After the first emails....

**Be sure to watch the Daily Headlines
and Breaking News videos first!**
All future campaigns will be created from those first two.

By now you should have a little bit of a library in your
Sent campaign tab.

When you come to your dashboard and click into
Campaigns, you'll see a stack of prior emails.

NOTE: your library of sent campaigns will only show the
messages that you have sent. Your other staff members
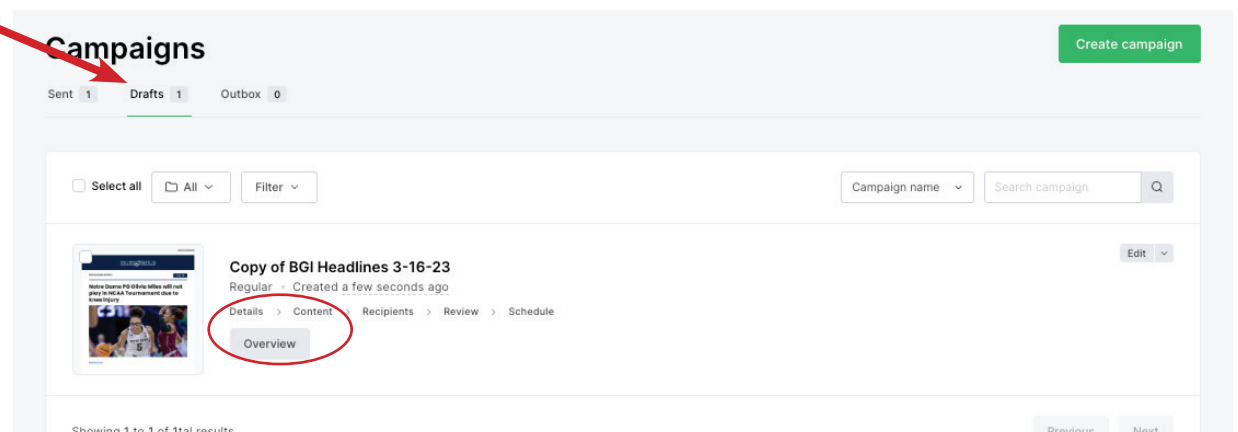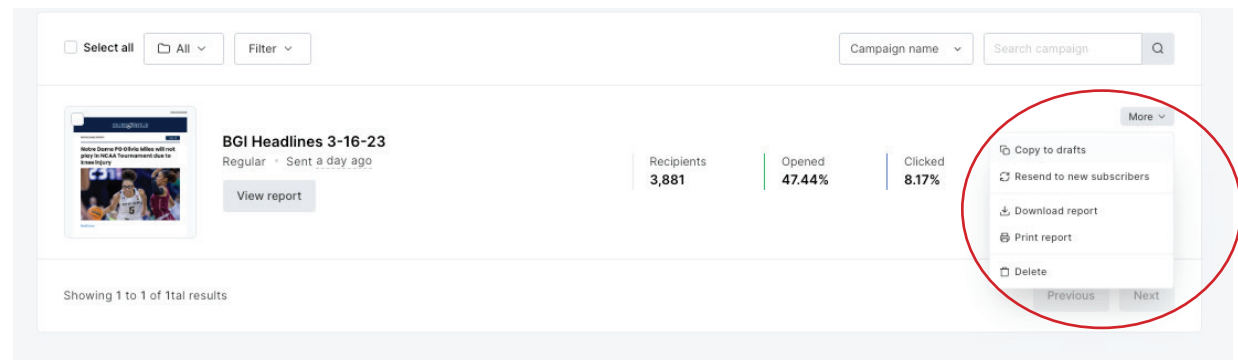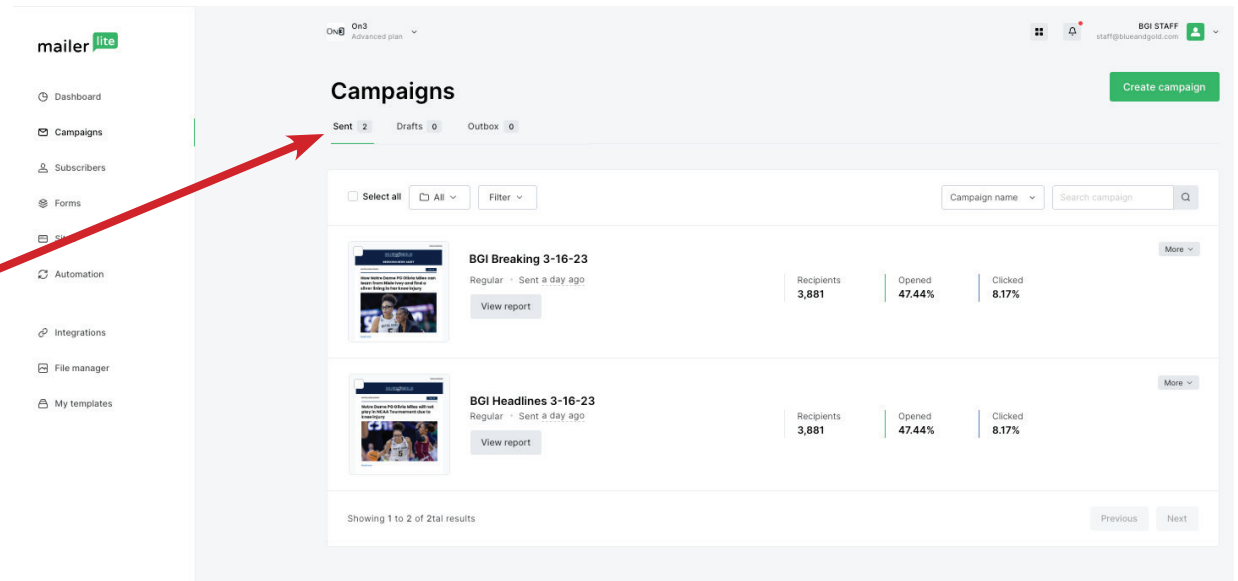and publishers will see a different list!

To send the next daily headlines based on a prior
campaign, click the More button at the right.

Click: Copy to drafts.

Switch from the Sent tab to the Drafts tab.

Your new copy will show here.

Click the Details link as shown.

Rename the campaign

Remove the text that says "Copy of" and update the date

Rename the Subject

The reader will see this in their mailbox, so choose something intriguing and descriptive

Suggestion: look at your website and copy the headline for your lead news item into the subject line.

NOTE: The sender's name will keep the setting from your prior campaign. Just confirm that it appears correct here!

Leave the rest of the options as shown.

Click : "Review"

On3
Advanced plan

BGI STAFF
staff@blueandgold.com

Details > Content > Recipients > Review > Schedule

Campaign details

Campaign name

This text will be used to identify the campaign in MailerLite.

Campaign name

BGI Headlines 3-17-23

Subject

This text will be displayed in the 'Subject' field in your recipient's email client.

Subject name   Insert personalization

Subject based on articles   😊

Who is it from?

This will be displayed in the 'From' field of your recipient's email client. We recommend using your own email and name.

Sender name   Sender email

BlueandGold.com   info@on3.com

Tracking options

Choose which metrics you would like to track for this campaign. Learn more about tracking options.

☑ Track opens
Track opens with an invisible beacon embedded in your emails.

☑ Enable UTM tags
Add parameters to your URLs to track newsletter traffic on web analytics platforms.

Language

The language you choose will be used in your unsubscribe page.

Language

English

Next: Review

The list is already attached, but we do need to update the content.

Click Edit content

Review and confirm

Subject & Sender   Edit info

Subject	Subject based on articles
Sender	BlueandGold.com (info@on3.com)
Language	English

Content   Edit content

Drag & drop Editor · Plain text version: Preview or Edit

Send test email

Tracking settings   Edit tracking settings

| Track opens | enabled |
| UTM tags | enabled |

Recipients 3862   Edit recipients

Included recipients

| Group | Notre Dame (3862) |

‹ Back   Next: Schedule

UPDATE CONTENT

The content will open with the articles that were used the last time you sent this campaign

Hover over the first image to activate the tools

Click on the pencil icon to begin editing

The list of newest articles will be shown on the right.

There must be at least one item checked….

Start by selecting one new item.

Then scroll down and deselect the items that were used in the prior campaign.

Pot of Gold Day Live Blog: Which 2025 recruits reported Notre Dame offers?

[Read more](#)

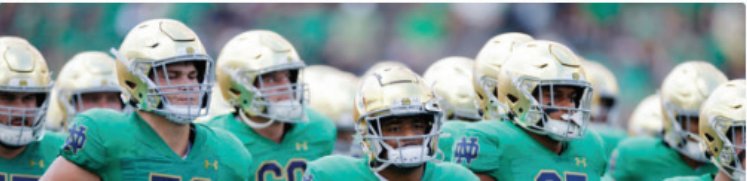## Notre Dame offers 2025 RB Jerome Bettis Jr., son of Irish legend

[Read more](#)

Notre Dame offers elite 2025 quarterback George MacIntyre

[Read more](#)

Notre Dame football to wear green jerseys vs. Ohio State

⟲ | Actions ▾ | Preview and test ▾ | **Done editing**

⋮   RSS featured article

| **Content** | Settings |

RSS FEED URL

https://admin.on3.com/category/blue-and-gold/feed   ↵

☑ Open links for RSS items in new tab

ITEMS

☑ **Pot of Gold Day Live Blog: Which 2025 recruits reported Notre Dame offers?**

☑ **Notre Dame offers 2025 RB Jerome Bettis Jr., son of Irish legend**

☑ **Notre Dame offers elite 2025 quarterback George MacIntyre**

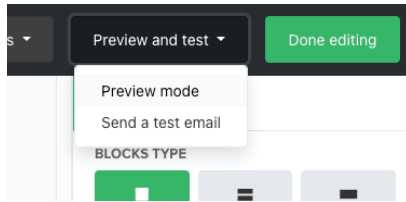☑ **Notre Dame football to wear green jerseys vs. Ohio**

Add up to 2-3 more new items
for a total of 3-4 articles.

Click Save

Save   ←   Cancel

PREVIEW THE FINAL PRODUCT

At the top of the screen, click Preview and test

From the drop-down menu, select Preview mode.
Click the X in the top right to close this window.

Send yourself an email test.

Once you're satisfied that it looks the way you want and you're ready to send it, click "Done editing"

Schedule it to send now or later.

When you want to send a breaking news item, repeat this process.
Click on your sent folder to see your history. Use the most recent one.

Click "copy to drafts"

Check all the details are right and update the subject line and content. Then schedule to send!