


Newsletter Content Generator

The Newsletter Content Generator enables you to generate HTML code of your Splash event for inclusion in a newsletter. Here is an example of how it looks when applied to the Public Programs Newsletter -



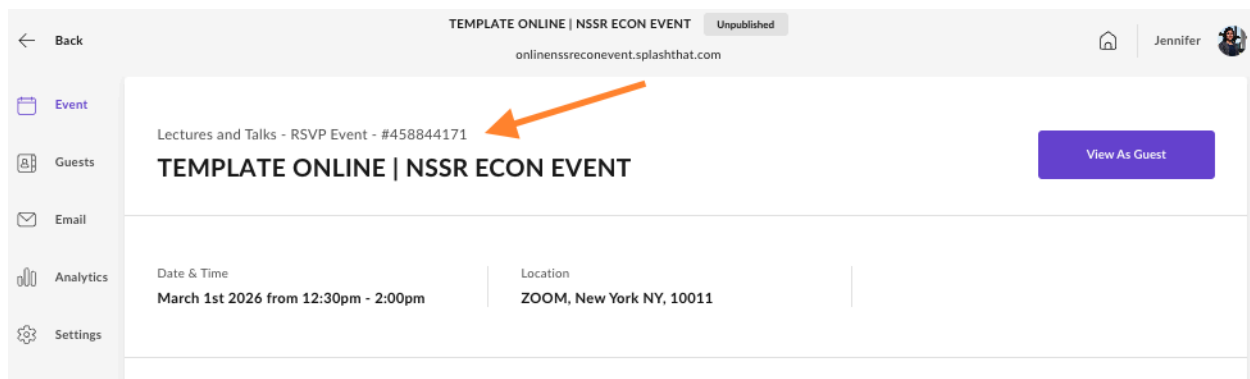
MARCH THROUGH MAY
Spark 2024

Every spring, The New School is filled with energy and excitement when new research, work, and creative ideas are shared through exhibitions, symposiums, recitals, and more from all academic areas and schools. Spark shines a spotlight on The New School community and the incredible work, projects, and activities that make us who we are and set us apart ...

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INSTRUCTIONS

- Obtain the **Splash ID** of your event.
 - To find the Splash ID, log into your Splash account, and locate the event. The Splash ID is found above the event title -



- Open the Newsletter Content Generator: https://events.newschool.edu/email_builder/
- Enter the Splash ID in the "Event ID" field. Add "sp_" before the Splash ID. Example: "sp_457609979." The "sp" should be in lowercase.
- Click on the "+" sign. You should see the formatted Splash event appear below.

- If you have multiple events, continue adding each Splash ID. We recommend adding events chronologically.
- Once your list is ready, click on the “**Copy code**” red button. The HTML will be saved in your clipboard.
- You can then paste the HTML code into your email marketing platform.
 - In Listrak, insert the HTML between the “<!-- START - Paste Localist Code Below →” “<!-- END - Paste Localist Code Above →” (if you’re not sure how to do this, please [see this guide](#)).
- You can copy + paste + save the HTML code in any text editor for future use.

TROUBLESHOOTING

If your Splash page or hub isn’t coming up on the tool, try the following steps:

- Ensure your page is published, and added to the “Published Events” hub.
- Ensure that your event has a date and a location.

Contact universitypublicprograms@newschool.edu with any additional questions.