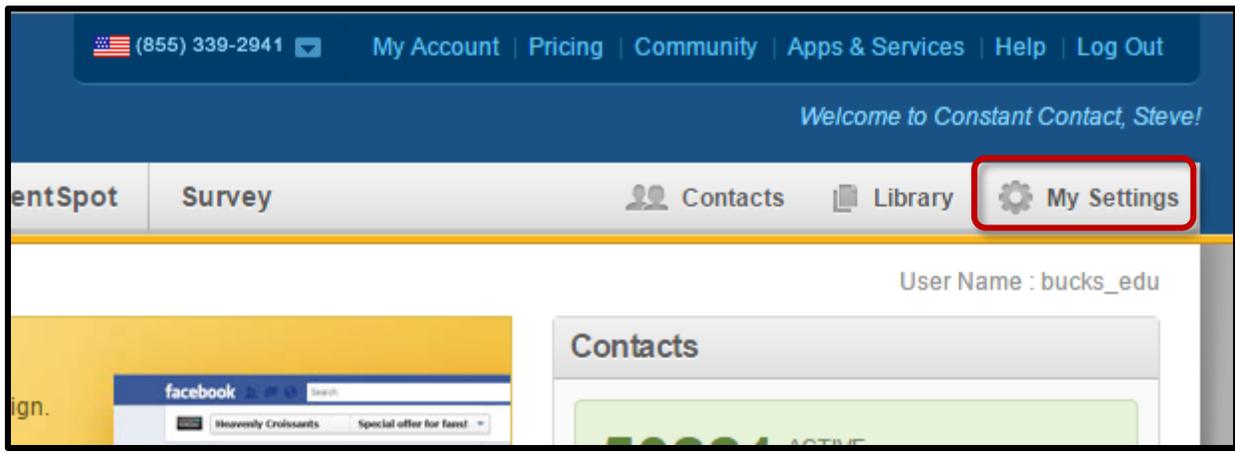


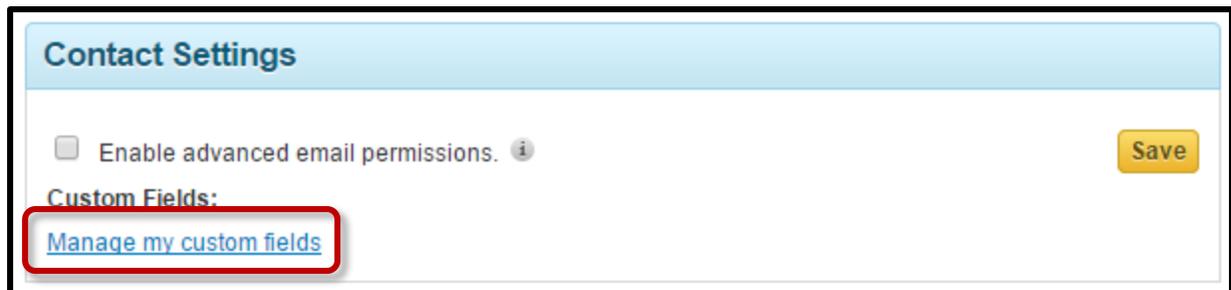
Custom Fields in Constant Contact

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in the alphabetized list, and include the semester that it is relevant to in the name, so you will know when it is obsolete.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”.

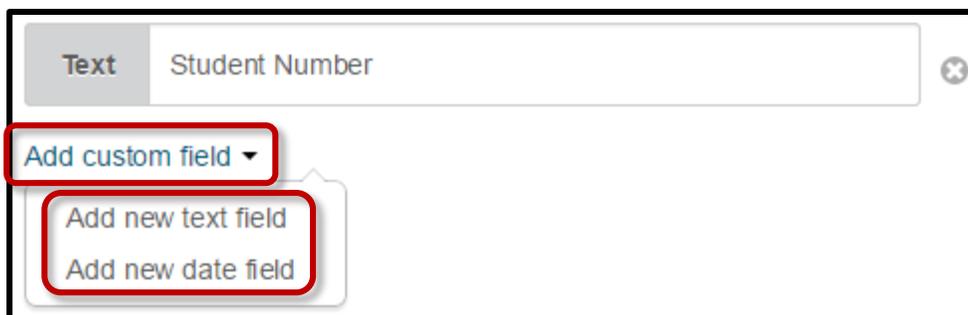
1. After logging into Constant Contact, click **My Settings** in the upper right corner.



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**.

The screenshot shows a form with two input fields. The first field is labeled 'Text' and contains the text 'Adm Example Planner Name 15FA'. The second field is labeled 'Date' and contains the text 'Adv Example Date 15SP'. Below these fields is a link that says 'Add custom field' with a dropdown arrow. At the bottom of the form, there are two buttons: 'Cancel' and 'Save'. The 'Save' button is highlighted with a red rectangular box.

5. These new custom field names will now appear alphabetically in the lists for inserting **Contact Details** in email messages.

The screenshot shows an email editor interface. On the left, there is a sidebar with various insert options: Image, Document Link, Link, Video Link, Anchor, Survey/Poll Link, Social Campaign, PayPal Payment, Amazon, Forward to a Friend, Greeting, and Contact Details. The 'Contact Details' option is highlighted with a red box and expanded to show a list of fields: Business Phone, Custom field 1, and Custom field 15. The main editor area shows a preview of an email with a logo for 'Management Consulting' and the text 'TOGETHER. SHAPING THE FUTURE'. The interface also includes a 'Spam Check' button and a 'Design' button.

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.

Field in Constant Contact	Sample from your cap_and_gown_order
Select a field	Name
Street address line 1	Street Address
Select a field Address type	Apt.
Tags	City
Twitter social profile	State
Facebook social profile	Zip
LinkedIn profile	
Google social profile	
Flickr social profile	
Priority Registration Date 15FA	
Degree Program	
POS#	
Custom field 1	

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.

Text	Adm Example Planner Name 15FA	
Date	Adv Example Date 15SP	
Add custom field ▾		