icon to the left of the template Name.

	Name	Type	Created By
	<input type="text" value="Search whole/partial template name"/>		
	<a href="#">----- CLICK HERE FOR TEMPLATE INSTRUCTIONS -----</a>		
	<a href="#">100 Newsletter</a>	HTML	EdM
	<a href="#">101 Birthday Promo</a>	HTML	Jackrabbit
	<a href="#">102 Birthday Promo</a>	HTML	Jackrabbit

3. When the Template Editor opens, change the **Template Name**.
4. Make changes to the subject line and message if needed.
5. Click **Copy Template**.
  - o The copied template will now be available on the List Templates page.

## Email Notification Settings

The **Notifications** page provides a centralized location for email addresses in Jackrabbit.

- ★ View or edit the various email addresses in your Jackrabbit system.
- ★ Set an email address as the default for replies to emails you send from Jackrabbit.
- ★ Designate an email address to receive system notifications such as Online Registrations or Parent Portal payments.



Some settings on the Notifications page are available on related settings pages. Changes made on the Notifications page or related settings pages will automatically update the other.

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- Organization, Reply To, Location, and User ID Emails
  - Notifications from Customers Using Online Registration or the Portal
  - Notifications for ePayments, Texting, Events, and Staff Portal Emails
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## ▮ Frequently Asked Questions

# Send an Individual Email

There are a few different ways to email an individual family or staff member in Jackrabbit:

- Email button on a *Family* or *Staff* record.
- Email links in multiple locations within Jackrabbit.



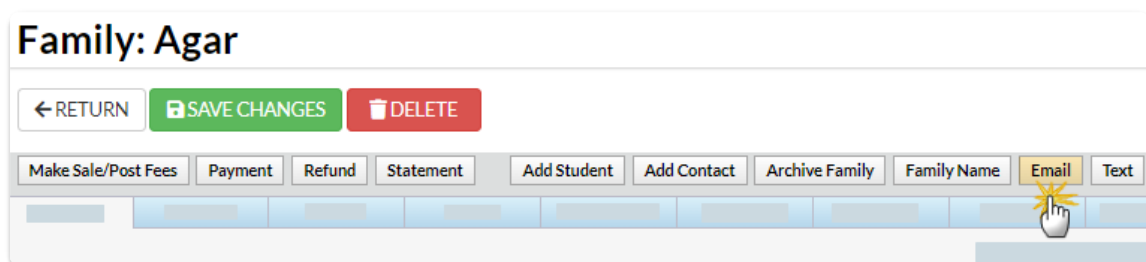
When you are entering the text for your email message, use *Shift+Enter* to create single spacing between lines and the *Enter* key for double spacing.

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## Use the Email Button in Family or Staff Record

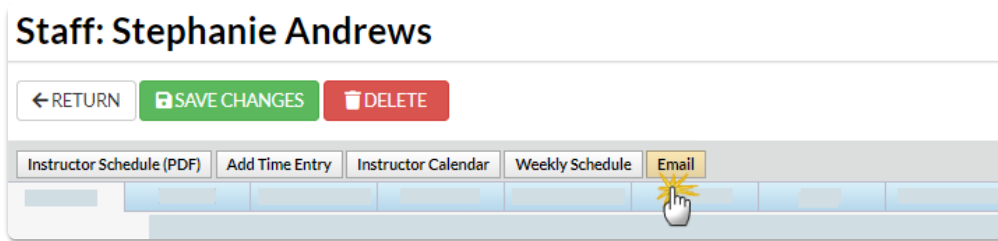
To send an individual email from Jackrabbit's email program use the **Email** button located in either the *Family* or *Staff* records.

1. Select the Family or Staff member you would like to email.
2. Click the **Email** button.
  - In a *Family* record - **Select Recipients** from the menu listed: *Send additional email to...*, select *Send replies to...* (emails shown come from the *Gear icon > Settings > General > User IDs > select a User ID > Email*).



- In a *Staff* record - *Email replies sent to* and *Send Additional Emails to* are located below the email message section (*Gear icon > Settings > General > User IDs > select a User ID > Email*).
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3. Choose a pre-existing email **Template**, a saved **Favorite**, or create a new email message by choosing one of the following from the **Type** drop-down list:
  - o *Email - Plain Text Email*
  - o *Email - HTML*
  - o Optionally, you can select to send a *Push Notification* (if you use the [Jackrabbit Plus](#) mobile app) or a *Text Message/Email* (if you have [text messaging](#) enabled)
4. Add an **Email Subject Line**.
5. Type the email **Message** text.
  - o We strongly recommend you compose your email in the Jackrabbit email editor. If you copy/paste from another application (ie. Microsoft Word) there may be hidden code that will affect the way your email appears to your recipient.
6. Click **Attach File**, **Insert Image**, or **Choose from Dropbox** to attach files and add images if needed. See [Email Attachments and Images](#) for more details.
7. Click **Preview & Send** (*Family* record) or **Preview List** (*Staff* record).
8. Review the *Matched Recipients* information. Clear the checkbox for any emails you do not want to send.
9. Click **Send Now** to send the email immediately or click **Send Later** to schedule a date/time for the email to be sent. See [Schedule an Email](#) for more details.
  - o If you selected *Send Now* a green box will display to indicate the email is on its way.
  - o If you opted to *Send Later* you will see a blue box confirming that your email has been scheduled.

A confirmation email is automatically sent from the Jackrabbit mail server to the email address you defined as the reply email (*Email Replies Sent To*). This email is not the 'real' message sent to the customer. It is simply an excerpt (1st 1,000 characters) of the email notifying you that the email was sent and listing the recipients' email addresses.

[View Sent Emails](#) on the Misc tab can be accessed from the individual Family or Staff record. Email history is retained for 365 days.



It is not possible for Jackrabbit to indicate if your email was not received or opened by the recipient. However, the [Email Bounce Report](#) *will alert you to emails with certain delivery issues*

## Use Email Links

In multiple areas of Jackrabbit, a family, contact, student, or staff email address may be linked (underlined & clickable). When you click the email address, Jackrabbit will launch whatever email program is installed on your computer locally (if there is one). **Examples:** *Outlook, Microsoft Mail, Thunderbird, Gmail*. The email program will open a new email with the recipient (To field) pre-filled.

**Note:** If you have Outlook or another email program installed but not set up, clicking the link may trigger an email client setup wizard and prompt you to specify an email address, etc. Jackrabbit can not assist you with the set up of email programs.

If you access your email via a web-based client (Yahoo, Gmail, Hotmail, etc.) clicking the link may not work, however, the email address may be copied from Jackrabbit and pasted into the web-based email To field.

The screenshot shows the 'Aged Accounts Summary' page in Jackrabbit. It features a table with columns for 'Family/Account', 'Billing Contact', and 'Billing Email'. The 'Billing Email' column contains three underlined, clickable email addresses: [kcampbell@email.com](mailto:kcampbell@email.com), [jlintonjr@outlook.com](mailto:jlintonjr@outlook.com), and [lharding@email.com](mailto:lharding@email.com). A yellow callout box points to the first email address with the text: 'You are taken out of Jackrabbit and into your email editor (example Outlook)'. An inset image shows the Outlook 'New Message' window with the 'To:' field populated with 'lharding@email.com'. A hand cursor is shown clicking on the 'lharding@email.com' link in the table.

Family/Account	Billing Contact	Billing Email
<a href="#">Campbell</a>	Katherine Campbell	<a href="mailto:kcampbell@email.com">kcampbell@email.com</a>
<a href="#">Dierksen</a>	Marlene Dierksen	<a href="mailto:jlintonjr@outlook.com">jlintonjr@outlook.com</a>
<a href="#">Harding</a>	Lee Harding	<a href="mailto:lharding@email.com">lharding@email.com</a>



When you use a link in Jackrabbit to create an email it is sent by your email program (as opposed to being sent by Jackrabbit's email program). These emails are **not** tracked in Jackrabbit, there will be no record of that email in *View Sent Emails* on the Family record > Misc tab and it will not be reported in your Jackrabbit email activity. Families will not see those emails in their Parent (Customer) Portals.

## Email Families

Jackrabbit offers you multiple ways to email your families. Select the option that works best for your needs.

- ★ Email from the [All Families grid page](#).
- ★ Email from the [Families \(menu\) > Email/Text Families](#).
- ★ Email a single family from a [Family record](#).

There is no limit to the number of emails you can send.



When you are entering the text for your email message, use **Shift+Enter** to create single spacing between lines and the **Enter** key for double spacing.

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**Expand/Collapse  
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- ☐ [Email Families from Families \(menu\) > All Families](#)
- ☐ [Email Families from Families \(menu\) > Email/Text Families](#)
- ☐ [Email a Single Family from a Family Record](#)
- ☐ [Frequently Asked Questions](#)



Emails sent to families will be retained in the family email history for 365 days (Misc tab > View Sent Emails).

## Zippy AI - Your Jackrabbit Email Assistant

Step up your email game with **Zippy AI**. Say goodbye to writer's block and hello to effortless communication!

Zippy AI is an artificial intelligence-powered email assistant available in the email editor in Email/Text Families (from the Families menu). It helps you craft emails with ease, saving you time and energy. Whether you're a seasoned AI pro or just getting started, this article will walk you through everything you need to know about using Zippy AI to compose emails like a champ.

- ★ Enhance customer engagement with captivating emails.
  - ★ Increase efficiency; let AI craft your messages in seconds.
  - ★ Personalize messages with class-specific details that Zippy AI pulls from the Class record.
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There are three steps to writing a message with Zippy AI.

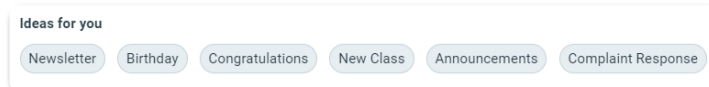
## Prompt

Prompts are instructions or questions used to tell Zippy AI what kind of email you want to compose and what information to include.


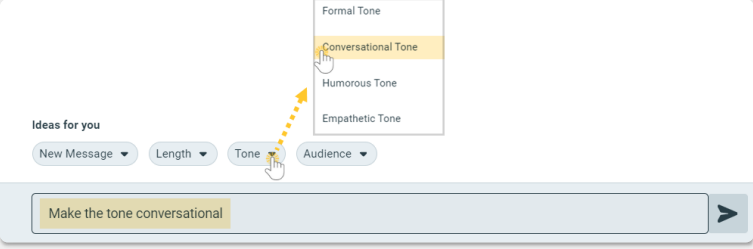

Some examples of what you could ask Zippy AI are:

- "Compose an email to announce our upcoming dance recital."
- "Write an email about our new Advanced Tumbling class."

Several ideas are provided that will pre-fill the prompt for you: Newsletter, Birthday, Congratulations, New Class, Announcements, or Complaint Response.



If you are composing an email about a specific class, select the class from the drop-down, and Zippy AI will automatically retrieve and insert relevant class details from the Class record directly into your email.

	<p><b>Retry</b></p> <ul style="list-style-type: none"> <li>Use the Retry button to reject the initial draft and generate a completely new draft of the message using your original prompt.</li> </ul>  <p>or</p> <p><b>Revise</b></p> <ul style="list-style-type: none"> <li>Use the ideas for <b>Length</b> (Shorten, Lengthen), <b>Tone</b> (Formal, Conversational, Humorous, Empathetic), and <b>Audience</b> (Family, Parent, Student), add further instructions in the <i>Ask Zippy to write any type of message</i> field, or do a combination of both to generate a revised draft.</li> </ul>  <p>or</p> <p><b>Restart</b></p> <ul style="list-style-type: none"> <li>Bypass the draft completely and start a new message using the <b>New Message</b> option in the <i>Ideas for you</i> section.</li> </ul>
<p><b>Use the Message</b></p>	<p>When you are happy with your revisions, select <b>Use this message</b> to copy the message into the email editor. There, you can customize it further by replacing any brackets and placeholder text with your own information, adding a Subject line, changing any brackets and placeholder text to your own details, adjusting formatting, and making any other changes you need. Remember to double-check your email before sending it! Zippy is here to help with accuracy and efficiency but might occasionally miss something or make a small mistake.</p> 



## Step Through an Example



All features may require the use of certain user data to function properly. We are committed to protecting your privacy and ensuring data security. [Review our Privacy Policy](#).

## Upload and Manage Jackrabbit Files

Jackrabbit offers 1GB of file storage free of charge! The types of files that can be stored and added to your emails are:

- **Image Files** - Restricted to web compatible types ending in: .jpg, .jpeg, .gif, and .png.
- **Files Attachments** - Allowable extensions: .txt, .pdf, .doc, .docx, .xls, .xlsx, .ppt, .pptx, .zip, .rar, .avi, .mov, .mp3, .mp4, .jpg, .jpeg, .gif, .png, .tiff, and .bmp.

It's easy to upload files. In the email *Message* section click either of the *Jackrabbit files* **Attach File** or **Insert Image** buttons and then drag the file you want to upload from your computer into the blue box in the **Attach File** window. Alternatively, you can click the text "**Click here to choose a file**" to see a traditional file browser where you can select the file to upload.



*The User ID must have the permission Tools: Upload a File in order to see the Upload Files section.*

The screenshot shows an email composition window. At the top, there are navigation buttons: 'Message', 'Favorites', 'Save Favorites', and 'Refresh'. Below these are fields for 'Template', 'Type' (set to 'Email - HTML'), and 'Subject line'. The main area is a rich text editor with a toolbar containing various formatting options like bold, italic, underline, strikethrough, text color, background color, bulleted list, numbered list, link, unlink, insert image, and insert table. The text area contains a single paragraph 'p'. At the bottom left, the 'Jackrabbit files' section is highlighted with a yellow box, containing 'Attach File' and 'Insert Image' buttons. Below it, there is a 'Dropbox attachment' section with a 'Choose from Dropbox' button. A character count '10000 characters left' is visible, and a 'Pro tip: For single spacing, use Shift+Enter' is shown at the bottom right.

Once a file has been uploaded, it will appear in the bottom section. Use the *Select Files* filter to quickly locate an uploaded file or sort by *Date*, *Name*, or *Size*.

**Attach File**

**Upload files:**

Use *Select files* to quickly locate an uploaded file.

[Click here to choose a file](#) or drag it here to upload.

**Select files:**

type part of a filename

Sort By: **DATE** NAME SIZE

File Name	Date	Size
emailsupport.png	11/27/2016	7.5kB
emails.jpg	11/27/2016	513.3kB

Available space for additional files.

File Space Used: 4.7MB/1.0GB Total Files: 70

The progress bar indicates how much of your allotted space (1 GB) has been used. Periodically remove older files to free up space. To delete a Jackrabbit File hover over the file icon and click the 'X' icon. **Note: The User ID must have the permission Tools: Delete a File in order to see the 'X' icon.**



Images can be resized once inserted into the email by dragging the corner to adjust the size. It is a good idea, however, to resize them **PRIOR** to uploading them so that you do not use up your cloud storage unnecessarily.

## Email Classes

Save time with the ability to compose and send class emails from multiple locations in Jackrabbit. You can also email specific groups directly from the relevant place in Jackrabbit. For example, you can email students on a specific waitlist directly from that waitlist.



When you are entering the text for your email message, use Shift+Enter to create single spacing between lines and the Enter key for double spacing.

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**Expand/Collapse  
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Click on any location below to learn how to send an email from that location.

▢ [Class Record](#)

▢ [Waitlist](#)

▢ [All Classes \(Classes menu\)](#)

## Schedule an Email to be Sent at a Later Time


Emails can be scheduled up to 90 days in the future using the *Send Later* button on the email *Preview* screen.

When you preview an email that was created in Jackrabbit, you have the option to send the email immediately or schedule the email to be sent at a later date/time.



*An email scheduled to be sent on a future date will only include recipients that matched your selection criteria at the time you created the email. It is not updated, prior to being sent, to include any students who enrolled after you created the email, nor will it exclude any students who may have dropped since that date.*

## Schedule Email to be Sent Later


1. Go to the **Families** menu > **All Families**.
  - All your families will display in the grid.
  - Use the filter, when applicable, to narrow down the family list.
  - Leave the 1st column in the grid unchecked to select all families or check the boxes for the families to be included in the email.
2. Click the **Send Message** icon  and define the audience in the pop-up window.



3. Click **Select**.
4. Compose your email and select the additional **Recipients** from the list shown.
5. Click **Preview List**.
6. Clear the checkbox for any email address you don't want to receive the email.
7. Select **Send Later**.


## Preview

← RETURN
SEND NOW
SEND LATER ?



### Results

**Deliver To:** Contacts, Students, and Instructors  
**Email Replies Sent To:** cb@jackrabbittech.com  
**Subject:** Bring a Friend  
**Message:** [Hide Message](#)



Message Length: 0

### Matched Recipients

View 1 - 18 of 18
Print
Export
Refresh

Type	Acct/Family Name <sup>1</sup>	Balance	Name	Email	Check All
Instructor			Dianne Harris	dilinth@gmail.com	<input checked="" type="checkbox"/>
Instructor			John Linton	jilintonjr@outlook.com	<input checked="" type="checkbox"/>
Instructor			Stephanie Andrews	standrews@gmail.com	<input checked="" type="checkbox"/>
Contact	Ager	168.12	Holly Ager	hollyager41@gmail.com	<input checked="" type="checkbox"/>
Contact	Ager	168.12	Victor Ager	agingvictor@gmail.com	<input checked="" type="checkbox"/>
Contact	Bowden	0.00	Karsen Bowden	kbowden@email.com	<input checked="" type="checkbox"/>

8. Select the **Date** and **Time** you want the email to be sent.  
***Note:** The email will be sent based on the Time Zone designated under the Gear icon > Settings > General > Organizational Defaults (left menu) > Time & Date Settings.*

Email - Send Later

**Send Later Details**

Deliver To: Contacts, Students, and Instructors  
 Email Replies Sent To: cb@jackrabbittech.com  
 Subject: Registration Open

**When do you want to schedule this email?**

Jackrabbit can send this email up to 90 days from today. Pick a date and time below. [?](#)

Date  Time

This email will be sent based on (GMT-05:00) Eastern Time (US Canada).

9. Click **Send Later**.

You will receive a confirmation that your email has been scheduled.

**Your email is scheduled to be sent 12/31/2021 09:00 AM**

Preview, edit, or cancel this email before the scheduled Date/Time by going to [Scheduled Emails](#)

When your email is on the way, you'll be sent a confirmation email listing all the recipients.

## Preview, Edit, or Cancel a Scheduled Email

The **Scheduled Emails report** includes icons that allow you to edit the email content, preview the list of recipients, reschedule the email and delete the email.

A *Scheduled Emails* alert on the Executive Dashboard keeps you informed of pending scheduled emails. Click the alert to access the Scheduled Emails report.

— Alerts		View Actionable <span style="background-color: #0070c0; color: white; border-radius: 50%; padding: 2px 5px;">12</span>	⋮
0	2-3 Absences in last 14 days	>	
0	4+ Absences in last 30 days	>	
3	Scheduled Trials (Enroll Type=Trial)	>	
7	Scheduled Tasks next 30 days	>	
5	Birthdays (Active) next 10 days	>	
4	Birthdays (Not Active) next 10 days	>	
2	Scheduled Emails	>	
0	Substitutes next 30 days	>	

View All
Reset

You can also get to the Scheduled Emails report from the *Reports (menu) > Find Reports > Email/Text/Marketing (left menu) > Emails- Scheduled.*



The User ID permission "Emails - Scheduled" (in the Reports category of permissions) controls a User's access to scheduled emails. Edit a User's permissions from the Gear (icon) > Settings > General > User IDs (left menu).

The Scheduled Emails report lists all emails scheduled using the *Send Later* button. The current status of the email (*Scheduled* or *Complete*) is displayed along with the number of recipients, the type of email (where in Jackrabbit it was created), the email subject, date/time information, and the User ID of the person who created the email.

**Scheduled Emails**

← RETURN




Emails scheduled using the "Send Later" button are listed below.

View 1 - 2 of 2    Print    Export    Refresh

				Current Status	# Recipient:	Email Type	Email Subject	Date/Time Scheduled ↓ 1	Date/Time Sent	User ID
				Search	Search	Search	Search	Search	Search	Search
				Scheduled	1	Email Families	Bring a Friend to Class!	6/12/2024 05:00 PM		HBarnhardt
				Scheduled	6	Email Families	We want your feedback	6/5/2024 08:00 AM		HBarnhardt

Use the icons to work with the scheduled email.

	Use the <b>Pencil</b> icon to open the email editor where you can edit the content of the email.
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	<p>The <b>Eye icon</b> opens the <i>Preview Scheduled Email</i> page where you are able to remove recipients (or add back previously removed recipients). Once the email has been sent (status = <i>Completed</i>) the eye icon opens a view of the sent email.</p>
	<p>Click the <b>Send icon</b> to open the <i>Send Email</i> window where you can reschedule the date and time or choose to Send Now.</p>
	<p>Use the <b>Trash Can icon</b> to stop the email from being sent at the scheduled date/time and delete the email's contents.</p>



While you can't add anynew recipients to a scheduled email, you can remove recipients that are scheduled to receive the email or add back recipients that you removed in a previous edit to the recipients of the scheduled email.

## Email Students

Jackrabbit offers you multiple ways to send emails and student schedules to your students and families. **Note:** Email Families & Email/Print Student Schedules from the Families category must be selected as the user permission in order to use this functionality. To learn how to update User permissions, see [Manage User IDs](#).

## Email Students

Depending on why you are sending the email and which students you want to communicate with, select from one of the following options:

- [Email students from Families \(menu\) > All Families, or Students \(menu\) > All Students](#)
- [Email students in all or selected classes from theClasses menu > All Classes.](#)
- [Email students in a single class from theClasses menu > All Classes.](#)

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**Expand/Collapse All**

☐ [Email Students from All Families or All Students](#)

☐ [Email Students in All or Selected Classes from the Classes \(menu\) > All Classes](#)

## Email Students in a Single Class from the Classes (menu) > All Classes



In addition to emailing students, you can also print their schedules as needed from the **Students** menu > **Students Schedules** > **Print**. Refer to [Email/Print Student Schedules](#) for additional information.

## Email from Reports

Jackrabbit has made emailing different groups of people even easier by allowing you to generate an email directly from several reports! In the report results for a table style report (shown below), the *Email All* checkboxes allow you to select which families to email, and an *Email* button opens up an editor where you can create your email.



When you are entering the text for your email message, use *Shift+Enter* to create single spacing between lines and the *Enter* key for double spacing.

## Send an Email from a Report

1. Run your selected report.
2. Use the checkboxes (last column) to select which families to send the email to or select *Email All* to send to all email addresses.
3. Click **Email** to open the email editor.

**Aged Accounts Details**

← RETURN    EMAIL

Show Family Balance and Totals  
 Show Fees with a Future Date

View 1 - 39 of 39    Print    Export    Refresh    7 columns hidden    Show/Hide Columns    Save Columns    Restore Columns

Family	Billing Contact	Billing Contact Email	Home Phone	Students	Amt Owed	Days	Email All
<a href="#">Dierksen</a>	Marlene Dierksen	jlintonjr@outlook.com	(704) 555-4446	Cindy, David, Dylan	75.00	110	<input checked="" type="checkbox"/>
<a href="#">Evans</a>	Taylor Evans	tayevans@email.com	(704) 555-5478	Shawna, Gina	35.00	55	<input checked="" type="checkbox"/>
<a href="#">Harding</a>	Lee Harding	lharding@email.com	(704) 555-4685	Coreen	71.55	200	<input checked="" type="checkbox"/>
<a href="#">Harris</a>	Anna Harris	annab@email.com	(704) 555-4200	Alysha, Madison	34.38	415	<input checked="" type="checkbox"/>

4. Select an **Email Template** if applicable.

5. Choose a **Type** (Email - HTML or Email - Plain Text Email).
6. Enter an **Email Subject Line**.
7. Enter the message body or edit the template body if needed.
8. Click **Attach File**, **Insert Image**, or **Choose from Dropbox** to attach files and add images if needed. See [Email Attachments and Images](#) for more details.
9. Choose whether or not you want to include email addresses that have been opted out.
10. Add a reply email address in **Email Replies Sent To**. This email will automatically be sent a copy of the email. **Note: User ID and Location email addresses are listed (Gear icon > Settings > General).**
11. Click **Preview List**.
12. Clear the checkbox, in the preview, for any families you want to omit. You can clear the **Check All** header checkbox to remove every email address and then select only specific families.
13. Click **Send Now** to send the email right away or select **Send Later** to schedule the email to be sent at a later time. See our Help article [Schedule an Email](#) for more information.

**Note:** A copy of the email is retained in the family record (*Misc tab > View Sent Emails*) for 365 days.


Refer to [Work with Reports - Table Style](#) and [Work with Reports - Grid Style](#) for more details about emailing from reports.



Some reports have been converted to a grid format. Refer to the [Work with Reports - Grid Style](#) in the **Take Action** section for more information about sending an email from a report grid.

## View Sent Emails

Emails sent from within Jackrabbit are maintained in the system for 365 days. This includes emails sent to families and staff members.

- **Sent to Families** - Emails sent to your Families (contacts and students), either individually through their *Family* record, in mass from the *Families (menu) > All Families > Send Message (icon)* , or from *Families (menu) > Email/Text Families* are found in each *Family* record on the *Misc* tab. Click **View Sent Emails** to see a list of all emails sent in the last 365 days.

## Family: Harris

← RETURN **SAVE CHANGES** **DELETE**

Make Sale/Post Fees Payment Refund Statement Add Student Add Contact Archive Family Family Name Email Push Notification Email Schedules Merge Family

Summary Contacts Classes Events Transactions Billing Info **Misc** Notes (1) 1

View Registrations **View Sent Emails**

Contract Start Date  Contract End Date

Booster  Referral

Emergency Contact Form Completed  Enrollment Form Received

Notes

Source  (How they heard about us) Referral Name

Prospect  (Not automatically Updated)

Parent Portal Login Message

Portal Message Expiration Date

- **Sent to Staff Members** - Emails sent to Staff members, either individually through their *Staff* record, or in mass from the *Staff (menu) > Email/Text Staff* are found in each *Staff* record on the *Misc* tab. Click **View Sent Emails** to see a list of all emails sent in the last 365 days.

## Staff: Stephanie Andrews

← RETURN **SAVE CHANGES** **DELETE**

Instructor Schedule (PDF) Add Time Entry Instructor Calendar Weekly Schedule Email

Summary Classes Compensation Time Card Portal Settings Feedback Skills Certifications Availability **Misc** Picture Notes (0) Resources

Miscellaneous

**View Sent Emails**

Notes Stephanie was recommended for the swimming instructor position by a former swim coach in the area. Her credentials are excellent.

Background High School Diploma 2005  
College Graduate with a minor in Child Education in 2009.

Click **View** to open the email for review.

Contacts Classes Events Transactions Billing Info **Misc** Notes (1) 1

View Sent Emails

Contract Start Date

Booster

Form Completed

Note

Source Facebook

### Email History

1 year of email history is saved.

Date Sent	Status	Type	Subject	Recipient	To Address	From Address
3/13/2020 7:58:11 PM	Sent	Receipt	Thank you for your payment!		annab@email.com	office@jackrabbithelp.com

**View**



To see all emails sent to your families and staff, use the **Sent Emails Report** (*Reports menu > Find*)

Reports > type in Sent Emails and click the search icon).

## Sent Emails Report

The Sent Emails report provides a list of emails sent to your students, contacts, and staff based on the filters ([Search Criteria](#)) you select.

Go to **Reports > Find Reports > Email/Text/Marketing** (left menu) > **Recommended** (tab).

- ★ Review emails sent from the Lead File.
- ★ Access emails sent from your organization within the last 365 days.
- ★ View emails sent to your organization from families using the Parent Portal Contact Us page.



This report does not include automated system-generated emails (e.g., credit card receipts, notification emails) or future scheduled emails.

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## Search Criteria

Use the Search Criteria to narrow the report results.

- Enter the *Date from* and *through* to review emails sent within a 31-day window in the last 365 days.
- Optionally, refine your search by entering a subject or selecting the User who sent the email.

## Display Settings

Use the Display Settings to further customize your report.

- By default, the *Display a row for each email* setting is selected. This setting lists the subject line of every email sent and the number of recipients it was sent to in the selected date range.
- The *Display a row for each recipient* setting shows a row for each email sent to each recipient.



# Report: Sent Emails

← RETURN

Search Criteria

This report provides details about sent emails. It doesn't include credit card receipts, email notifications, and emails scheduled to be sent later. Use the [Scheduled Email Report](#) to view emails scheduled using the **Send Later** button.

Date from\*   through\*

Email Subject

Email sent by




## Display Settings

What type of report do you want?

- Display a row for each email
- Display a row for each recipient

## Report Results

Customize the report results to show or hide columns of information, sort and filter columns, or modify column width.

- View a sent email by selecting the row menu icon  > View Email.
- Select the Recipients link to see who the email was sent to.
- Use the Refresh Grid icon  to reload the grid data.
- Choose the More icon  to export the data in the grid to Excel.

To learn more about customizing a grid to display information, refer to [Work with Grids \(Tables\) in Jackrabbit](#).

## Sent Emails - Summary

← RETURN

ALL EMAILS >



Showing 3 of 3 Emails [HELP WITH GRIDS](#)

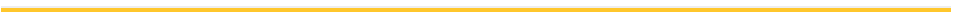
Drag a column header and drop it here to group by that column

	DATE SENT	EMAIL SUBJECT	RECIPIENTS	EMAIL TYPE	SENDER
	Sep 20, 2023 3:59 PM	Bring a friend to class	14	Email Families	education@jackrabbittech.com
	Sep 20, 2023 3:58 PM	Payments are Due for Fall Festival	14	Email Families	education@jackrabbittech.com
	Sep 20, 2023	Leather Closing	59	Email Families	education@jackrabbittech.com

Click a row menu to view the sent email.

Number of people the email was sent to.

  Export to Excel



# Email Bounce Report

This report, found under the *Reports (menu) > Find Reports > Email/Text/Marketing > Email (tab) > Email Bounce Listing*, is a tool to assist you in identifying email addresses that are repeatedly undeliverable. Use the list to identify which email addresses need to be corrected in order for future emails to be delivered.



If you do not see this report option under the *Reports* menu, check your user permissions. (Gear icon > Settings > Users & Permissions > select a User > User Permissions left menu > Reports Category: Email Bounce Report).

Email Bounce Report												
<a href="#">← RETURN</a>												
View 1 - 13 of 13 <a href="#">Print</a> <a href="#">Export</a> <a href="#">Refresh</a> <a href="#">Show/Hide Columns</a>												
	Loc	Email Address	Current Status <a href="#">?</a>	Type	First Name	Last Name	Family	Home Phone Work Phone Cell Phone	Failed Attempts	Most Recent Bounce	First Bounce Date	Remove
1	EDU	tlovell@email.com	Invalid Recipient	<a href="#">Contact</a>	Tobi	Lovell	<a href="#">Lovell</a>	(704) 555-4955	1	4/6/2020 2:26:25 PM	4/6/2020 2:26:25 PM	<input type="checkbox"/>
2	EDU	jhunter@email.com	Invalid Recipient	<a href="#">Contact</a>	Jolie	Hunter	<a href="#">Hunter</a>	(704) 555-1248	1	4/6/2020 2:19:10 PM	4/6/2020 2:19:10 PM	<input type="checkbox"/>
3	EDU	kbowden@email.com	Invalid Recipient	<a href="#">Contact</a>	Karsen	Bowden	<a href="#">Bowden</a>	(704) 555-4773	1	4/6/2020 1:13:42 PM	4/6/2020 1:13:42 PM	<input checked="" type="checkbox"/>

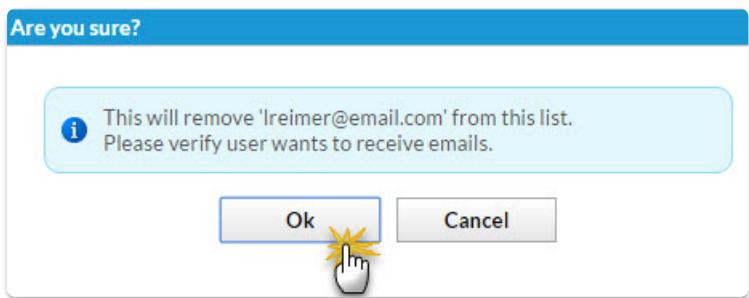
Click here for status definitions.

A direct link to the Family record allows you to make corrections quickly.

Once you have identified and corrected the problem, select the **Remove** check box to clear the email from the report.

The report lists the *Email Address*, *Current Status* (see *Status Definitions* below), *Type*, *First & Last Name*, *Family Name*, telephone numbers, # of *Failed Attempts*, as well as *Most Recent* and *First Bounce* time stamps.

Use the *Remove* checkboxes to clear the email address from the report once your corrections have been made. You will be asked to confirm that the owner of the email address wishes to receive email communications from you.





We recommend you run this report frequently and remove any blocked email addresses. If you check the box in the *Remove* column, the email address will be removed from the report after you make corrections.

## Status Definitions

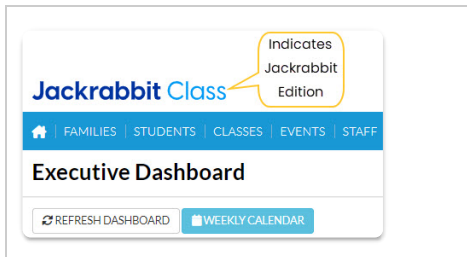
<b>Bounced</b>	Undeliverable; possible reasons could be an invalid domain or user, or that the user's mailbox is full or not accepting emails
<b>DNS Problem</b>	Unable to find the domain for the email address
<b>Rejected</b>	Rejected by the email service because the address was previously undeliverable
<b>Undetermined</b>	The response text could not be identified
<b>Invalid Recipient</b>	The recipient is an invalid email address or the error could not be determined
<b>Soft Bounce</b>	The message soft bounced
<b>DNS Failure</b>	The message bounced due to a DNS failure
<b>Mailbox Full</b>	The message bounced due to the remote mailbox being over quota
<b>Too Large</b>	The message bounced because it was too large for the recipient
<b>Timeout</b>	The message timed out

<b>Admin Failure</b>	The message was failed by SparkPost's configured policies
<b>Generic Bounce: No RCPT</b>	No recipient could be determined for the message
<b>Generic Bounce</b>	The message failed for unspecified reasons
<b>Mail Block</b>	The message was blocked by the receiver
<b>Spam Block</b>	The message was blocked by the receiver as coming from a known spam source
<b>Spam Content</b>	The message was blocked by the receiver as spam
<b>Prohibited Attachment</b>	The message was blocked by the receiver because it contained a prohibited attachment
<b>Relaying Denied</b>	The message was blocked by the receiver because relaying is not allowed
<b>Auto-Reply</b>	The message is an auto-reply/vacation email
<b>Transient Failure</b>	Message transmission has been temporarily delayed
<b>Subscribe</b>	The message is a subscribe request
<b>Unsubscribe</b>	The message is an unsubscribe request
<b>Challenge-Response</b>	The message is a challenge-response probe

# Practice - Emailing Families/Students

Want to practice what you've just learned? Great!

- Go to <https://app.jackrabbitclass.com/jr4.0/Login> and log in with the credentials below for your Jackrabbit edition.
- Go through some or all of the practice scenarios below as they apply to you.



Edition	User ID	Password
Cheer	LMSCheer	Training1
Class	LMSCClass	Training1
Dance	LMSDance	Training1
Music	LMSMusic	Training1
Swim	LMSSwim	Training1



The Practice Database is refreshed each day at approximately 5:00 am Eastern Standard Time. Anything you enter will be erased at that time.

Create a customized template.

1. The easiest way to copy and customize an email template is to go to the Gear Icon on the menu bar and select Settings > Email Templates.
2. Choose a template and click the Copy icon (second from left).
3. Make any changes and if you wish, rename the template.
4. Select the Copy Template button to save your new template.

Send an email.

[Families > All Families](#)

[Families > Email/Text Families](#)

## QUIZ - Lesson #13 - Emailing

When you have worked through all of the articles outlined in the lesson, select the Take the Quiz button to be taken to the Lesson #13 Quiz where you can test your understanding of the concepts in this lesson. You will be asked to enter an email address for quiz results to be sent.

### Quiz #13 - Emailing

**TAKE THE QUIZ**

Number of Questions	Total Possible Points	Points Needed for an "A"	Points Needed for a "B"	Points Needed for a "C"
13	13	11	10	9

[Return to Supervisors and Managers Menu to continue to next lesson](#)

[Click here to provide feedback for this lesson](#)

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