Custom Fields in Constant Contact

If you use “Custom Field 1” as a variable in your email, and upload certain information mapped to Custom Field 1 in your list (student number, advisor name, Priority reg date, for examples), there is a problem if someone else had previously put other information in Custom Field 1 for that student. Your new information will not over-write the previous information. Fortunately, there is a very easy solution to this problem. Rather than using a numbered “Custom Field X,” from now on, create a new custom field with a unique label for your emails. Start your unique labels with an abbreviation for your area’s name, which will keep them together in the alphabetized list, and include the semester that it is relevant to in the name, so you will know when it is obsolete. For example, “Reg 15FA Priority Reg Date”.

1. After logging into Constant Contact, click My Settings in the upper right corner.

2. Scroll down to the bottom of the page and find the Contact Settings category and click Manage my custom fields.

3. Scroll down and click Add custom field. Choose the appropriate option, Add new text field or Add new date field.
4. A blank text box will appear. Type in the label you will use for your new variable field. (See examples below). Click **Save**.

5. These new custom field names will now appear alphabetically in the lists for inserting **Contact Details** in email messages.
6. They will also appear in the drop down boxes that ask which variable field is associated with each column of the spreadsheet lists you upload.

7. **Note**: please delete old variable fields each time you create a new version of them. Use a new unique name each time you create a variable field. **Do not** rename an old variable field. To delete a variable field in the future, simply click the X next to the field in question on the Manage my custom fields page.