

How to Send Newsletters and Announcements to Your Co-op

Overview

CooplyHQ's **Bulk Email** tool lets you send newsletters and announcements to every family in your co-op (or a specific group) in just a few steps. You can write a custom message or use a saved template, preview the email before it goes out, and send immediately or schedule for a future date and time.

Step 1: Open the Bulk Email Tool

1. Sign in to your co-op admin panel.
2. In the left sidebar, click **Communications**.
3. On the Email Templates page, click **Send Bulk Email** in the upper-right corner.

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AllMarketingAnnouncementsTransactional

TEMPLATE	CATEGORY	LAST UPDATED	ACTIONS
No email templates yet. Create your first template to get started.			

Step 2: Choose Your Recipients

Under **Recipients**, select who should receive the email:

Option	Who receives it
All families (all guardians)	Every guardian in your co-op
Active members only	Families with an active membership period
Users with specific role	Admins, staff, guardians, or members only
Individual families	Specific households you pick from a list

The **Summary** panel on the right updates instantly to show how many recipients match your selection.

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Bulk Email

Send emails to multiple recipients at once

Recipients

Send To

☐ All families (all guardians)

☐ Active members only (families with active service periods)

☐ Users with specific role

☐ Individual families

Email Content

Content Source

☐ Use template

☐ Custom message

Select Template

Choose a template...

Schedule

When to Send

Summary

Recipients

6 recipients

Recipient Type

All Families

Content

Not selected

Timing

Send immediately

Available Placeholders

These placeholders will be replaced with actual values for each recipient.

{{name}}

Recipient name

{{email}}

Recipient email

{{tenant_name}}

Co-op name

Step 3: Write Your Message

Under **Email Content**, choose how to compose your email:

Option A — Use a saved template

1. Select **Use template**.
2. Choose a template from the drop-down. A subject and body preview appear automatically.

Option B — Write a custom message

1. Select **Custom message**.
2. Enter a **Subject**.
3. Write the email body using Markdown.

You can personalize any message with these placeholders — CooplyHQ replaces them with real values for each recipient:

- `{{name}}` — recipient's name
- `{{email}}` — recipient's email address
- `{{tenant_name}}` — your co-op's name

Step 4: Preview and Test

Before sending, verify the email looks right:

- Click **Preview Email** to see a rendered preview of the message.
- Click **Send Test to Me** to receive the email at your own address and check formatting in a real inbox.

Both buttons are in the sidebar on the right side of the page.

Step 5: Choose When to Send

Under **Schedule**, pick a delivery time:

- **Send immediately** — the email goes out as soon as you confirm.
 - **Schedule for later** — choose a future date and time. CooplyHQ queues the email and sends it automatically at the scheduled time.
-

Step 6: Confirm and Send

1. Review the **Summary** panel — confirm the recipient count, content, and timing.
2. Click **Send to [N] recipients** (or **Schedule Email** if you picked a future time).
3. A confirmation dialog appears. Review the details and click **Send Email** (or **Schedule Email**) to confirm.

Once sent (or scheduled), a green success message confirms the action. You can click **View History** to see delivery status.

Step 7: View Send History and Status

To review past campaigns:

1. Click **View History** from the Bulk Email page, or navigate to **Communications** → **View History**.
2. Use the status tabs to filter campaigns: **Completed**, **Scheduled**, **Sending**, or **Failed**.
3. Each row shows the subject, number of recipients, delivery rate, open rate, status, and sent time.
4. To cancel a scheduled email before it sends, find it on the **Scheduled** tab and cancel it from the Actions column.

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Bulk Email History

View past bulk email campaigns and their delivery statistics

All Completed Scheduled Sending Failed

SUBJECT	RECIPIENTS	DELIVERY	OPEN RATE	STATUS	SENT AT	ACTIONS
No bulk email campaigns yet. Send your first bulk email to see it here.						

Send New Email

Next Steps

You're ready to keep your families informed. Send your first newsletter today — share an upcoming event, a co-op update, or a welcome message for new members.

Want to save time on future emails? Set up a reusable template under **Communications** → **Create Template** so you can send consistent, on-brand messages with one click.

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