Get the App

Guide to Automatically Sending Cards Using

Thankster

+

wishpond

For any assistance with set-up, feel free to email us at support@thankster.com

SUMMARY

There is nothing to install in order to utilize Thankster from within a wishpond campaign. It's basically a 2 step process that you do ***one*** time:

Step 1 - Create a Thankster Project
Step 2 - Add Custom Lead Properties in Wishpond
Step 3 - Create Email Template in Wishpond
Step 4 - Create Workflow in Wishpond

That's it! Then every time that Workflow runs in wishpond, the contacts it runs on will get a handwritten card in the mail tailored to them.

Note: there is more detail in this guide here than most of you will need.

Step 1 - Create a Project in Thankster

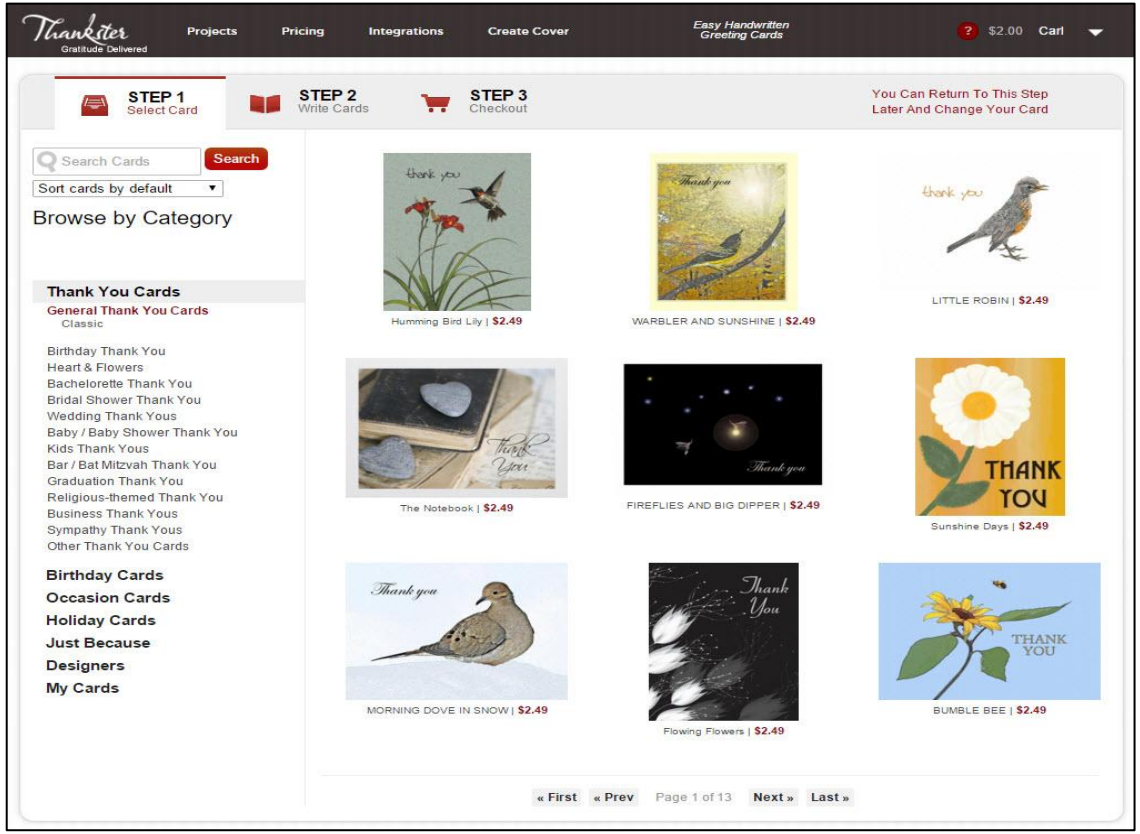
Create or edit a card project in Thankster.com (set up a free account). This project will serve as a template in wishpond.

1a - Select a cover design. Thankster cards are folder cards, printed on premium paper.
1b - Then select the specific card
1c - Or create your own cover design
1d - Write you card with natural handwriting
1e - Merge fields in Thankster

Step 1a

Select a Cover Design

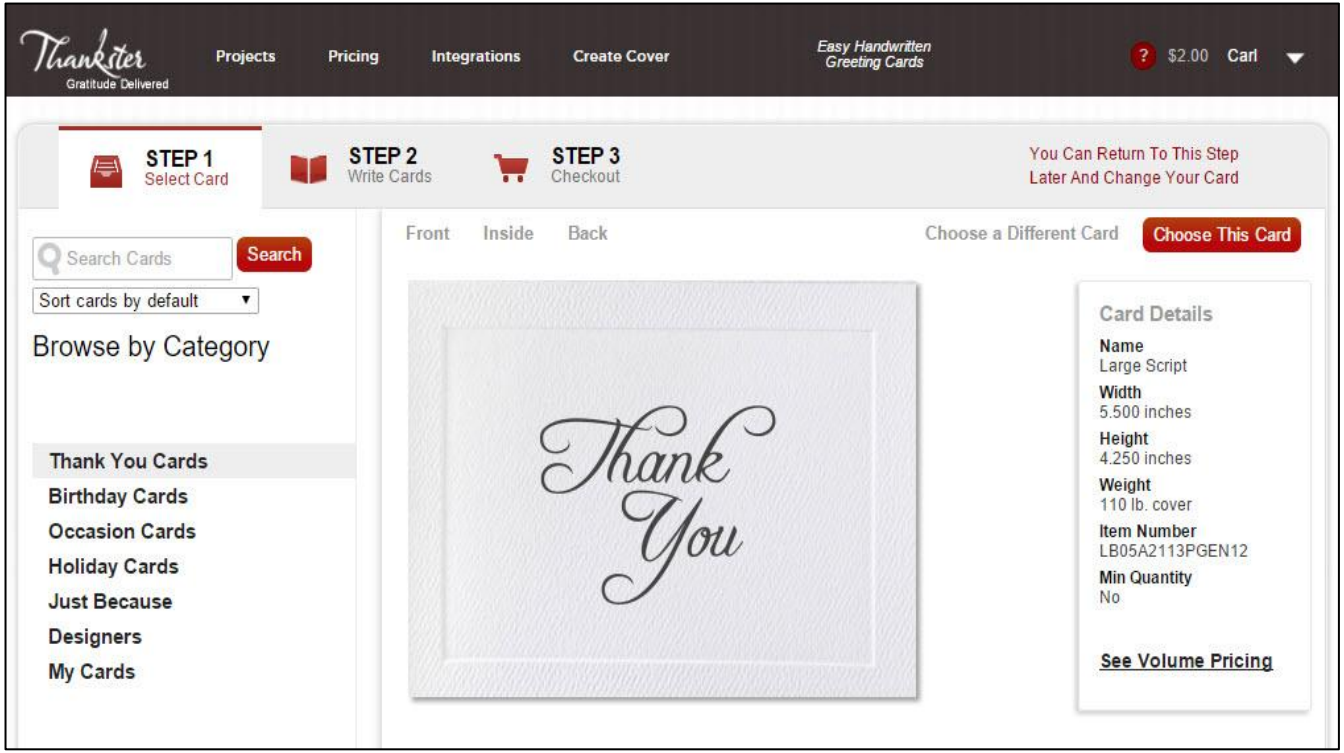
In Thankster - After you create a project the first thing you do is select a cover design. Thankster cards are folder cards, printed on premium paper.



Step 1b

Select a Specific Card

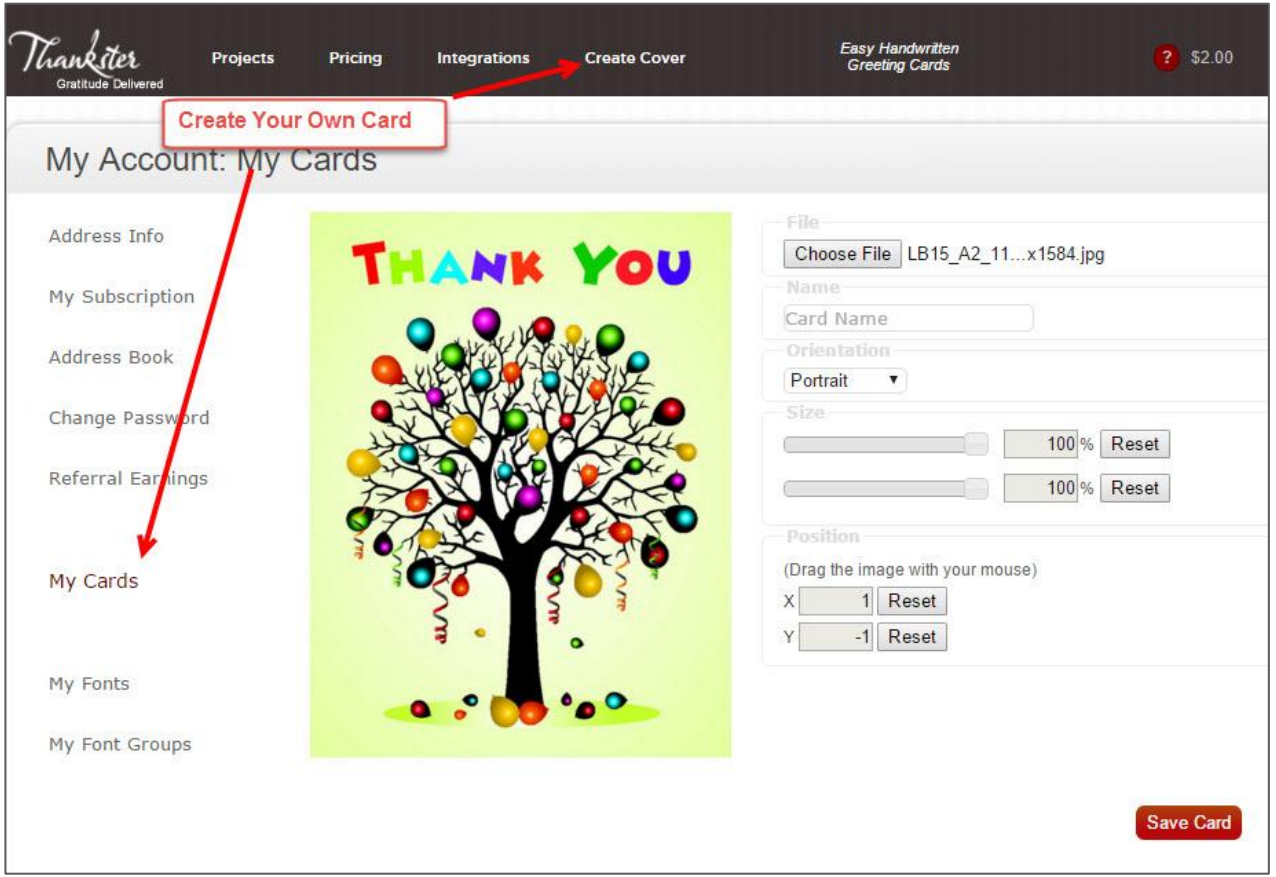
In Thankster - We have many pre-made cards.



Step 1c

Or Create Your Own Cover

In Thankster - Or, you can create your own cover with your company's logo or other imagery by clicking "Create Cover" in the top navigation bar.

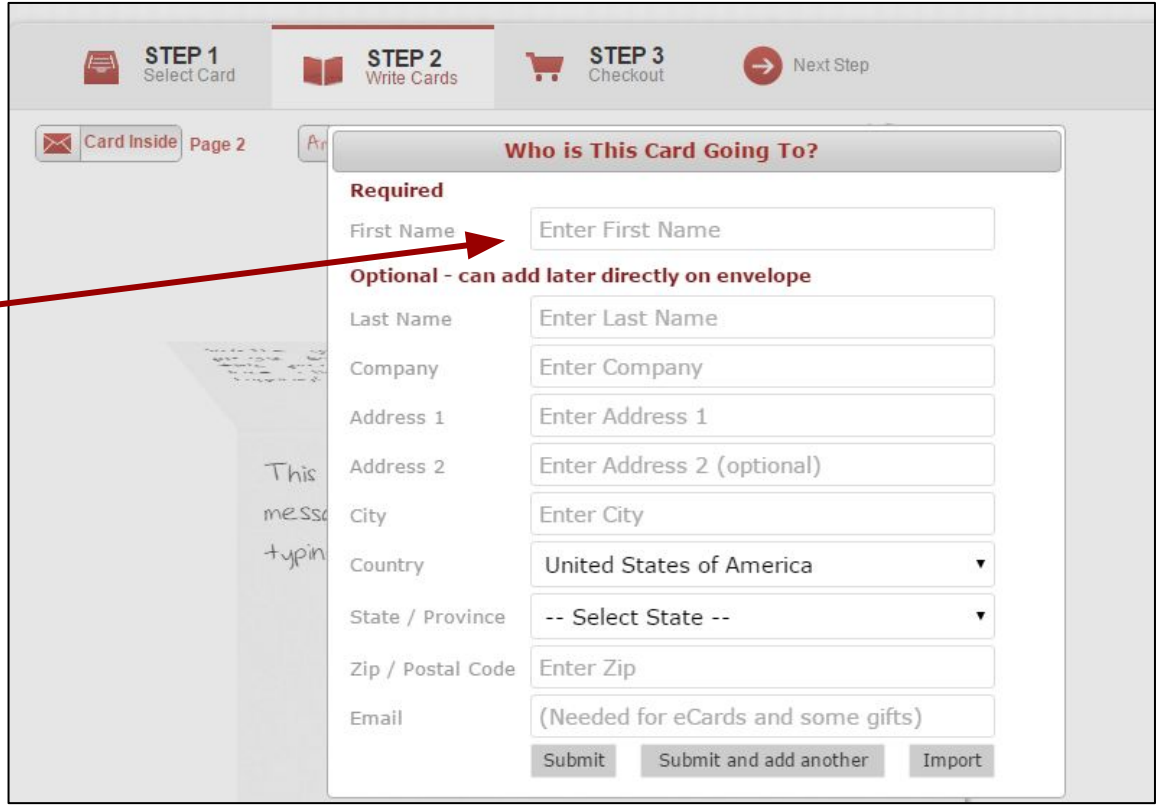


Step 1d

NOTE - A First Name is Required

In Thankster - Before you can proceed to create your message, you will be asked to enter a first name, even though all recipient data will come from ActiveDemand.

You can type anything here.

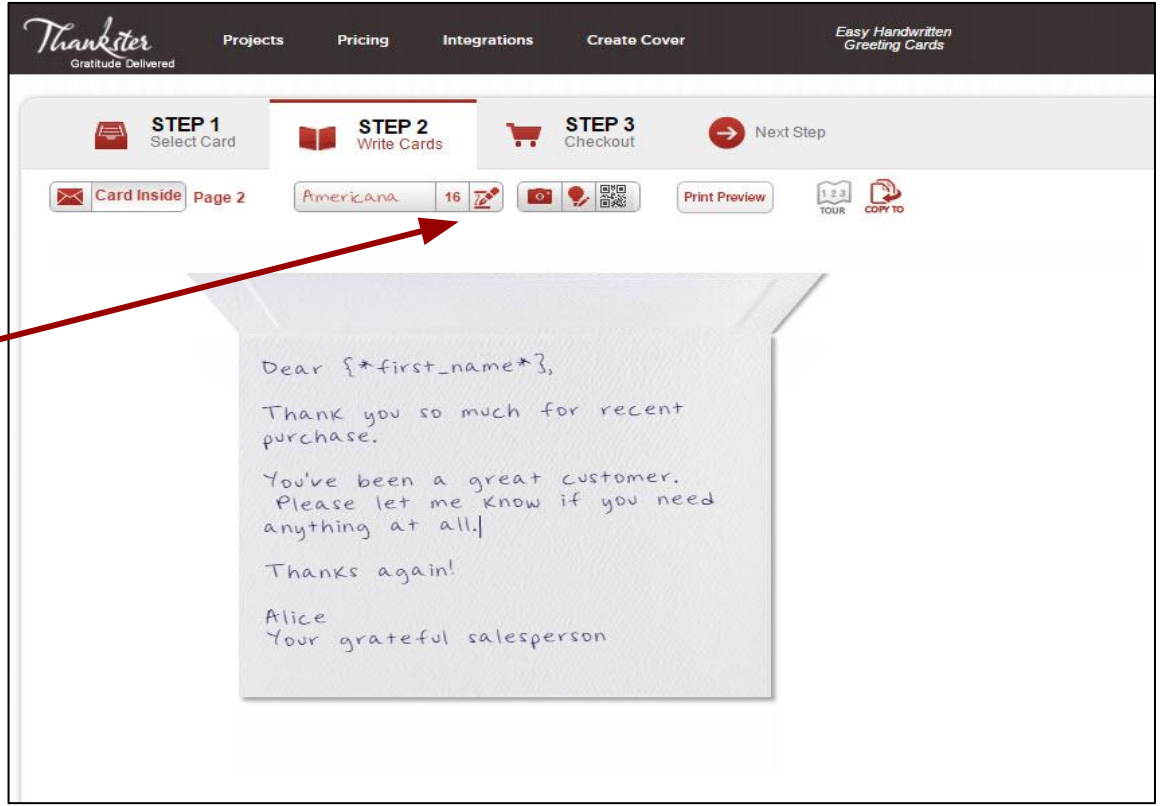


Step 1d (cont'd)

Write and Style Your Card

In Thankster - Write you card in natural handwriting. You can change various features of the message by clicking on the pencil icon next to font size.

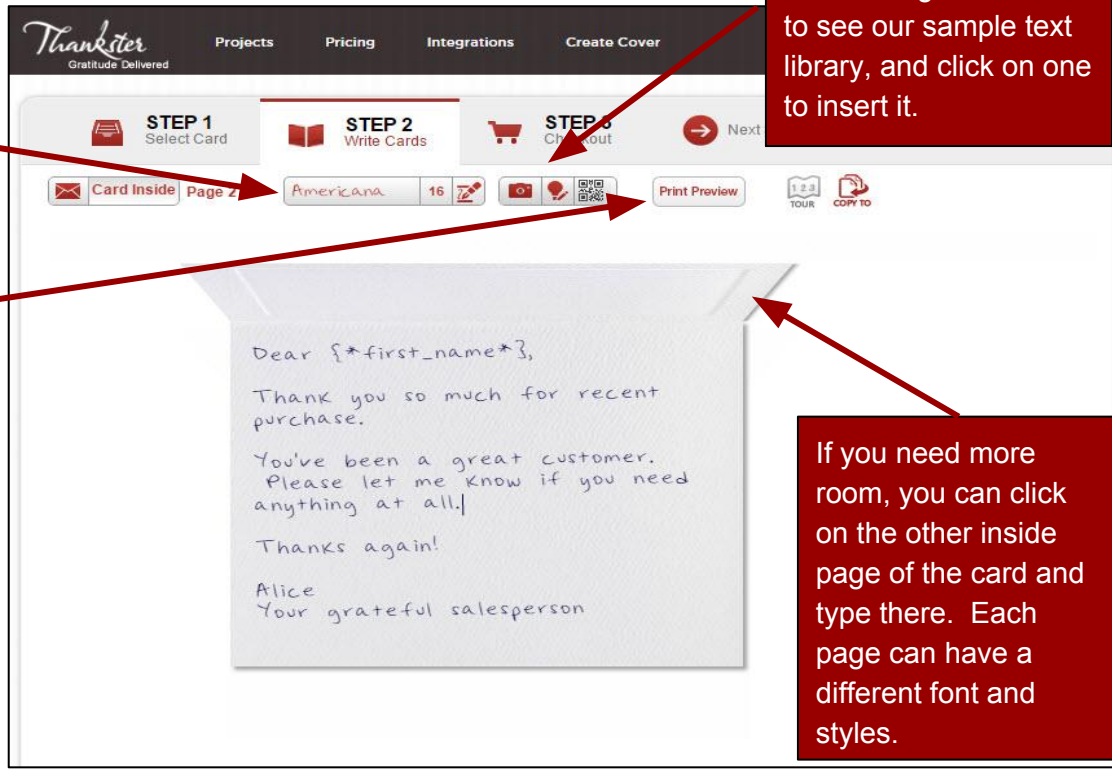
For example, you can change the font color, or the angle of the text on the page. You do not need to highlight any text before applying a feature - changes will apply to the whole page (the other inside page can have its own settings). We do this because people generally write uniformly.



….Step 1d (cont'd)

You can also select from one of our existing fonts, or create your own (contact us for the latter).

Click "Print Preview" and carefully inspect your card and envelope. Be sure you allow enough room at the bottom of your message so that no text gets cut off. Bear in mind that small things that vary, such as merge fields or character variation, can push a message over even if it appears to fit. So allow a little extra room.



Step 2 - Add Custom Lead Properties in Wishpond

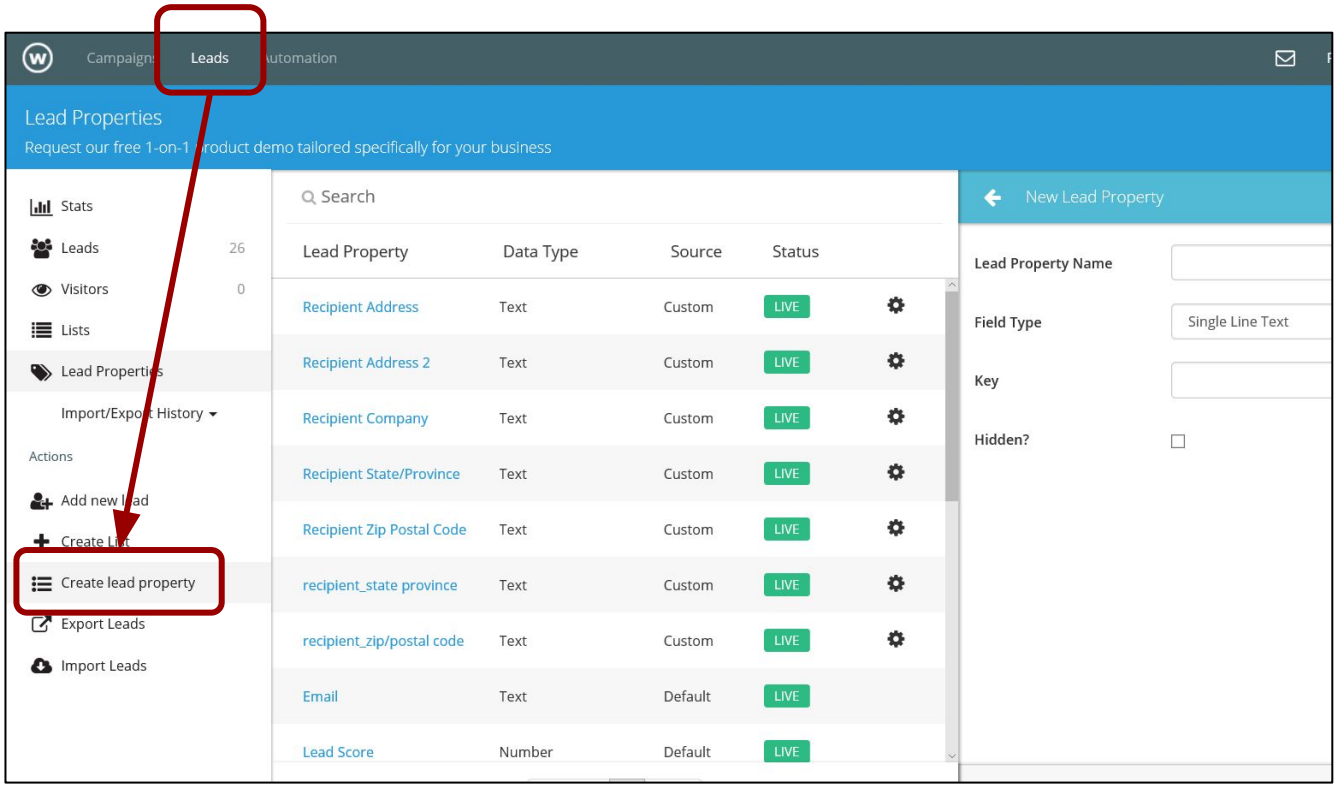
Step 2

Add Custom Lead Properties

In Wishpond - Under “Leads” > ” Create Lead Property”, copy and paste the following new lead properties:

“recipient_address”
“recipient_state_province”
”recipient_address_2”
“recipient_zip_postal_code”

Contacts will need these properties in order to receive a card.



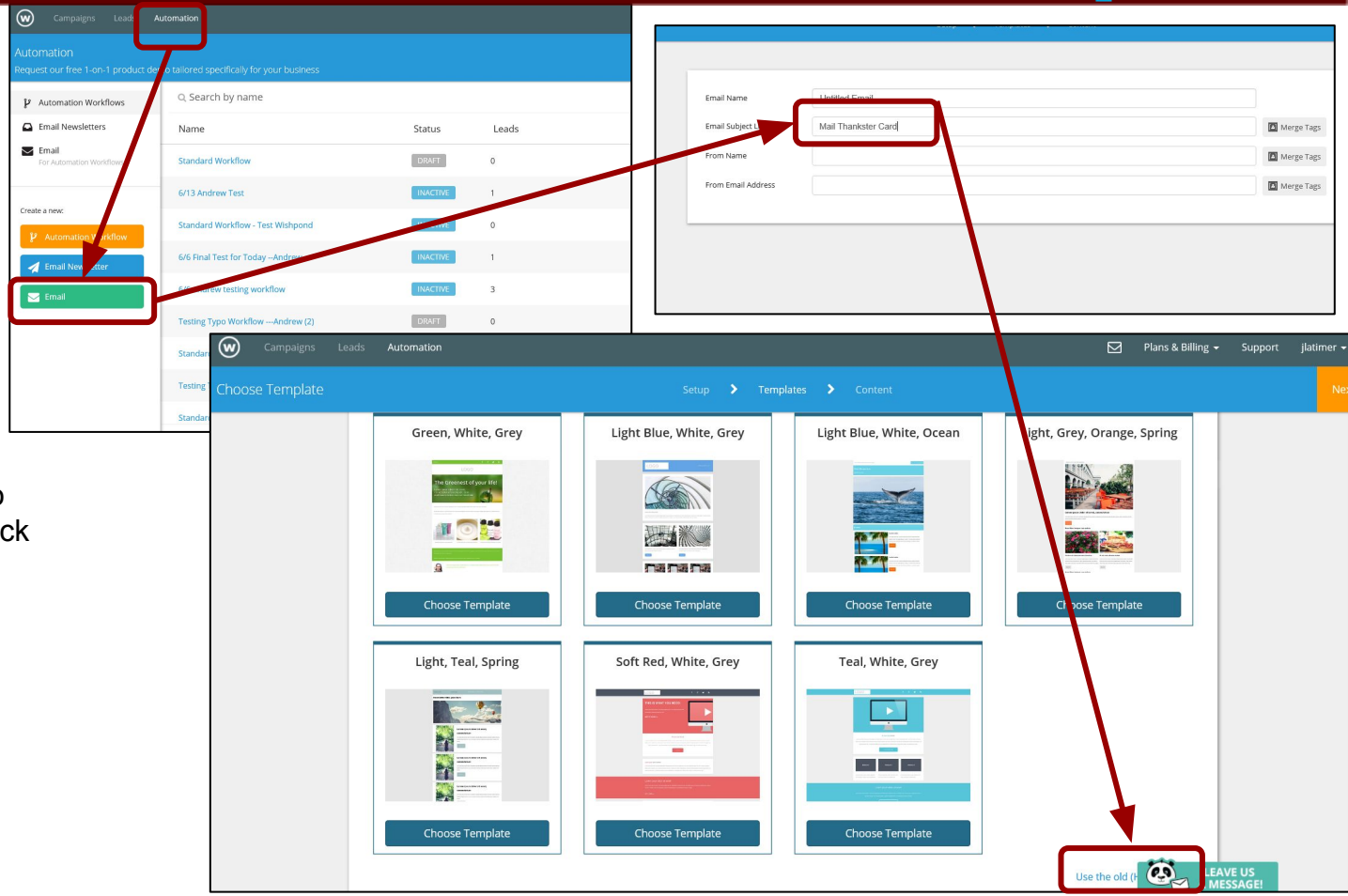
Step 3 - Create Email Template in Wishpond

Step 3

Create Email Template

In Wishpond - Under “Automation”, click “Email” (the green button). Fill in the boxes but make sure the subject line says “Mail Thankster Card”. Hit “Next”.

On the templates page, scroll to the bottom of the screen and click on “Use the old HTML editor” (small text at the bottom right). You’ll then need to copy and paste a template into the box (next page).



Step 3 (Cont'd)

Create Email Template

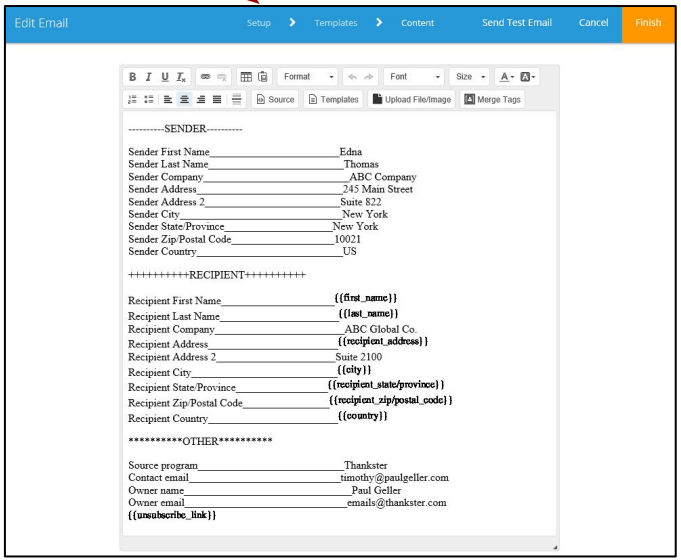
Copy and paste the text from this link (https://docs.google.com/document/d/1gB9oPVkae4CHEi4BzmSoKkAPZqocs_5wfRpPRQn4B7Q/edit) to the editor (you can leave the unsubscribe link in the editor).

You'll need to change just the example text on the right (see next page for more detail).

Click finish.

Copy

---------SENDER----------
Sender First Name_____Edna
Sender Last Name_____Thomas
Sender Company_____ABC Company
Sender Address_____245 Main Street
Sender Address 2_____Suite 822
Sender City_____New York
Sender State/Province_____New York
Sender Zip/Postal Code_____10021
Sender Country_____US
++++++++++RECIPIENT++++++++++
Recipient First Name_____{{first_name}}
Recipient Last Name_____{{last_name}}
Recipient Company_____{{company}}
Recipient Address_____{{recipient_address}}
Recipient Address 2_____{{recipient_address_2}}
Recipient City_____{{city}}
Recipient State/Province_____
{{Recipient_State_Province}}
Recipient Zip/Postal Code_____{{Recipient_Zip_Postal Code}}
Recipient Country_____{{country}}
**********OTHER**********
Source program_____Thankster
Contact email_____timothy@paulgeller.com
Owner name_____Paul Geller
Owner email_____emails@thankster.com



wishpond

----------SENDER----------
Sender First Name_____Edna
Sender Last Name_____Thomas
Sender Company_____ABC Company
Sender Address_____245 Main Street
Sender Address 2_____Suite 822
Sender City_____New York
Sender State/Province_____New York
Sender Zip/Postal Code_____10021
Sender Country_____US
++++++++++RECIPIENT++++++++++
Recipient First Name_____{{first_name}}
Recipient Last Name_____{{last_name}}
Recipient Company_____{{company}}
Recipient Address_____{recipient_address}}
Recipient Address 2_____{{recipient_address_2}}
Recipient City_____{{city}}
Recipient State/Province_____{{Recipient_State_Province}}
Recipient Zip/Postal Code_____{{Recipient_Zip_Postal Code}}
Recipient Country_____{{country}}
**********OTHER**********
Source program_____Thankster
Contact email_____timothy@paulgeller.com
Owner name_____Paul Geller
Owner email_____emails@thankster.com

Edit this section with your own info.

This is where you'll be pulling in the right info for a card to be sent out.

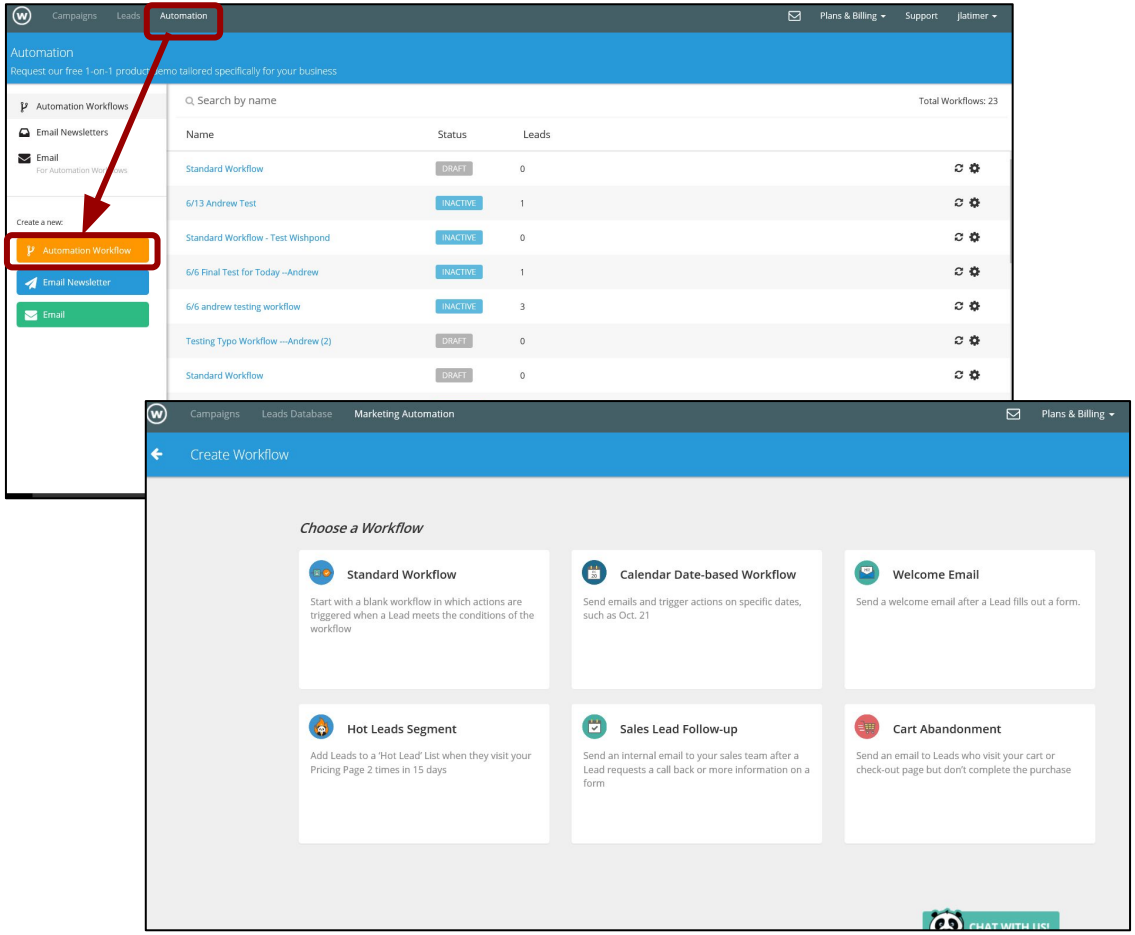
Edit this section with your own info.

Step 4 - Create Workflow in Wishpond

Step 4 (cont'd)

Create Workflow

In Wishpond - Under "Automation", click the orange button that says "Automation Workflow". Click on the type of workflow you want.

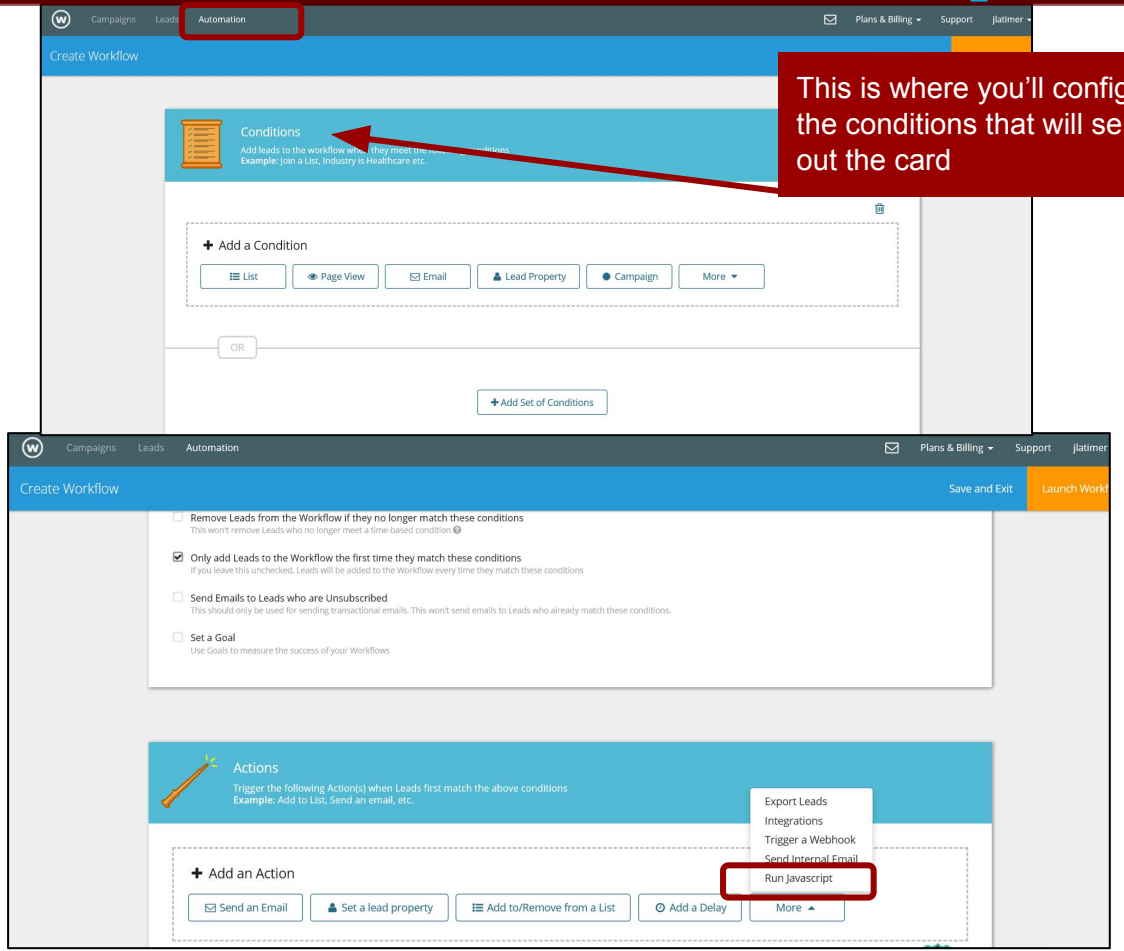


Step 4 (cont'd)

Create Workflow

Under "Conditions", create the condition that you want contacts to receive a card for (the conditions table under some of the workflow types might look different).

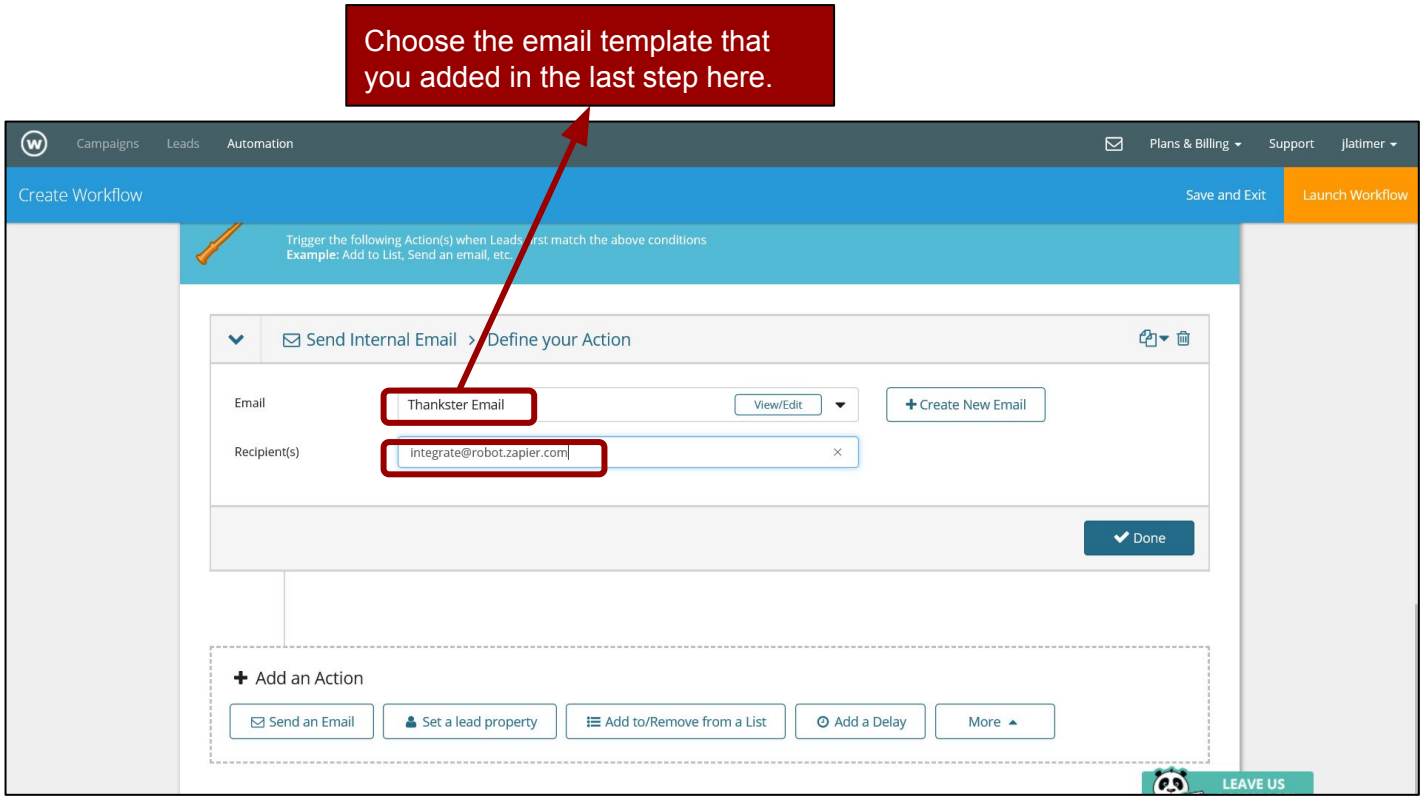
Under "Actions", go to "More" > "Send Internal Email".



Step 4 (cont'd)

Choose the email you just added and type "integrate@robot.zapier.com" under "Recipient(s)".

Next, hit "Launch Workflow".



All Set!

Now whenever contacts meet the conditions, they will be sent a handwritten card in the mail! Remember that contacts will need the following properties to receive a card:

{{first_name}}
{{last_name}}
{{company}}
{{recipient_address}}
{{recipient_address_2}}
{{city}}
{{Recipient_State_Province}}
{{Recipient_Zip_Postal Code}}
{{country}}

Result - Automatically Mailed Personalized, Handwritten Cards….

Hooray!

- Cards will now go out automatically using your Thankster template(s) whenever a contact meets the right conditions.
- You can have as many templates in as many campaigns, using as many styles, handwritings, messages, and merge fields as you want.
- The cards will look authentically handwritten, with a first class stamp, leading to very high open rates, ROI, and goodwill!
- For any assistance, feel free to email us at support@thankster.com.