

## First Sail Program Marketing and Promotional Assets

Thank you for your commitment to growing the sport of sailing and joining the First Sail initiative!

We will host First Sail program marketing and promotional assets and materials on our online Prism platform. Using the log-in credentials provided to you for Prism, you will be able to access your organization's First Sail account information. All of the items you create or upload to this account are only accessible by your organization. We have provided several templates that you can customize to your liking as well as downloadable resources and information that you can embed on your organization's website. For printable items you can print directly through Prism or go through your organization's printing service. As the initiative grows and develops, check-in for updated and new content.

This quick guide describes the functionality of Prism. For more specific questions there are several video tutorials posted throughout the site for your reference or direct your questions to [FirstSail@ussailing.org](mailto:FirstSail@ussailing.org).

The link provided below will bring you to the Prism portal

Link – <http://ussailingstore.com>

To view the items available to you, go to the catalog tab and select a category.

**First Sail** – The First Sail print on-demand portal gives you access to materials such as rack cards, flyers, and downloadable web content to embed into your organizations website. Following the First Sail section under the Catalog tab will open a landing page to view all of the materials available. The items marked as “Create Now” are items you are able to customize with your organization's branding and information. Items marked as “Order Now” are First Sail specific items that cannot be customized.

### Custom Rack Card



sample image, click to enlarge

1. ▾ Name It!

First, enter a descriptive name to identify this document. Then press the **NEXT** button to start customizing your piece.

This name will only be used to identify this document and will not print on the document.

**Don't use the browser's back button!**

While creating your item in the store don't be tempted to use your browser's back button if you need to make a change. To move backwards to a prior section, just click on the section header. Use the edit page button to skip back or ahead while customizing your item. [Got it! Don't show this message again.](#)


**NEXT**

2. ▶ Customize It!

3. ▶ Proof It!

4. ▶ Order It!

**Step 1** - Name your rack card, this is the name that will appear on the rack card in your saved documents.



sample image, click to enlarge

Document Description

Pricing

1. Name It!

2. Customize It!

**MailPanel**


Heading:  
Joining First Sail

Body Copy:  
This is just a Test

NEXT

Info [Edit Page](#)

**Step 2-1** – The heading is what appears above the copy in the body of the content. The copy's font is bolded.



sample image, click to enlarge

Document Description

Pricing

Printed on 130# Gloss Cover Stock. Both sides printed in color. Price includes U/V Coating on both sides.

Mailing prices include printing, postage and post office drop off. You are responsible for providing your own postage for cards shipped to you. If you are mailing the postcards yourself you will need to use a first class letter stamp (47 cents).

20 to 100	\$0.51 each
101 to 500	\$0.46 each
501 and up	\$0.40 each

1. Name It!

2. Customize It!

**MailPanel** [Edit Page](#)

**Info**

Heading:  
Join First Sail

Body Copy:  
This is just a test

Club Logo:  
[Select Another Photo](#)



2011\_FINAL\_ussailing\_logo (PRINT ONLY).jpg  
[Edit Photo](#)

Club Street:  
15 Maritime Drive

Club City:  
Portsmouth

Club State:  
RI

Club Zip:  
02871

Phone Number:  
4016830800

Fax Number:

Email Address:  
Firstsail@ussailing.org


NEXT

**Step 2-2** – Similarly to the main panel, the info page heading is bolded above the body copy. On the info page you also have the opportunity to add your organizations address and club logo, which appear on the bottom of the rack card.



**Email**– The email category gives you access to First Sail specific email banners, the ability to create custom email lists from lists you already, as well as the ability to schedule and track the success of your email campaign.

Simple Email

[SAVE THIS EMAIL](#) 

EMAIL Description

Pricing

You are on the Pay As You Go Plan  
[Click to View all Pricing Options](#)

**1. Name Your Email Campaign**

Enter a descriptive name to identify this campaign.

First Sail Test

This will be the name of your campaign and how it will be referenced in the Campaign Dashboard

[NEXT](#)

**2. Customize Your Email**

**3. Address Your Email**

**4. Schedule Your Email**

**5. Run Your Campaign**

**Step 1** - Name your email, this is the name will appear in your saved documents.

EMAIL Description

Pricing

You are on the Pay As You Go Plan  
[Click to View all Pricing Options](#)

**1. Name Your Email Campaign**

**2. Customize Your Email**

**Email-2**

**Email Subject:**

**From Name:**

JamesShannon@USSAILING.ORG

**Header Image:**

[Select Photo](#)

**Copy:**

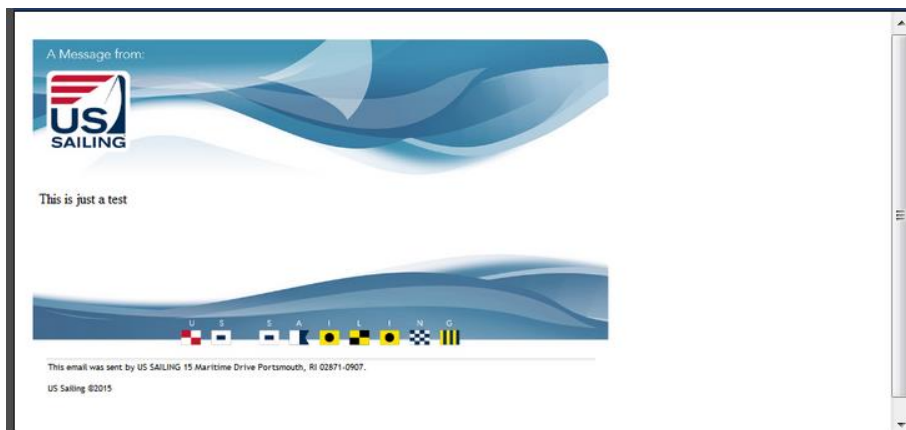
[Edit with Advanced Text Editor](#)

**Footer Image:**


[Select Photo](#)

[Proof Your Email](#) [Trouble Viewing your Proof?](#) [NEXT](#)

**Step 2-1** – Create your email subject, address to send the email from (automatically selects the email address associated with the account), select header and footer images, insert copy.



**Step 2-2** – Proof your email, unlike the POD portal, this step is not required and you will not be asked to check a box to continue. It is still highly encouraged to check your work.

[Back to Designing](#)

Store Logo
Email: Support:

### EZAddress List Creation Tool

[Upload a different list](#)

You are now in the review step. Here you can see the columns in your uploaded list that will appear in your final EZAddress list. Some columns in your uploaded list have been automatically selected for you. You can click any square to make or change a column selection.

#### Email Info

Name, First Name, and Last Name are optional. You can use these if your uploaded list contains one of these columns. [More info](#)

Name <input checked="" type="checkbox"/> optional	First Name optional	Last Name optional	Email <input checked="" type="checkbox"/> required
<div style="border: 1px solid #ccc; padding: 5px;"> <p>Name</p> <p>James</p> <p><a href="#">Click to remove</a></p> </div>	<div style="border: 1px solid #ccc; padding: 5px;"> <p>No column selected</p> <p><a href="#">Click to edit</a></p> </div>	<div style="border: 1px solid #ccc; padding: 5px;"> <p>No column selected</p> <p><a href="#">Click to edit</a></p> </div>	<div style="border: 1px solid #ccc; padding: 5px;"> <p>Email</p> <p>jameshammon@ussailing.or...</p> <p><a href="#">Click to remove</a></p> </div>

[CONTINUE](#)

**Step 3** – upload a .xlsx, .xls, or .csv file. The EZAddress tool will automatically pull the information (name email, address, ect.) out of your file for sending.

## 4. Schedule Your Email

### Email Schedule ?

You can schedule your email campaign to be sent immediately or at any time within the next 30 days.

Send Email Now  
 Schedule Email for delivery on:

at  :   AM  PM

[Hide Advanced Email Options](#)

### Followup/Reminder Email Schedule ?

Send Followup/Reminder Email  
 Schedule Followup for  days after initial email  
 Schedule Follow-up Email for delivery on

[NEXT](#)

**Step 4** – Your email can be scheduled to be sent immediately after you complete it, or you can schedule it for a specific date and time. You also have the option of sending a follow up/reminder email.

**Step 5** – Send your email!