SAN ANTONIO
Area Foundation

Area News email templates

Three finished newsletters and a Mailchimp template for each color theme. Every section is one of 13 blocks, and blocks can go in any order.

What's in this folder

FOLDER	CONTENTS
01 September 2026	The September issue in theme A, the theme A template, a preview image, and the issue's images.
02 August 2026	The August issue in theme B, the theme B template, a preview image, and the issue's images.
03 CEO Letter	"A Record Year—and What Comes Next" in theme C, the theme C template, a preview image, and the letter's images.
04 Block Library	A review page showing all 13 blocks, labeled, with what each one is for.

Each newsletter folder stands on its own. Its **Images** folder holds only the images that newsletter and its template use.

Set up a template in Mailchimp

- Go to **Content › Email templates › Create template › Code your own › Import HTML**, and upload a `SAAF-Area-News-Template-Theme-….html` file.
- Start a campaign from the template. Add a section, then choose its block type from the section's style menu. Sections can be reordered and repeated.
- The finished newsletters (`SAAF-Area-News-September-2026.html` and the others) can be imported the same way to start from a complete issue.

The 13 blocks

- **Intro letter**: opening note; the first line is the headline. It can open with a photo.
- **Video feature**: linked video thumbnail with a watch bar.
- **Photo feature**: lead story with a full-width photo and a button.
- **Photo card**: photo across the top of a tinted card, story below.
- **Event with date**: invitation with a date tile, details and a register button.
- **Event**: invitation without a date tile.
- **Text story**: a story with no picture.
- **Bullet list**: short informational lists.
- **Blog highlights**: cards for recent posts, two across.
- **Upcoming trainings**: class list with a callout band on top.
- **Resource links**: link list with a line of context under each.
- **Photo gallery**: three square photos with captions.
- **Closing band**: a thank-you, a milestone or a pull quote before the footer.

Color themes

Each issue can use a different theme. A theme sets the masthead pattern, the color around the email, the box colors, the frame around a featured photo, and the closing band. Type, buttons and the footer stay the same in every theme.

THEME	MASTHEAD	PAGE	BOXES	CLOSING BAND
A	Fiesta Pink, Medina Sky, Sunflower	Sand	Petal, Horchata, Cloud	Twilight
B	Orange, Teal, Bougainvillea, Marigold	Cloud	Horchata	Teal
C	Green, Pink, Teal, Orange	Petal	Petal	Green

Images

- The emails currently load their artwork from the Area Foundation brand guide site, and the Area Foundation's photos from its own Mailchimp account. They display correctly as they are.
- Before sending, upload each newsletter's **Images** folder to Mailchimp's Content Studio and swap the images in, so everything is hosted in the Area Foundation's account.

Good to know

- Emails use web-safe stand-ins for the brand fonts: Arial Narrow for Marr, Helvetica for Inter, Georgia for Trust. Artwork such as the masthead uses the real brand fonts.
- Desktop Outlook on Windows shows buttons and date tiles as plain color blocks, and leaves out the footer watermark. Everything else looks the same.
- On phones, two-column blocks stack into one column.

Please confirm

- **Footer email icon:** which address it should open. It currently links to an empty email, as in the Area Foundation's current footer.
- **September:** the video title "Highlights from the scholarship celebration"; the section labels Scholarships, Nonprofit accelerator, Community investment, Summit and Learning; and the Local News Summit date.
- **August:** the labels "You're invited" and "Learning".
- **CEO letter:** the "A letter from our CEO" label, and the closing band, which quotes two lines from the letter.
- The Impact Report banner, the 2026 grant recipients card and the Local News Summit graphic are redrawn with the new logo and palette.