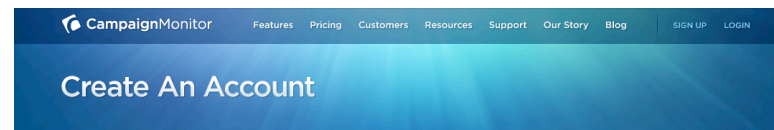


Adding a stakeholder database to your Citizen Space consultation for free

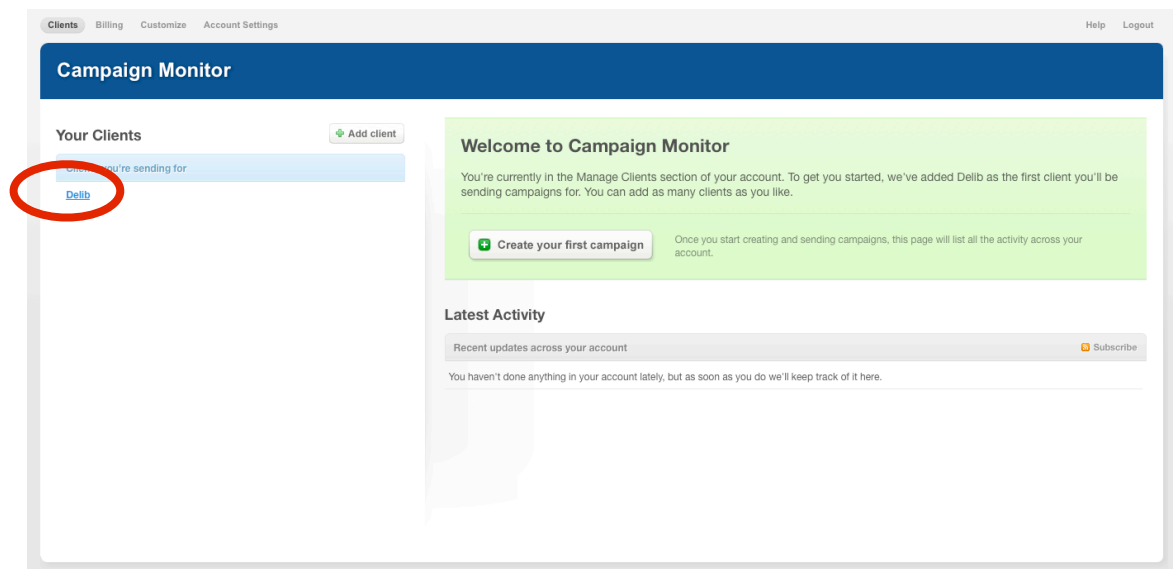
Campaign Monitor is an awesome third-party tool for sending email to permission-based subscriber lists. We are going to make use of these lists to store interest- or area-specific lists of consultation stakeholders.

Part 1: Setting up your stakeholder database

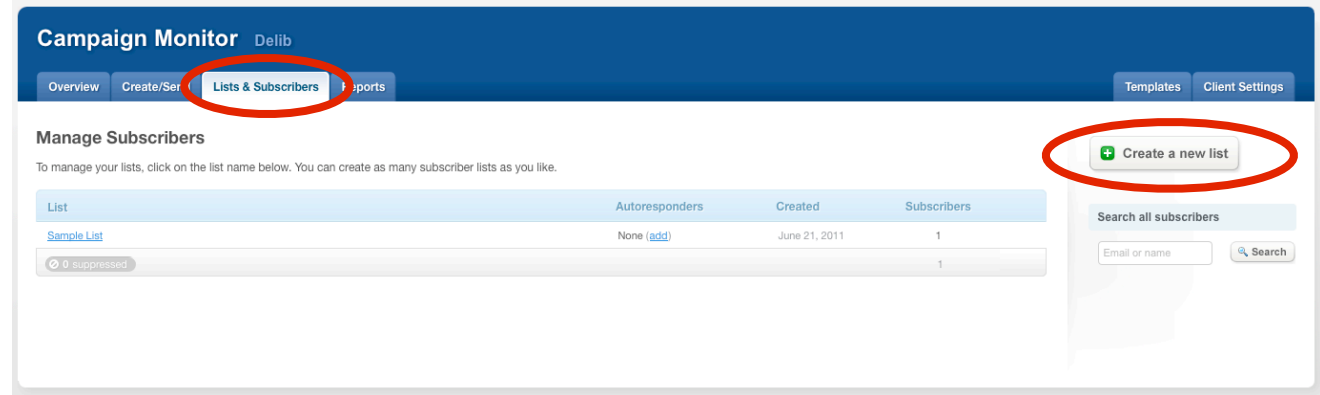
1. Go to www.campaignmonitor.com and sign up for a new account.

The image shows the 'Setup your account' form. It includes fields for Name (Jess Norwood), Email Address (me@example.com), Username (citizenspace), Password (with a 'Strong' indicator), Company (Delib), Country (United Kingdom), and Timezone (GMT Dublin, Edinburgh, Lisbon, London). To the right of the form are three testimonials: 'BLEW MY SOCKS OFF' by Carson McCormas, 'MADE ME A HERO TO MY CLIENTS' by Anne Sheer, and 'NAMING MY FIRST-BORN CM' by Dave Baskind. Below the testimonials are social media icons for Twitter, Nike, and Facebook.

2. Log into your new account and go to the settings for your organisation.

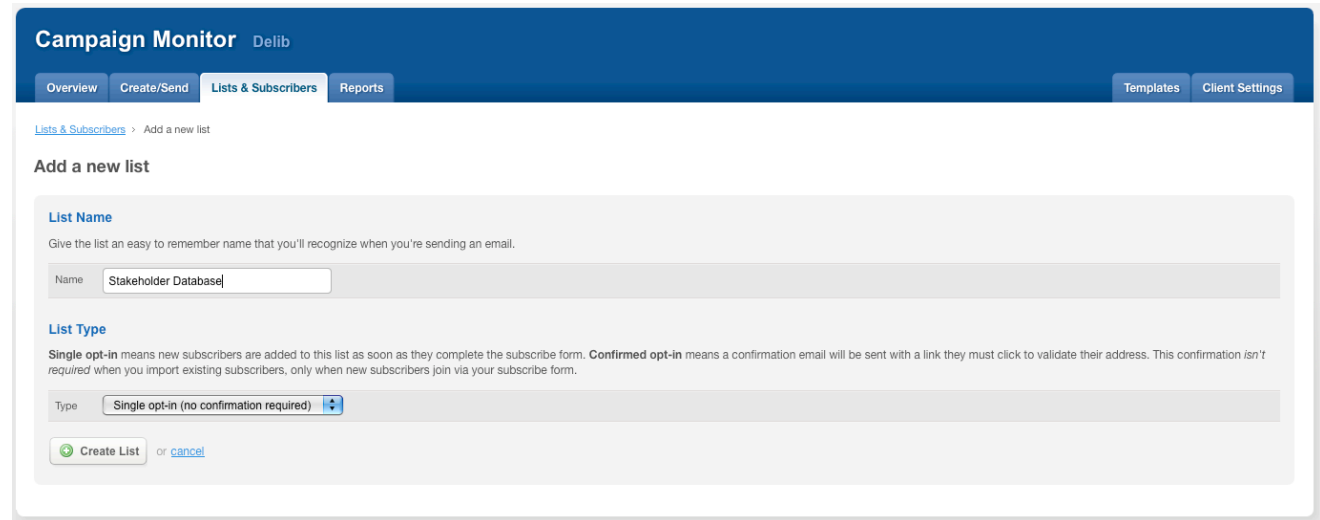


3. Go to the 'Lists & Subscribers' tab and hit 'Create a new list'.



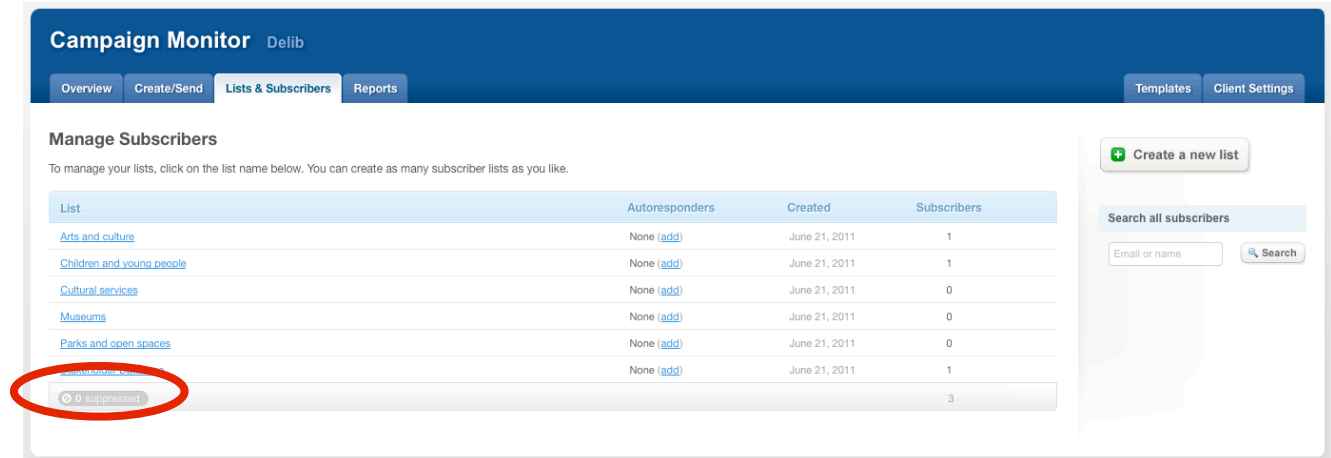
4. Create a list called 'Stakeholder Database'. This is the list that all your subscribers will sign up to.

You can choose whether subscribers are sent an email to confirm their subscription, or whether they are signed up to the list immediately.



5. Repeat the process to make additional interest-specific lists. Your subscribers will have the opportunity to subscribe to any of these lists as well as the general stakeholder database.

Once you've made all your interest-specific lists, click on the Stakeholder Database list.



6. Click the “Add a subscribe form to your site” link.

The screenshot shows the Campaign Monitor interface for a 'Stakeholder Database'. The main heading is 'Add the first subscribers to your new list'. Below this, there are several options: 'Add a subscribe form to your site' (circled in red), 'Create an autoresponder', and 'Store extra details on each subscriber'. The right sidebar contains various settings like 'List settings', 'Manage the subscribe process', and 'Customize the subscribe process'.

7. Choose the options that you want to show on your subscribe form. You’ll probably want to select all the special interest lists that you created. You may or may not want to collect your subscriber’s name.

The screenshot shows the 'Create a subscribe form' page in Campaign Monitor. It includes a 'Fields to include' section with checkboxes for 'Email Address' and 'Name'. Below that is an 'Add an opt-in checkbox for other lists' section with checkboxes for 'Arts and culture', 'Children and young people', 'Cultural services', 'Museums', and 'Parks and open spaces'. A 'Generate the code' button is at the bottom. The right sidebar shows 'Customize the subscribe process' options like 'Create confirmation emails' and 'Enter your thank you page URL'.

8. An embed code will be generated for you. Copy this to the clipboard, ready for pasting into your consultation.

Campaign Monitor Delib

Overview Create/Send Lists & Subscribers Reports Templates Client Settings

Lists & Subscribers Stakeholder Database Create a subscribe form

Create a subscribe form

Customize what you'd like to be included in this subscribe form and hit the "Generate the code" button. You can create as many subscribe forms as you like.

Basic formatting CSS based Table based

```
<form action="http://citizenspace.createsend.com/t/r/s/qviyh/" method="post" id="subForm">
<div>
<label for="name">Name:</label><br /><input type="text" name="cm-name" id="name" /><br />
<label for="email">Email:</label><br /><input type="text" name="cm-email" id="email" /><br />
<input type="checkbox" name="cm-gl-awill" id="Artsandculture" /><label for="Artsandculture">Arts and culture</label><br />
<input type="checkbox" name="cm-gl-awilh" id="Childrenandyoungpeople" /><label for="Childrenandyoungpeople">Children and young people</label><br />
<input type="checkbox" name="cm-gl-awily" id="Culturalservices" /><label for="Culturalservices">Cultural services</label><br />
<input type="checkbox" name="cm-gl-awicl" id="Museums" /><label for="Museums">Museums</label><br />
<input type="checkbox" name="cm-gl-awicy" id="Parksandopenspaces" /><label for="Parksandopenspaces">Parks and open spaces</label><br />
<input type="submit" value="Subscribe" />
</div>
</form>
```

← Back to the form builder

Customize the subscribe process

Once a subscriber completes your subscribe form you can customize what happens next, including:

- ✓ Create confirmation emails
- ✓ Enter your thank you page URL

Start customizing

Part 2: Embedding your signup form in a Quick Consult consultation

1. Edit your Quick Consult consultation. On the main survey settings page, scroll down to find the “Completion Message” field.

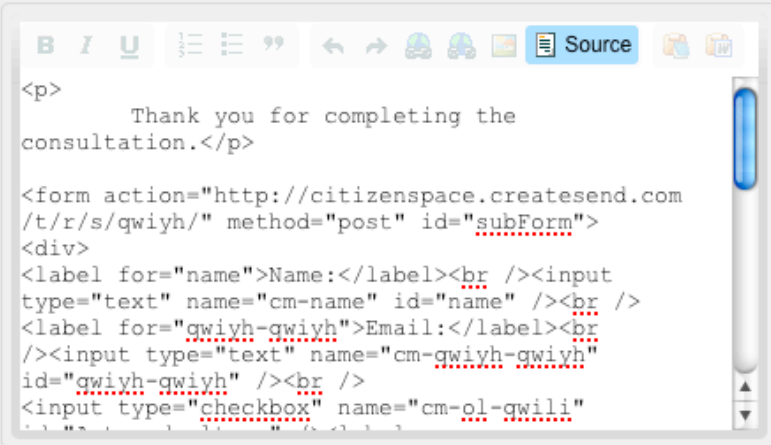
Completion message
This message will be displayed to the user along with their response ID when they submit their response.



Thank you for completing the consultation.

2. Click the “Source” button to edit the raw HTML, and then paste in the Campaign Monitor embed code.

Completion message
This message will be displayed to the user along with their response ID when they submit their response.

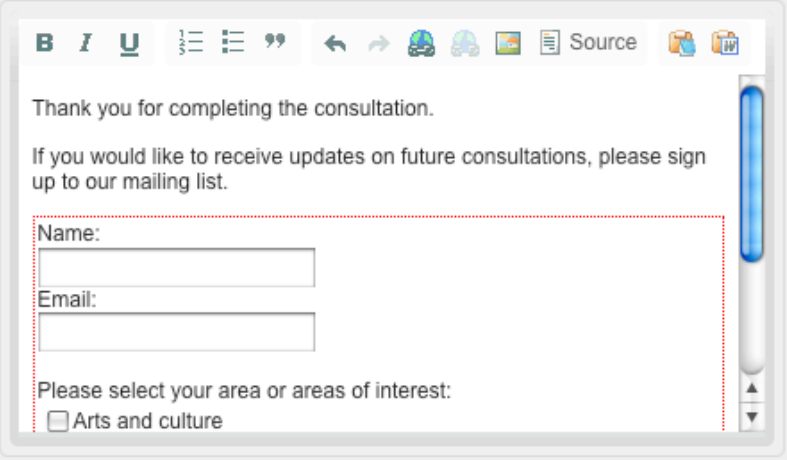


```
<p>
    Thank you for completing the
    consultation.</p>

<form action="http://citizenspace.createsend.com
/t/r/s/qwiyh/" method="post" id="subForm">
<div>
<label for="name">Name:</label><br /><input
type="text" name="cm-name" id="name" /><br />
<label for="qwiyh-qwiyh">Email:</label><br
/><input type="text" name="cm-qwiyh-qwiyh"
id="qwiyh-qwiyh" /><br />
<input type="checkbox" name="cm-ol-qwili"
/>
```

3. Click the “Source” button again to return to the normal view. You will see the subscribe form. You can make modifications to the form at this stage, such as adding explanatory copy.

Completion message
This message will be displayed to the user along with their response ID when they submit their response.



The screenshot shows a web form with a red dashed border. At the top is a rich text editor toolbar with icons for bold (B), italic (I), underline (U), bulleted list, numbered list, quote, undo, redo, link, unlink, image, source, print, and PDF. The form content includes a thank you message, a request to sign up for a mailing list, and two input fields for Name and Email. Below these is a section for selecting areas of interest, with a checkbox for 'Arts and culture'.

Thank you for completing the consultation.

If you would like to receive updates on future consultations, please sign up to our mailing list.

Name:

Email:

Please select your area or areas of interest:

Arts and culture

Part 3: Testing the signup process

1. Preview the consultation by clicking the link at the top right of the page.
2. Make sure you are viewing the consultation in “open” mode, and then click the “Online consultation” link to see how the survey will look when it’s live.

Status: Unpublished
[Consultation dashboard](#)
[Preview consultation](#)

You are currently viewing this consultation in preview mode. [Leave preview](#)
View as: [Open](#) | [Forming](#) | [Closed](#)

Consultation Hub Find Consultations We Asked, You Said, We Did

Campaign Monitor test

Overview

[Give Us Your Views](#)
[Online consultation](#)

Share this consultation

[Tweet](#) [Share](#)

Contact

Dates
Consultation is Open
Runs from [DATE NOT ENTERED] to [DATE NOT ENTERED]

Other Information
Areas:
Audience:
Interests:



[Accessibility Policy](#) [Terms and Conditions](#)

[About Citizen Space](#) [Submit Feedback about Citizen Space](#)

3. Step through the consultation until you get to the penultimate screen (this will look different if you have chosen a non-linear survey) and click the “Submit your response” button.

Consultation Hub Find Consultations We Asked, You Said, We Did

Almost done...

Progress Page 2 of 2

You are about to submit your response. By clicking 'Submit your response' you give us permission to analyse and include your response in our results. After you click Submit, you will no longer be able to go back and change any of your answers.

If you entered your email address, we will send you an email receipt and a link where you can download a PDF copy of your response for your records.

Note - we cannot use your answers until you 'Submit your response'.

[< Back](#) [Submit your response](#)



[Accessibility Policy](#) [Terms and Conditions](#)

[About Citizen Space](#) [Submit Feedback about Citizen Space](#)

4. Enter your name (if required), your email address, and choose the special interest groups you want to subscribe to. Then hit “Subscribe”

Consultation Hub Find Consultations We Asked, You Said, We Did

Your response has been submitted

Thank you for completing the consultation.

If you would like to receive updates on future consultations, please sign up to our mailing list.

Name:

Email:

Please select your area or areas of interest:

- Arts and culture
- Children and young people
- Cultural services
- Museums
- Parks and open spaces

Your response ID is ANON-9AAV-M9QD-C. Please have this ID available if you need to contact us about your response.




[Accessibility Policy](#) [Terms and Conditions](#)

[About Citizen Space](#) [Submit Feedback about Citizen Space](#)

5. You will see an unbranded confirmation message from Campaign Monitor, and have the option to return to the consultation.

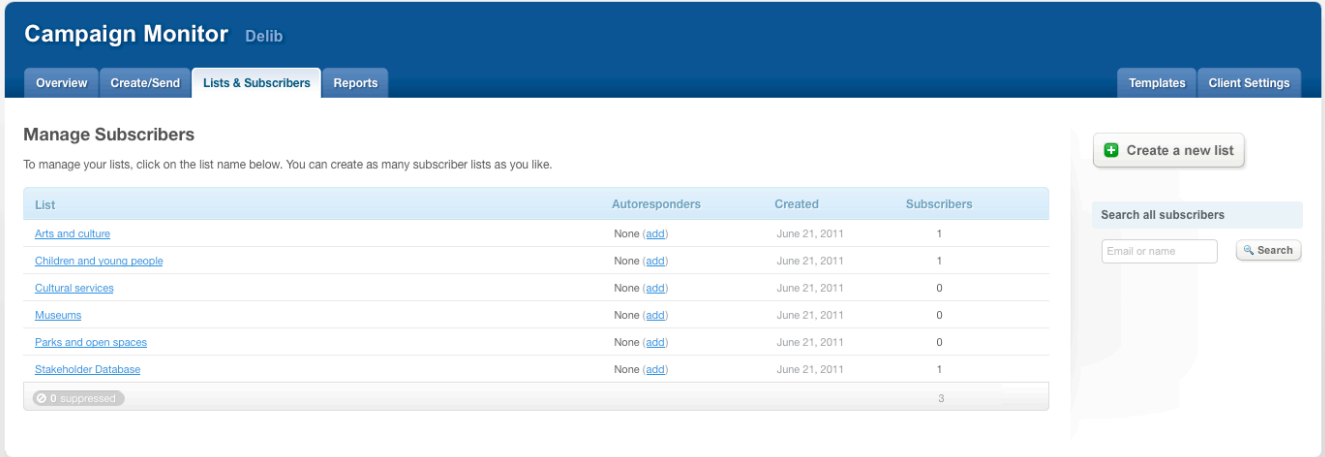
Thank You

Your subscription has been confirmed. You've been added to our list and will hear from us soon.

 [Click here](#) to return to the site.

Part 4: Using your stakeholder database

1. Go back to the “Lists & Subscribers” tab in Campaign Monitor. You’ll see that your “Stakeholder Database” list has one subscriber, and so do the special interest groups that you chose to sign up to.

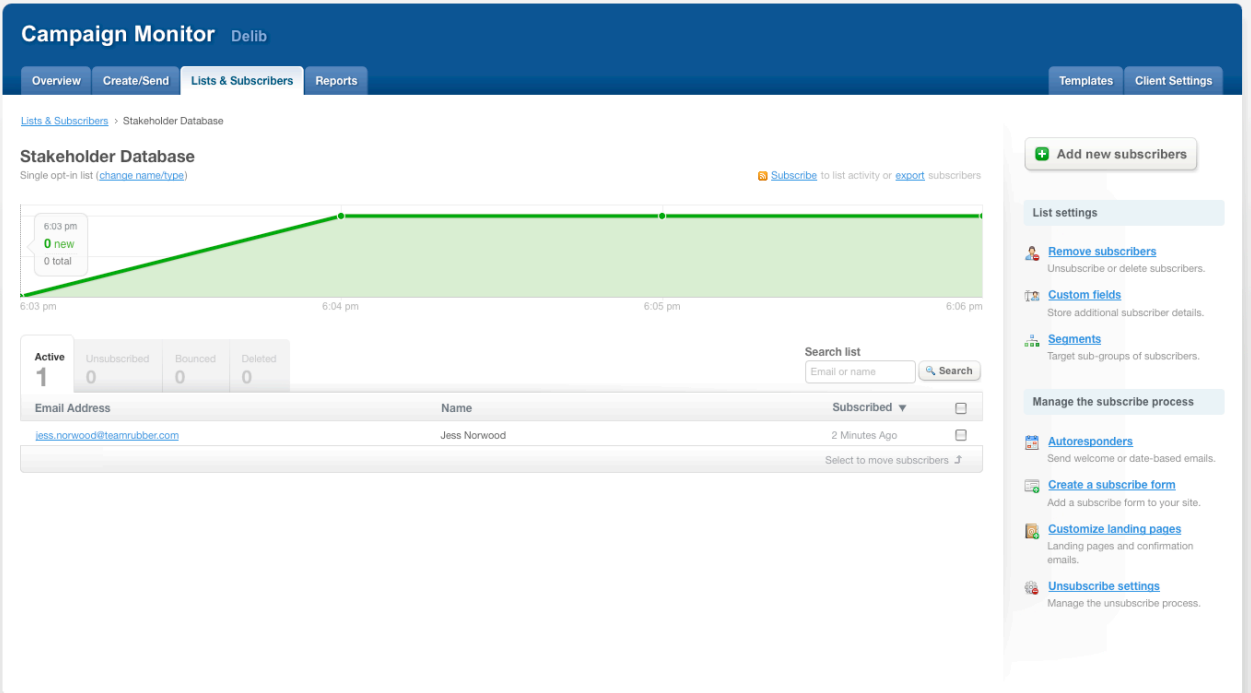


The screenshot shows the 'Manage Subscribers' page in Campaign Monitor. The page has a navigation bar with 'Overview', 'Create/Send', 'Lists & Subscribers', and 'Reports'. On the right, there are 'Templates' and 'Client Settings' buttons. A '+ Create a new list' button is visible. Below the navigation, there is a table of subscriber lists:

List	Autoresponders	Created	Subscribers
Arts and culture	None (add)	June 21, 2011	1
Children and young people	None (add)	June 21, 2011	1
Cultural services	None (add)	June 21, 2011	0
Museums	None (add)	June 21, 2011	0
Parks and open spaces	None (add)	June 21, 2011	0
Stakeholder Database	None (add)	June 21, 2011	1
0 suppressed			3

On the right side, there is a search box labeled 'Search all subscribers' with a search button.

2. Click on any of your lists to see a graph of signups over time, and other top-line statistics.



The screenshot shows the 'Stakeholder Database' page in Campaign Monitor. The page has a navigation bar with 'Overview', 'Create/Send', 'Lists & Subscribers', and 'Reports'. On the right, there are 'Templates' and 'Client Settings' buttons. A '+ Add new subscribers' button is visible. Below the navigation, there is a graph showing signups over time:

Graph: Stakeholder Database
Single opt-in list ([change name/type](#))

Graph details: 6:03 pm, 0 new, 0 total. X-axis: 6:03 pm, 6:04 pm, 6:05 pm, 6:06 pm.

Below the graph, there is a summary of subscriber status:

Active	Unsubscribed	Bounced	Deleted
1	0	0	0

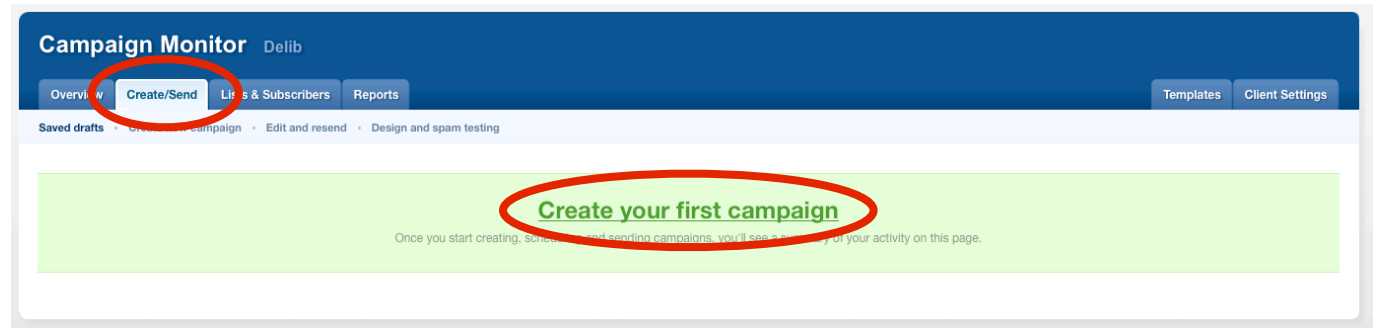
Below the summary, there is a table of subscribers:

Email Address	Name	Subscribed
jess.norwood@teamrubber.com	Jess Norwood	2 Minutes Ago

On the right side, there is a search box labeled 'Search list' and a sidebar with various settings and actions:

- [Add new subscribers](#)
- [List settings](#)
- [Remove subscribers](#) - Unsubscribe or delete subscribers.
- [Custom fields](#) - Store additional subscriber details.
- [Segments](#) - Target sub-groups of subscribers.
- [Manage the subscribe process](#)
- [Autoresponders](#) - Send welcome or date-based emails.
- [Create a subscribe form](#) - Add a subscribe form to your site.
- [Customize landing pages](#) - Landing pages and confirmation emails.
- [Unsubscribe settings](#) - Manage the unsubscribe process.

3. Go to the “Create/Send” tab and click “Create your first campaign”. A campaign is a mailout which will go to all your subscribers, or to a subset of your special interest groups.



4. Follow the steps in the wizard to name your campaign, choose its style, enter your content, and choose which of your mailing lists it should go to. Only mailing lists with subscribers will be shown.

At the end, you will be shown a summary of your new campaign and have the opportunity to send a test email to yourself to check the layout.

Step 3.1 - Select the recipients for this campaign

Arts and culture news

1 > 2 > 3 > 4
Campaign Content Recipients Delivery

My recipients are from an existing subscriber list

Select the subscriber lists you would like to send this campaign to.

- Arts and culture (1 subscribers)
- Children and young people (1 subscribers)
- Stakeholder Database (1 subscribers)

I will type in the recipients manually

Use this method if you want to type in or copy and paste recipients manually.

Next  or [go back](#)

Step 4.2 - Schedule campaign delivery

Arts and culture news

1 > 2 > 3 > 4
Campaign Content Recipients Delivery

Deliver the campaign immediately

Your campaign will be queued on our delivery servers and sent to your recipients immediately.

Send confirmation to when the campaign has been sent

Deliver at the following time

You can always change the scheduled delivery time before the campaign is sent.

Date: 
Time: Daylight savings is automatically accounted for.
Time Zone:
Send confirmation to when the campaign has been sent

Send campaign immediately  or [go back](#)

Clicking this button will *immediately* deliver your campaign

6. When your campaign has been delivered, check your email. You will see that unsubscribe information has been appended to your message.

From: Citizen Space Demo <info@citizenspace.com>
Subject: Arts and culture news
Date: 21 June 2011 18:14:38 BST
To: Jess Norwood
Reply-To: info@citizenspace.com

Hello, you are receiving this email because you signed up to one of our consultations.

We thought you might be interested in our upcoming consultation about the restoration of the Old Vic Theatre. Please give us your views at

<http://www.citizenspace.com/demo>

Thanks,
The Citizen Space Demo team

This email was sent to [REDACTED]
If you are no longer interested you can unsubscribe instantly:
<http://delib.cmail4.com/t/r/u/jkaiyk/pkiuhtkjl/>

7. You will now have access to Campaign Monitor's reports containing the number of addresses the campaign was successfully delivered to, unsubscribe rates and so on.

If you chose to send an HTML-formatted message, you will also see reports on how many people opened the email, and which links they clicked.

