





HOW TO...CREATE EMAIL TEMPLATES & LCMG-BRANDED EMAILS


A. ENABLE TEMPLATES

1. Open Gmail.
2. At the top right, select the **Settings**  > **See all settings**.
3. At the top, click **Advanced**.
4. In the **Templates** section, select **Enable**.
5. At the bottom, click **Save Changes**.


B. CREATE OR CHANGE AN EMAIL TEMPLATE

1. Open Gmail and click **Compose**.
2. In the **Compose** window, enter your template text.
3. Click **More**  > **Templates**.
4. Choose an option:
 - a. To create a new template, click **Save draft as template** > **Save as new template**.
 - b. To change a previously saved template, click **Save draft as template** and **Overwrite Template**, choose a template and click **Save** to overwrite it.
5. (Optional) To send an email, compose your message and click **Send**.

C. INSERT A TEMPLATE

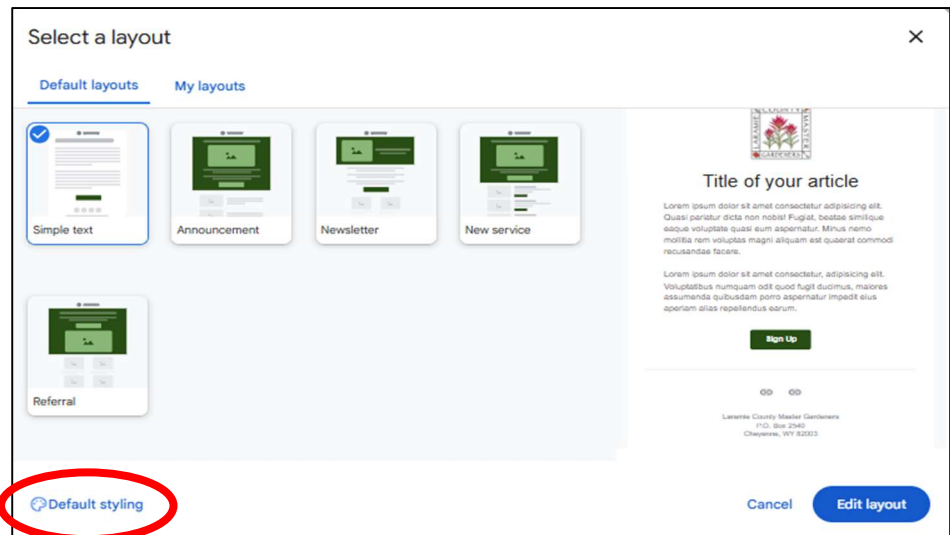
1. Open Gmail and click **Compose**.
2. Click **More**  > **Templates**.
3. To insert a template, under **Insert template**, choose a saved template to insert in your email.
4. Compose the rest of your message and click **Send**.

D. LCMG-BRANDED EMAILS – these are emails to which your template includes LCMG branding such as logos, colors, etc. This may be an ideal option when creating newsletters.

1. Open Gmail and click **Compose**.
2. At the bottom of the **Compose** window, you'll see several icons to the right of the "Send" button. Click the Layouts icon  .

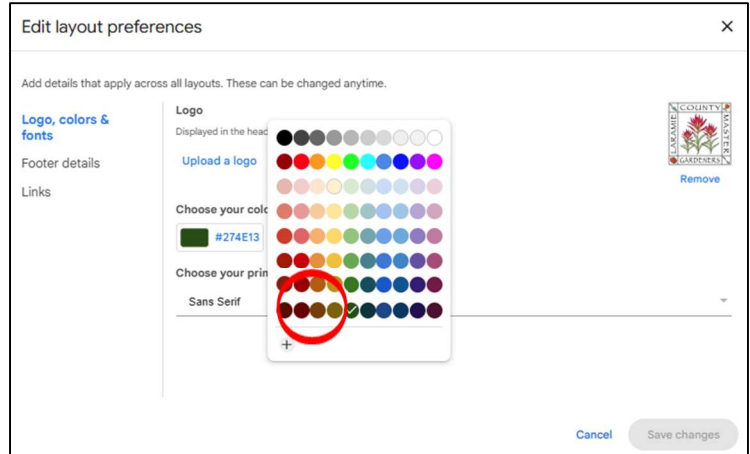
Create a Default Style to your branded email (skip this if previously completed)

1. If you haven't used layouts before, click **Default Styling** at the bottom of the pop-up menu

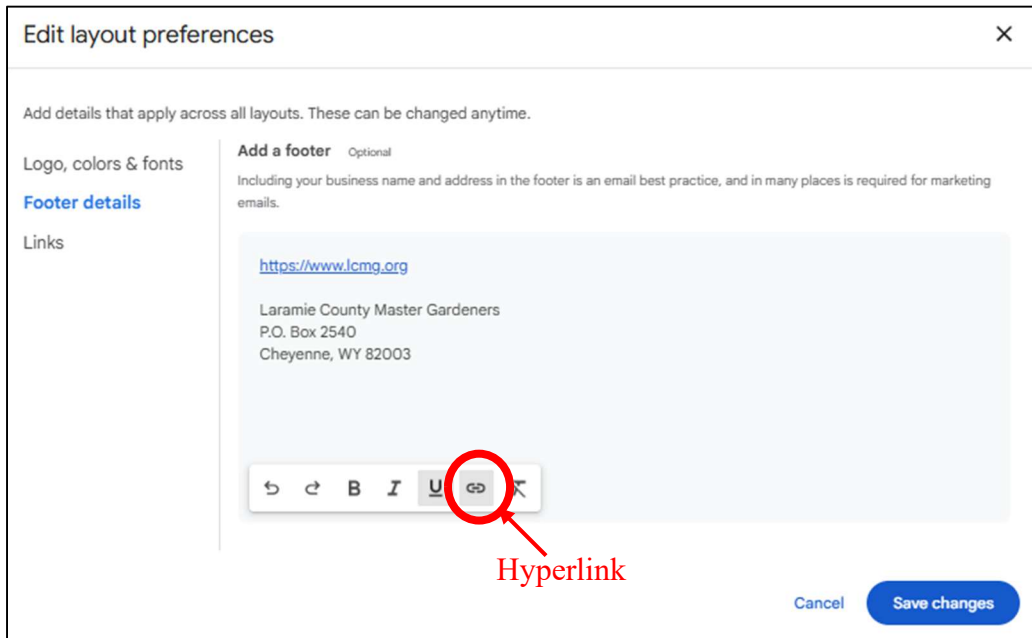


2. Enter the style details for your branded email:
 - a. Upload a Logo – LCMG Logos are available through the LCMG Secretary's Shared Folder labeled "01. LCMG Records" (you must use your @lcmg.org account to access this shared folder).

- b. Colors – these are set options; the **dark green #274E13** is closest to our LCMG Branded Color Palette



- c. Fonts – recommend **Sans Serif** (easy to read)
- d. Footer Details – recommend adding LCMG Website & mailing address (see example below). You can also hyperlink this so email readers can easily click on it to take them to our website.



- e. Links – recommend adding links to LCMG Social Media:
 - i. Facebook: <https://www.facebook.com/LaramieCountyMasterGardeners>
 - ii. Instagram: <https://www.instagram.com/mastergardenerslaramiecounty>

Compose your branded email – this is where you’ll edit the body of your email. You may add text, photos, hyperlinks, etc.

- a. Select a layout (“Simple Text” is the easiest) > click **Insert**. Edit directly into the layout.
- b. To add sections, text, buttons, etc. to your layout, select the option from the right-side menu options.
 - i. If you include a **button**, make sure you set a link for the button.
 - ii. If you add **images**, Google recommends you include alt text in case an image is not rendered. Alt text also helps people who use screen readers better understand your branded email. To change an image in an email template:
 1. Click the image > **Change image**.
 2. Select an image, click **Next**.
 3. Crop the image, as needed, then click **Insert**.
- c. When your edits are complete, click the **Insert** button to insert the template into the body of your email. Add your addressees and **send** when ready.