

Communication Is Key



Sean Rose, Marketing Director

Today's Agenda:

- Creating Emails Using Filters
- SMS Text Messages
- Useful Confirmation Messages
- System Generated Messages



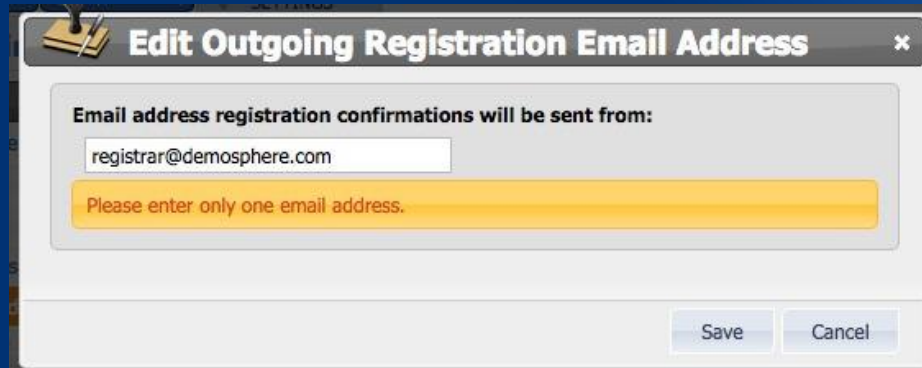
Demosphere Knows Youth Sports

- 1,300+ Customers
- 25 years of experience
- 9+ years of experience personally



‘From’ Whom?

- Set the exact email address that will be listed as the “From” address for all system generated emails



The screenshot shows a dialog box titled "Edit Outgoing Registration Email Address" with a close button (X) in the top right corner. Inside the dialog, there is a label "Email address registration confirmations will be sent from:" followed by a text input field containing the email address "registrar@demosphere.com". Below the input field is a yellow warning bar with the text "Please enter only one email address." At the bottom right of the dialog are two buttons: "Save" and "Cancel".

Creating An Email

- Draft emails with normal text editing capabilities
- ‘Clone’ previously sent emails, make adjustments, and send again
- ‘Queued’ emails are in progress and will be sent at the scheduled time
- Print and Export email lists

The screenshot shows a web-based email creation interface titled "Create New Email Message".

- Load Distribution Group:** A dropdown menu with a button "Save Email Recipient Filters as Distribution Group".
- Select Recipient Groups based on:** A dropdown menu set to "Invitees".
- data:** Checkboxes for "Registrants" (checked), "Household Admins" (checked), and "Household Emergency Contacts" (unchecked).
- Additional Filters:** A search bar containing "Season Name" and "equals", and a filter "A Test Program - April 2015".
- Recipient List:** A section with a "View Addresses" button.
- Reply-To Address:** A dropdown menu set to "Default <dev@demosphere.com>".
- Date/Time to Send (EDT):** A dropdown menu set to "03/10/2015 05:00 am" with a note "(leaving blank will send immediately)".
- CC:** A text input field with a note "(use a comma to separate recipients)".
- BCC:** A text input field with a note "(use a comma to separate recipients)".
- Message Subject:** A text input field containing "Season Starting".
- Message Body:** A rich text editor with a toolbar (bold, italic, underline, strikethrough, link, unlink, bulleted list, numbered list, indent, outdent, text color, background color, source) and a text area containing:

Hi All!

Our season is starting in less than 1 month! I hope you're all as excited as the coaching staff.

Please show up to practice on April 3rd at 2pm wearing your gear and appropriate color t-shirt. We'll be breaking up into teams upon arrival and beginning practice at 2:15 sharp.

Coach J
- body p**: A small text input field at the bottom left of the message body area.
- Save** and **Cancel** buttons at the bottom right.

Emailing Seasonal Invitees

- While creating seasons and/or seasonal groupings that are “invite only”, administrators can create a list of individuals who were selected to participate in an exclusive program
- Email seasonal invitees directly from invitee list - filters automatically appear
- Access through either the Season Settings page or Season Structure Page

The screenshot displays the 'Create New Email Message' interface. At the top, it allows selecting recipient groups based on 'Invitees' with checkboxes for 'Registrants', 'Household Admins', and 'Household Emergency Contacts'. Below this, the 'Additional Filters' section includes dropdowns for 'Season Name' (set to 'A Test Program - Summer Season 2015') and 'Season Invited Date' (set to 'is between 05/26/2015 and mm/dd/yyyy'). The 'Recipient List' section features a 'View Addresses' button and a 'Reply-To Address' field. The 'Date/Time to Send (EDT)' is set to 'mm/dd/yyyy 12:00 am'. The 'CC' and 'BCC' fields are empty. The 'Message Subject' is 'Invitation To Participate'. The 'Message Body' section contains a rich text editor with the text: 'Hello, You have been invited to participate in the Spring 2015 season. For more information on the program please visit our website. If you are interested, please respond to this email.' The bottom of the window shows the status 'body p'.

Filtering Groups

- Administrators can filter email recipients directly in the creation window
- Add as many filters as needed

The screenshot shows the 'Create New Email Message' window. At the top, there's a title bar with a green plus icon and a close button. Below the title bar, there's a section 'Select Recipient Groups based on' with a dropdown menu set to 'Participants' and a 'data:' label. There are three checkboxes: 'Registrants' (checked), 'Household Admins' (checked), and 'Household Emergency Contacts' (unchecked). A green '+ Add New Filter' button is in the top right corner.

Below this is the 'Additional Filters:' section. A dropdown menu is open, showing a list of filters. The first filter, 'Program Name', is selected and highlighted in blue. The list includes various fields like 'Program Sport', 'Household Admin', 'Household Member First Name', 'Household Member Last Name', 'Household Member DOB', 'Household Member Email', 'Household Member Phone', 'Household Member Gender', 'Household Member Proof of Birth', 'Order Tender', 'Order Item Amount', 'Order Item Amount Due', 'Order Item Amount Paid', 'Seasonal Grouping', 'Form Responses', 'Registration Date', 'Registration Status', 'Jersey #', 'Household Name', 'Address Street', 'Address Street 2', 'City', 'State', 'ZIP', 'Medical Ins. Carrier', 'Medical Ins. Member ID', 'Medical Ins. Group Name', 'Emergency Cont. First Name', 'Emergency Cont. Last Name', 'Emergency Cont. Relationship', 'Emergency Cont. Email', 'Emergency Cont. Phone', 'Participant First Name', 'Participant Last Name', 'Participant Gender', 'Participant DOB', 'Participant Proof of Birth', 'Participant Email', 'Participant Phone', and 'Custom Data'.

To the right of the filters dropdown, there's a 'Date/Time to Send (EDT)' section with a text input field containing 'mm/dd/yyyy 12:00 am' and a note '(leaving blank will send immediately)'. Below this is a 'BCC' section with a text input field and a note '(use a comma to separate recipients)'. At the bottom right, there are 'Save' and 'Cancel' buttons.

Create New Email Message

Select Recipient Groups based on

Participants

data:

☒ Registrants
 ☒ Household Admins
 ☐ Household Emergency Contacts

Additional Filters:

Program Name

equals

Demosphere Select Soccer

+ Add New Filter

+ Select

Recipient List

View Addresses

Reply-To Address

Default <dev@demosphere.com>

Date/Time to Send (EDT)

05/30/2015 11:00 am

(leaving blank will send immediately)

CC

(use a comma to separate recipients)

BCC

(use a comma to separate recipients)

Message Subject

Demosphere Select Soccer Season

Message Body

↩

→

ABC

✂

📄

📧

📧

📧

B

I

U

S

I_x

🔍

🔍

🔍

🔍

”

☰

☰

☰

☰

🖼

📧

☰

🔍

😊

🔗

🔗

Normal

Font

Size

A

A

Source

The first game will be here before you know it - here are a few important facts that will be helpful to reference in the coming weeks.

The first game will be taking play on **Briar Field at 9AM.**

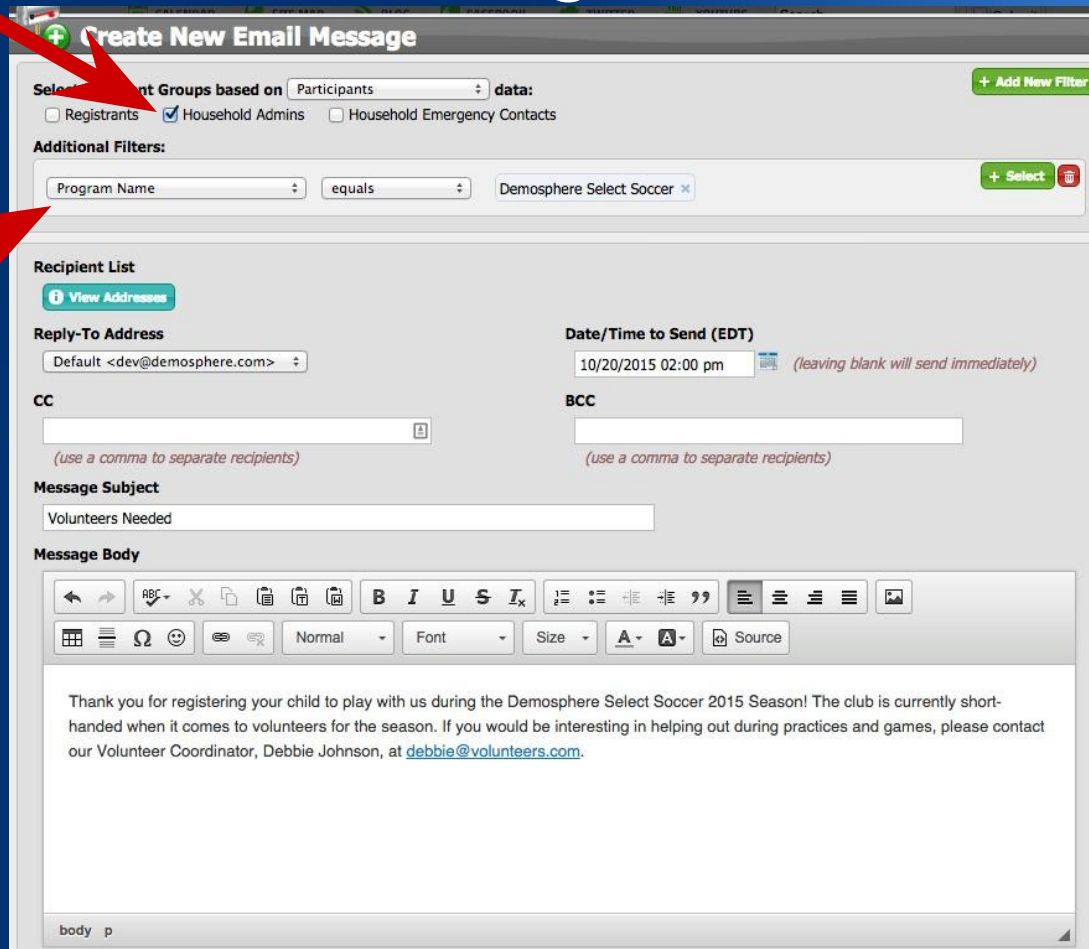
Please make sure the player arrives to the field in full uniform and ready to warm up.

Volunteers for the first game will be providing refreshments and snacks once the game has ended. We ask that players help keep the fields clean.

Contact information for this month's volunteers can be found below:

body p

Contacting Parents



Create New Email Message

Select Recipient Groups based on data:

☐ Registrants ☒ Household Admins ☐ Household Emergency Contacts

Additional Filters:

+ Select ✕

Recipient List

+ View Addresses

Reply-To Address

Date/Time to Send (EDT)

(leaving blank will send immediately)

CC

(use a comma to separate recipients)

BCC

(use a comma to separate recipients)

Message Subject

Message Body





Thank you for registering your child to play with us during the Demosphere Select Soccer 2015 Season! The club is currently short-handed when it comes to volunteers for the season. If you would be interesting in helping out during practices and games, please contact our Volunteer Coordinator, Debbie Johnson, at debbie@volunteers.com.

body p

Create New Email Message

Select Recipient Groups based onSeasonal Teamsdata:

☐ Team Staff☒ Players☒ Parents

Additional Filters:

Select a Season:March 2015

Team NameequalsA Test Program

Team NameequalsA Test Program - April 2015 > Boys > 1st-2nd Grade > blue

+ Add New Filter

+ Select

+ Select

Recipient List

View Addresses

Reply-To AddressDefault <dev@demosphere.com>

Date/Time to Send05/05/2016 05:00 pm(leaving blank will send immediately)

CC

(use a comma to separate recipients)

BCC

(use a comma to separate recipients)

Message Subject

Message Body

↶↷⌂✂📎🗑️🔖🔖

B*I*U~~S~~*I_x*

¶≡☰☲☱☴☵☶☷

☐☒☳☹☺☻☼☽☾☿♈♉♊♋♌♍♎♏♐♑♒♓♈♉♊♋♌♍♎♏♐♑♒♓

Ω😊😬😇🗣️💬

NormalFontSizeAASource

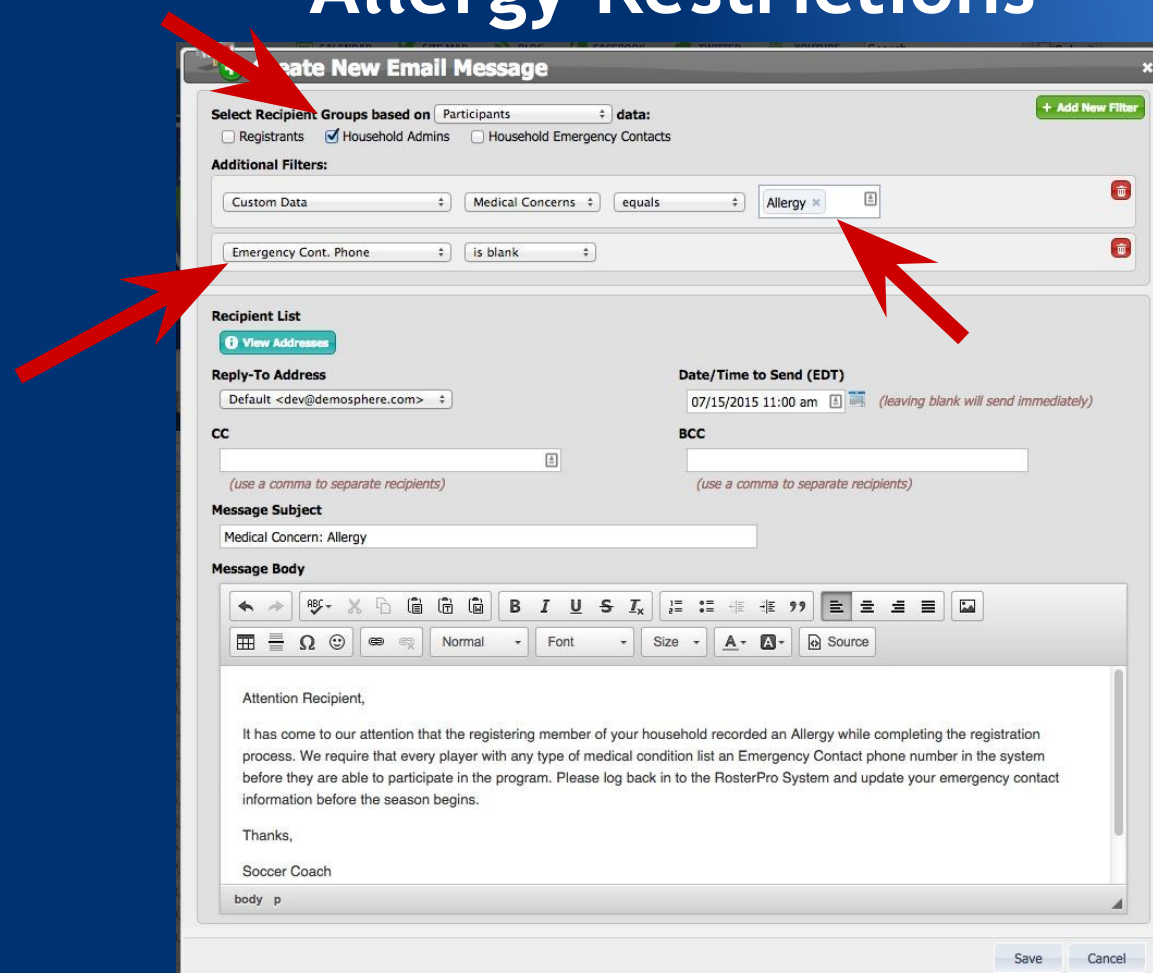
Hi Blue Team,

I hope you had as much fun as I did last April paying in the 2015 Test Program Soccer League. The year flew by and it's that time again to register for another great 2016 season. Registration closes at 5pm on May 25th so be sure to sign up before it's too late!

This is the year Blue comes out champions!!

body p

Allergy Restrictions



Create New Email Message

Select Recipient Groups based on data: [+ Add New Filter](#)

☐ Registrants ☒ Household Admins ☐ Household Emergency Contacts

Additional Filters:

Custom Data Medical Concerns equals Allergy

Emergency Cont. Phone is blank

Recipient List

[View Addresses](#)

Reply-To Address

Default <dev@demosphere.com>

Date/Time to Send (EDT)

07/15/2015 11:00 am (leaving blank will send immediately)

CC

(use a comma to separate recipients)

BCC

(use a comma to separate recipients)

Message Subject

Medical Concern: Allergy

Message Body

Attention Recipient,

It has come to our attention that the registering member of your household recorded an Allergy while completing the registration process. We require that every player with any type of medical condition list an Emergency Contact phone number in the system before they are able to participate in the program. Please log back in to the RosterPro System and update your emergency contact information before the season begins.

Thanks,

Soccer Coach

body p

[Save](#) [Cancel](#)

The screenshot shows the 'Filter by' section of the 'Programs' table. It includes a dropdown menu set to 'equals', a filter for 'Blue', and a filter for 'ALL'. Below these are date filters for '07', '08', and '09'. Red arrows point to the 'equals' dropdown, the 'Blue' filter, and the 'ALL' filter.

Uniform Changes

Create New Email Message

Select Recipient Groups based on Seasonal Teams **data:**

☐ Team Staff ☒ Players ☒ Parents [+ Add New Filter](#)

Additional Filters:

Select a Season: Summer Season 2015

Form Responses equals Shorts Size: M

Registration Status equals PENDING PAYMENT [Select](#)

Recipient List [View Addresses](#)

Reply-To Address Default <dev@demosphere.com>

Date/Time to Send (EDT) 06/23/2015 08:00 am *(leaving blank will send immediately)*

CC

(use a comma to separate recipients)

BCC

(use a comma to separate recipients)

Message Subject Important Uniform Information

Message Body

[↩](#) [→](#) [ABC](#) [✂](#) [📄](#) [📧](#) [📧](#) **B** **I** **U** **S** **I_x**

[📅](#) [📅](#) [Ω](#) [😊](#) [🗣](#) [🗣](#) Normal Font Size A A Source

Your order has been placed for Medium sized uniform shorts for the upcoming Summer Season 2015.

Unfortunately, there was an overwhelming amount of orders placed for Medium this year and we have just been told that not all of the orders will be received by the first game next month.

Orders, such as your, with registration payments that are still marked as Pending Payment have been placed on the list to relieve the second batch or shorts at a later date. Please wear plain black shorts to the first game while we wait for their arrival.

body p



Create New Email Message

Select Recipient Groups based on

data:
☒ Registrants
 ☒ Household Admins
 ☐ Household Emergency Contacts

Additional Filters:

Recipient List

[View Addresses](#)

Reply-To Address

CC

(use a comma to separate recipients)

Message Subject

Message Body































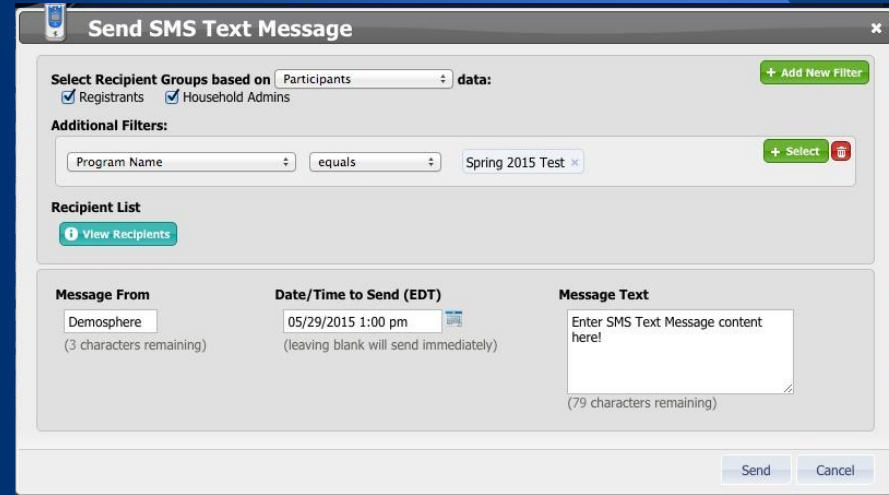



Congratulations, you have successfully completed your tryouts for the Travel Team. We are pleased to inform you that you have been accepted onto the team for the upcoming travel season.

If you would like to claim your spot on the roster, please reply to this email before June 10th.

SMS Text Messaging

- Create SMS Text Messages the same way
- Filtering options available
- 114 character limit
- Set the 'from' name



The screenshot shows a web-based interface for sending SMS text messages. The dialog box is titled "Send SMS Text Message" and contains the following sections:

- Select Recipient Groups based on:** A dropdown menu set to "Participants" with a "data:" label. Below it are two checked checkboxes: "Registrants" and "Household Admins". A green "+ Add New Filter" button is on the right.
- Additional Filters:** A filter bar with a dropdown set to "Program Name", an operator dropdown set to "equals", and a text input field containing "Spring 2015 Test". A green "+ Select" button and a red minus button are on the right.
- Recipient List:** A section with a green "View Recipients" button.
- Message From:** A text input field containing "Demosphere" with a "(3 characters remaining)" note below it.
- Date/Time to Send (EDT):** A date/time picker set to "05/29/2015 1:00 pm" with a "(leaving blank will send immediately)" note below it.
- Message Text:** A large text area with the placeholder text "Enter SMS Text Message content here!" and a "(79 characters remaining)" note at the bottom right.

At the bottom right of the dialog are "Send" and "Cancel" buttons.

SMS Text Messaging

- There are two available “opt-in” locations for registrants to sign up to receive text message notifications
 - During the registration process
 - While editing Household information

Registration Step 1.2 - HOUSEHOLD INFORMATION **** PREVIEW MODE ****

Household Information

Household Address:

Country:

Address:

City:

State:

ZIP:

Primary Phone Number: ☒ Receive Text Messages

Save and Continue

Edit Household Member

Personal Information

First Name: Last Name:

Birthdate: Gender: ☐ Male ☒ Female

☒ **Household Administrator**
(grants Admin permissions for this Household)

Contact Information

Email: ☒

Phone: ☒ **Receive Text Messages**

Message and data rates may apply. Text STOP to 84483 to cancel. For additional assistance, text HELP to 84483. A complete statement of our privacy policy can be found at: www.omnilert.com/privacy.html.

Save **Cancel**

Field Status Notifications



Send SMS Text Message

×

Select Recipient Groups based on Participants ⌵ data: + Add New Filter

☒ Registrants ☒ Household Admins

Additional Filters:

Program Name ⌵ equals ⌵ Rec Soccer × + Select 🗑

Recipient List

📄 View Recipients

Message From

Demosphere

(2 characters remaining)

Date/Time to Send (EDT)

05/29/2015 2:00 pm 📅

(leaving blank will send immediately)

Message Text

ATTN: Game cancelled today (5/29)
due to bad weather field closures

(46 characters remaining)

Send Cancel

Team Parties



Send SMS Text Message

×

Select Recipient Groups based on Participants **data:** + Add New Filter

☒ Registrants ☐ Household Admins

Additional Filters:

Team Name equals A Test Program - April 2015 > Boys > Blue + Select ✕

Recipient List

View Recipients



Message From

Demosphere

(2 characters remaining)

Date/Time to Send (EDT)

05/29/2015 7:00 am

(leaving blank will send immediately)

Message Text

Practice ending early tonight for the World Cup viewing party! Meet in the gym @ 2pm - parents welcome

(13 characters remaining)

Send Cancel

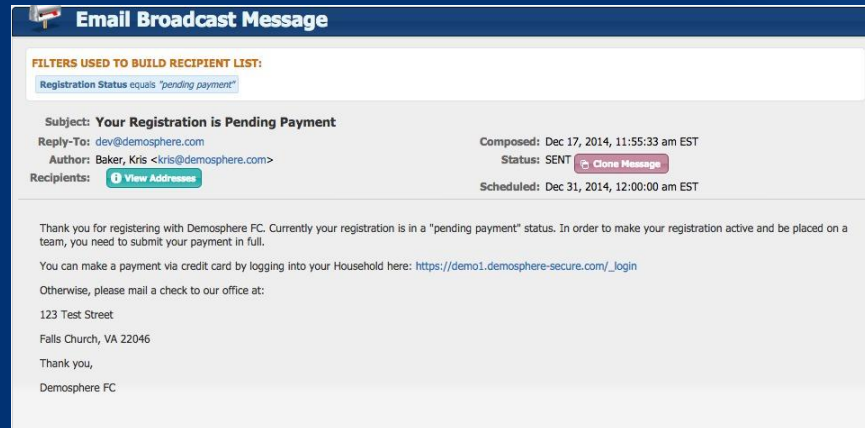
Broadcast Archives

- Sort by any column or search for a specific email
- Apply filters to the grid to search for messages sent by a specific author
- Click the subject line to view the sent email and recipients
- Print, export, & configure data

Email Broadcast History							
Search ...		Filter					
		Print	Export	Configure			
#	Created	Subject	Author	# Sent	Scheduled	Status	
1	03/13/2015 12:36 PM EDT	test 2	Igal, Valerie	107	03/13/2015 12:36 PM EDT	SENT	
2	03/13/2015 12:33 PM EDT	test	Igal, Valerie	107	03/13/2015 12:33 PM EDT	SENT	
3	02/02/2015 10:54 AM EST	This is a test	Thompson, Allan	27	02/02/2015 10:54 AM EST	SENT	
4	01/31/2015 12:25 PM EST	Please login to make your payment - Due 2/6/15	Baker, Kris	16	02/06/2015 12:00 AM EST	SENT	
5	01/31/2015 12:19 PM EST	Test Message	Baker, Kris	0	02/06/2015 12:00 AM	CANCELLED	
6	01/31/2015 10:49 AM EST	test	Baker, Kris	0	01/31/2015 11:00 PM EST	CANCELLED	
7	01/07/2015 03:40 PM EST	Mo Coach Message	Edwards, Spenser Anne	0	01/07/2015 03:40 PM EST	SENT	
8	12/17/2014 11:55 AM EST	Your Registration is Pending Payment	Baker, Kris	7	12/31/2014 12:00 AM EST	SENT	
9	12/17/2014 11:50 AM EST	Your Payment is PAST DUE	Baker, Kris	71	12/31/2014 12:00 AM EST	SENT	
10	09/18/2014 10:32 AM EDT	Image test	Baker, Kris	2	09/18/2014 10:32 AM EDT	SENT	
11	09/18/2014 10:32 AM EDT	Image test	Baker, Kris	2	09/18/2014 10:32 AM EDT	SENT	
12	09/18/2014 10:32 AM EDT	Image test	Baker, Kris	2	09/18/2014 10:32 AM EDT	SENT	
13	06/17/2014 08:23 AM EDT	Snack Time	Taher, Mohammad Fazle	0	06/17/2014 10:00 AM EDT	CANCELLED	
14	06/17/2014 08:23 AM EDT	Snack Time	Taher, Mohammad Fazle	0	06/17/2014 10:30 AM EDT	SENT	
15	04/01/2014 03:51 PM EDT	Image test	Baker, Kris	1	04/01/2014 03:51 PM EDT	SENT	
16	04/01/2014 02:25 PM EDT	test	Baird, Justin	0	04/01/2014 02:25 PM EDT	SENT	
17	03/20/2014 11:45 AM EDT	Opt Out Test	Baird, Justin	0	03/20/2014 11:45 AM EDT	SENT	
18	03/18/2014 03:54 PM EDT	R22 - #1690 Test	Muller, Kristen	0	03/18/2014 03:54 PM EDT	SENT	
19	03/18/2014 03:48 PM EDT	R22 Test 2	Muller, Kristen	1	03/18/2014 03:48 PM EDT	SENT	
20	03/17/2014 12:04 PM EDT	R22 Test 1	MullerKrisen, Kristen	1	03/17/2014 12:15 PM EDT	SENT	
21	03/11/2014 11:24 AM EDT	Test	Baird, Justin	1	03/11/2014 11:25 AM EDT	SENT	
22	03/04/2014 04:54 PM EST	Test message	Baker, Kris	0	04/04/2014 12:00 AM EDT	CANCELLED	
23	02/28/2014 02:51 PM EST	Test	Taher, Mohammad Fazle	0	02/28/2014 02:51 PM EST	SENT	
24	02/27/2014 03:43 PM EST	opt out filter/test	Baird, Justin	1	02/27/2014 03:43 PM EST	SENT	
25	02/27/2014 03:32 PM EST	opted out	Baird, Justin	422	02/27/2014 03:32 PM EST	SENT	

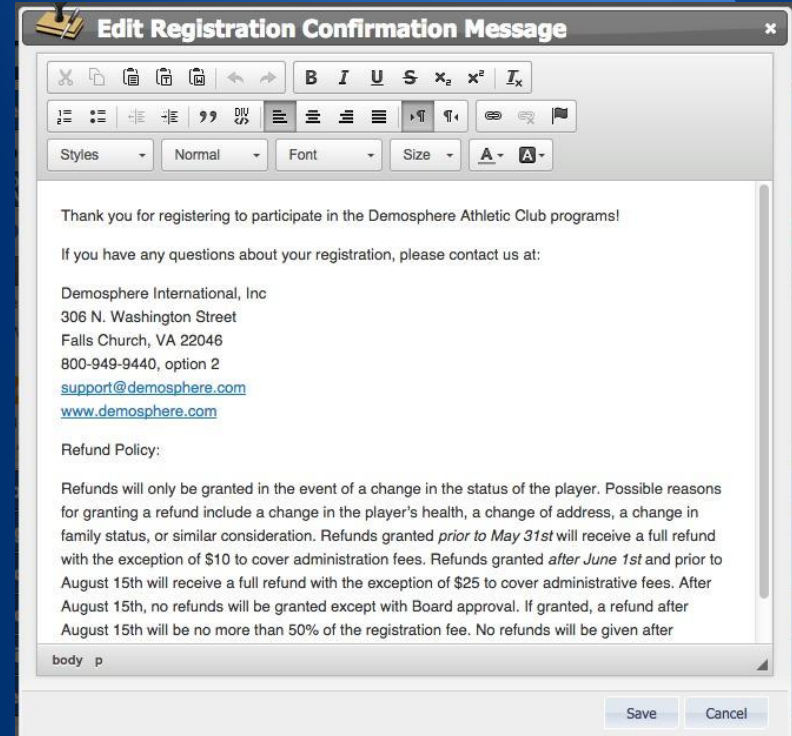
Copy Previous Emails

- Clicking the rose-colored “clone” button copies previously sent emails
- All filters previously applied to the email will still be there
- Recipient list will pull up dynamically in real-time based on applied filters



Confirmation Messages

- Customize confirmation messages received by registrants



The screenshot shows a web-based editor for customizing registration confirmation messages. The window has a title bar 'Edit Registration Confirmation Message' with a close button. Below the title bar is a rich text editor toolbar with icons for cut, copy, paste, undo, redo, bold, italic, underline, strikethrough, text color, background color, bulleted list, numbered list, indent, outdent, link, unlink, and a flag icon. Below the toolbar are dropdown menus for 'Styles' (set to 'Normal'), 'Font', 'Size', and a color selection tool. The main text area contains the following content:

Thank you for registering to participate in the Demosphere Athletic Club programs!

If you have any questions about your registration, please contact us at:

Demosphere International, Inc
306 N. Washington Street
Falls Church, VA 22046
800-949-9440, option 2
support@demosphere.com
www.demosphere.com

Refund Policy:

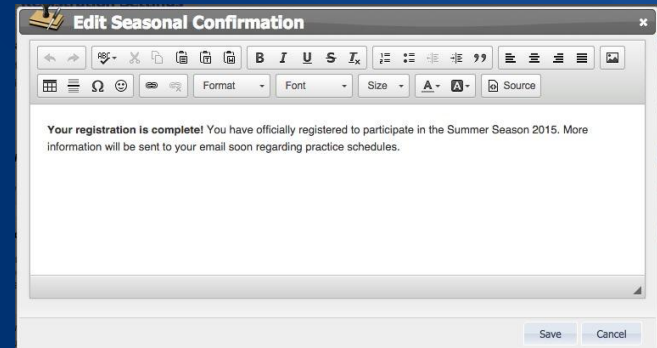
Refunds will only be granted in the event of a change in the status of the player. Possible reasons for granting a refund include a change in the player's health, a change of address, a change in family status, or similar consideration. Refunds granted *prior to May 31st* will receive a full refund with the exception of \$10 to cover administration fees. Refunds granted *after June 1st* and prior to August 15th will receive a full refund with the exception of \$25 to cover administrative fees. After August 15th, no refunds will be granted except with Board approval. If granted, a refund after August 15th will be no more than 50% of the registration fee. No refunds will be given after

body p

At the bottom right of the window are 'Save' and 'Cancel' buttons.

Automated Emails

- System-generated messages are sent to registrants automatically throughout different steps in the registration process.
- **Financial Aid:** Household receives an email once a financial aid payment has been applied and if there's a balance remaining
- **Payment Failure:** Automatic emails alert Household Admins of payment failures and how to update their information
- Seasonal Confirmation messages
- Automatic Payment reminders
- Payment Confirmation emails



(Can be customized by Admin)

Demosphere Can Help!

- 25 Years Of Experience
- Best-In-Class Support
support@demosphere.com
- Demosphere Blog
[New Automatic Email Notifications](#)
[Directly Email Seasonal Invitees](#)
[Making Mailing Labels More Personal](#)
[Large Email Broadcasts Are Even Easier](#)





Sean Rose

Marketing Director

srose@demosphere.com