

JangoMail Tutorial

Scheduled and Event-Driven Mass E-mails

JangoMail has powerful e-mail scheduling abilities. When you send a mass e-mail through JangoMail, the e-mail can be sent:

1. Immediately
2. Later on, at a specific date and time
3. At regularly scheduled or event-driven intervals, like every day at 9 AM for example, or after an order is placed on your web site

On the **Send E-mail** page where you compose your mass e-mail, there is a scheduling section towards the bottom of the page. It looks like this:

Do not send any duplicate e-mails to one e-mail address:	<input checked="" type="checkbox"/>
When to send?:	<input checked="" type="radio"/> NOW <input type="radio"/> LATER (specify time in Eastern Standard Time)
	Send it only on: <input type="text"/> mm/dd/yy hh:mm:ss AM/PM
	Optional Recurring Schedule (specify times in Eastern Standard Time)
	Send every: <input type="text"/> <input type="text" value="SELECT ONE"/>
	Starting <input type="text"/> Ending <input type="text"/> mm/dd/yy hh:mm:ss AM/PM
Plain Text Message (if above message is HTML, and you want to also send this plain text version along):	<input type="text"/>

When composing a blank e-mail from scratch, **NOW** is checked by default.

Sending the E-mail at a Later Date and Time

If you would like to have the e-mail sent later, and only at a specific date and time, follow these simple steps:

1. Check the **LATER** box.

- Put in the date and time in the field labeled **Send it only on**. Be sure to specify a full date and time in the format mm/dd/yy hh:mm AM/PM. For example, if you want the message sent at noon on the last day of the year 2003, you would enter:

12/31/2003 12:00 PM

Also note that all times must be specified in Eastern Standard Time, also known as New York time.

Setting the E-mail to Automatically Send on a Recurring Basis

There are situations where it may be beneficial to schedule a mass e-mail to be sent on a recurring basis. Examples of these situations include:

- You own an apartment building, and you want to send a mass e-mail to all of your tenants on the 20th of every month reminding them to pay their rent.
- You have a web site where you sell your product. You have a form on your web site for prospective customers to demo your product. Every day at 2 PM you would like an e-mail sent to all prospective customers from the last 24 hours thanking them for their interest and informing them that a rep will be calling them shortly. This is also referred to as an event-driven e-mail.
- You are the webmaster for an online news web site. Every day you want the day's top news headlines e-mailed to all of your subscribers.

All of these situations are handled elegantly with JangoMail's recurring scheduling feature.

Setting the recurring schedule

When composing an e-mail from scratch, there are different ways to fill out the scheduling section of the form to accomplish what you desire.

- If you want the e-mail to go out now AND on a recurring scheduled basis, then select **NOW** and fill out the information underneath **Optional Recurring Schedule**.
- If you want the e-mail to go out once later on at a particular date/time AND on a recurring scheduled basis, then select **LATER**, put in a date/time in the **Send it only on** field, and fill out the information underneath **Optional Recurring Schedule**.
- If you want the e-mail to ONLY go out on a recurring basis, then select **LATER**, and fill out the information underneath **Optional Recurring Schedule**.

Determining who the recipients will be when a recurring e-mail is sent

There are situations where you may want the recurring mass e-mail to go out to the same recipients every time (like in the apartment rent example), and there are situations you may want the recurring mass e-mail to go out to different recipients every time (like in example 2, with the web site form).

The following general principles apply when scheduling a recurring mass e-mail:

1. If you are sending to one or more Groups, then every time the e-mail is sent, it will go to everybody that is a member of the Group at the time the e-mail is sent.
2. If you are filtering a Group (for example, just the Group members that have joined in the last week), then you have the option of setting JangoMail to send to those same recipients every time, or having JangoMail re-query your Group for you prior to each e-mail being sent.
3. If you are sending to recipients pulled from a web database, then you have the option of setting JangoMail to send to those same recipients every time, or having JangoMail re-query your web database for you prior to each e-mail being sent.

When you filter a Group or pull data from a web database, the scheduling section of the Send E-mail form will have one extra checkbox in it, like below:

Do not send any duplicate e-mails to one e-mail address:	<input checked="" type="checkbox"/>
When to send?:	<input checked="" type="radio"/> NOW <input type="radio"/> LATER (specify time in Eastern Standard Time)
	Send it only on: <input type="text"/> mmm/dd/yy hh:mm:ss AM/PM
	Optional Recurring Schedule (specify times in Eastern Standard Time)
	Send every: <input type="text"/> SELECT ONE ▼
	Starting <input type="text"/> Ending <input type="text"/> mmm/dd/yy hh:mm:ss AM/PM
	Check here <input type="checkbox"/> if you want JangoMail to pull fresh web database data <i>at the time of e-mail sending</i> . Otherwise the currently pulled data will be used whenever this e-mail is sent.
Plain Text Message (if above message is HTML, and you want to also send this plain text version along):	<input type="text"/>

If this box is checked, then the Group or web database (above example is shown for a web database), will be queried for the appropriate recipients each time the e-mail is sent on the recurring schedule. This is useful for event-driven situations.

If the box is left unchecked, then the recipients pulled before arriving at this page will always be the recipients each time the e-mail is sent on the recurring schedule.

Managing Your Recurring Schedules after Composing the E-mail

You can fully manage your recurring mass e-mail schedules under **My Options** → **Recurring Schedules**. You can add, edit, pause, and delete recurring mass e-mail schedules from this section.