Program Basics Guide

Contents

Program Basics

Blackbaud NetCommunity provides your organization with a website program for users of all levels. You can create web pages with multiple layers of layout, template, and page design. You can generate and send an email to individuals and groups; define user roles and set security for each section; and track statistics about website usage. Website users can also make donations or register for events with online forms you create.

In addition, the program can integrate your website and your other Blackbaud products. Website users enter data into areas of your website such as profiles and donation forms, and you can download that data to another Blackbaud program. This documentation is for the administrative side of the program, which consists of *Site explorer*, *Email*, *Users & security*, and *Administration*. Together, these sections contain all the tools you need to create your organization's website.

Show Me: Watch an overview about basic navigation and features in Blackbaud NetCommunity.

Note: To access the user guides, visit www.blackbaud.com.

Users

Depending on your role, you will perform different tasks to fulfill your website needs. For example, if you are the Site Administrator, your job in the program is most likely to create web pages from start to finish and assign roles to users. If you are the Director of Special Events, your job may be to update last year's Golf Tournament web page with this year's golf tournament information. If you are the Data Entry Manager, your job is to download information from the website and integrate the information with The Raiser's Edge. Lastly, your constituents use the program directly from your website.

Warning: Your organization should assign full Administrator rights to only a select number of users. These users should be knowledgeable in all areas of website design and the program. Certain areas, such as *Site explorer*, are crucial for your website. A small change can affect multiple web pages. This functionality saves your organization a lot of time and effort. However, if a change is incorrect, you have to spend time and effort to correct the change. We strongly encourage you to establish security that limits general users' access to these areas.

Constituents perform tasks such as registering for events, joining memberships, and making donations. After a constituent submits these tasks, you can download the information to The Raiser's Edge. This section outlines possible main user roles and provides a roadmap for the main tasks each role performs in the program.

User Tasks

A wide range of users perform tasks in the program. Many tasks are captured in the user roles of an administrator, a website designer, a user from The Raiser's Edge who also uses the program (most likely someone in the Development office), and a constituent.

Review the following picture to become familiar with the tasks you can perform, depending on your user role.

User Task Examples

Administrator	Site Designer	Raiser's Edge User	Constituent
Research audience / design needs	Create stylesheet	Define atrributes	Event Registrations/ Membership Transactions/ Donations
Establish Blackbaud NetCommunity security (define roles, create users)	Create page layouts /templates/ stylesheets/images	Create queries (in RE) for roles	Post jobs
Site setup; includes login page, system options, and credit card	Design pages and create content parts	Download transactions to RE	Post discussion topics
		Usage reporting	Create profile
		Create email lists; send email	

For information about security, see the *Users & Security Guide*.

For information about *Site explorer*, see the *Website Design Guide*. For information about *Parts* and Web Traffic Reports, see the *Parts Guide*.
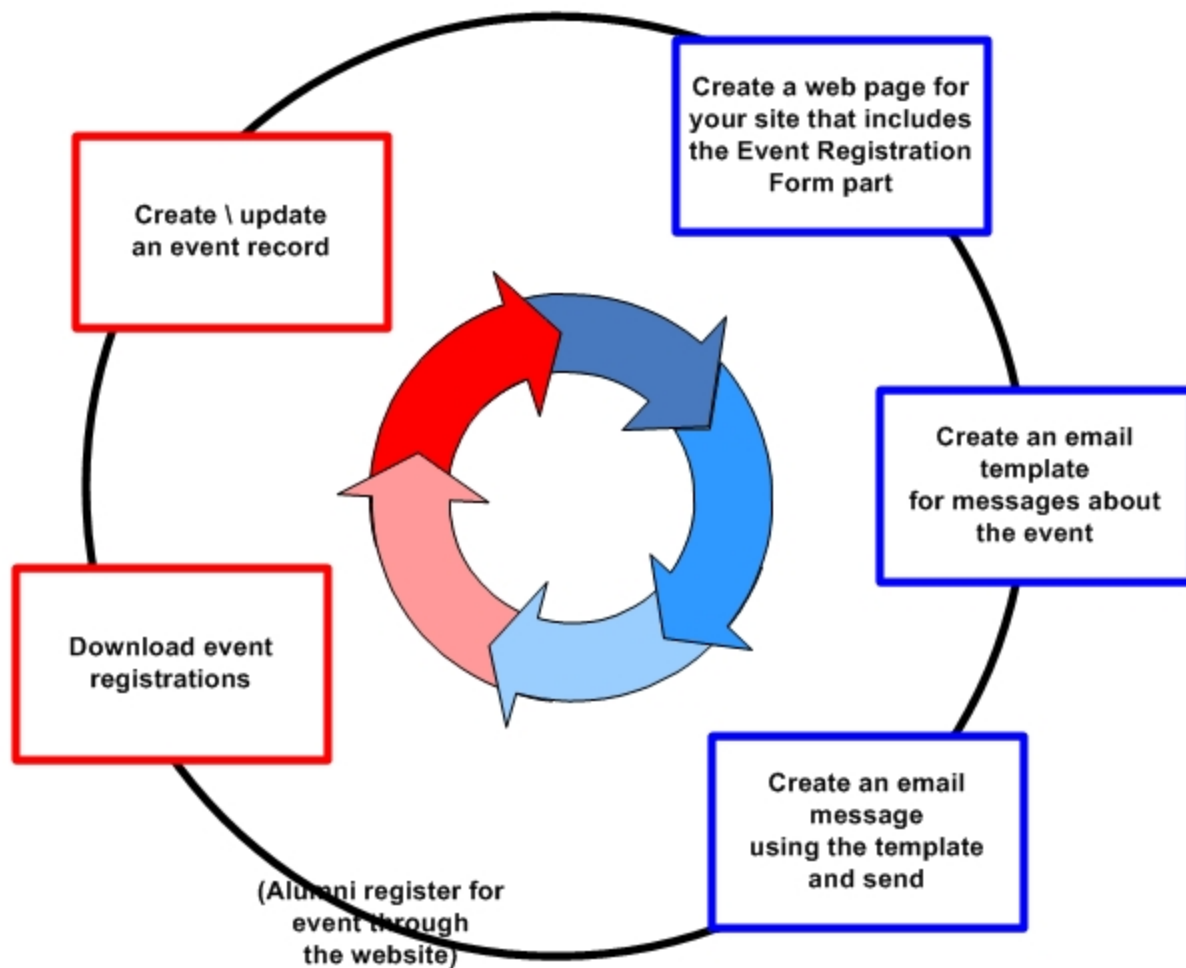
Integration Tasks

Some individuals (most likely in development) at your organization may have responsibilities that are common to both the program and The Raiser's Edge. For example, your events data entry person may also be responsible for updating the events page on your website.

If the roles for your job are similar to this, review the following diagram for an example of integration between the program and The Raiser's Edge. If you have rights to create and edit parts or pages of your website, this diagram helps you get started in the program and understand how the integration process works.
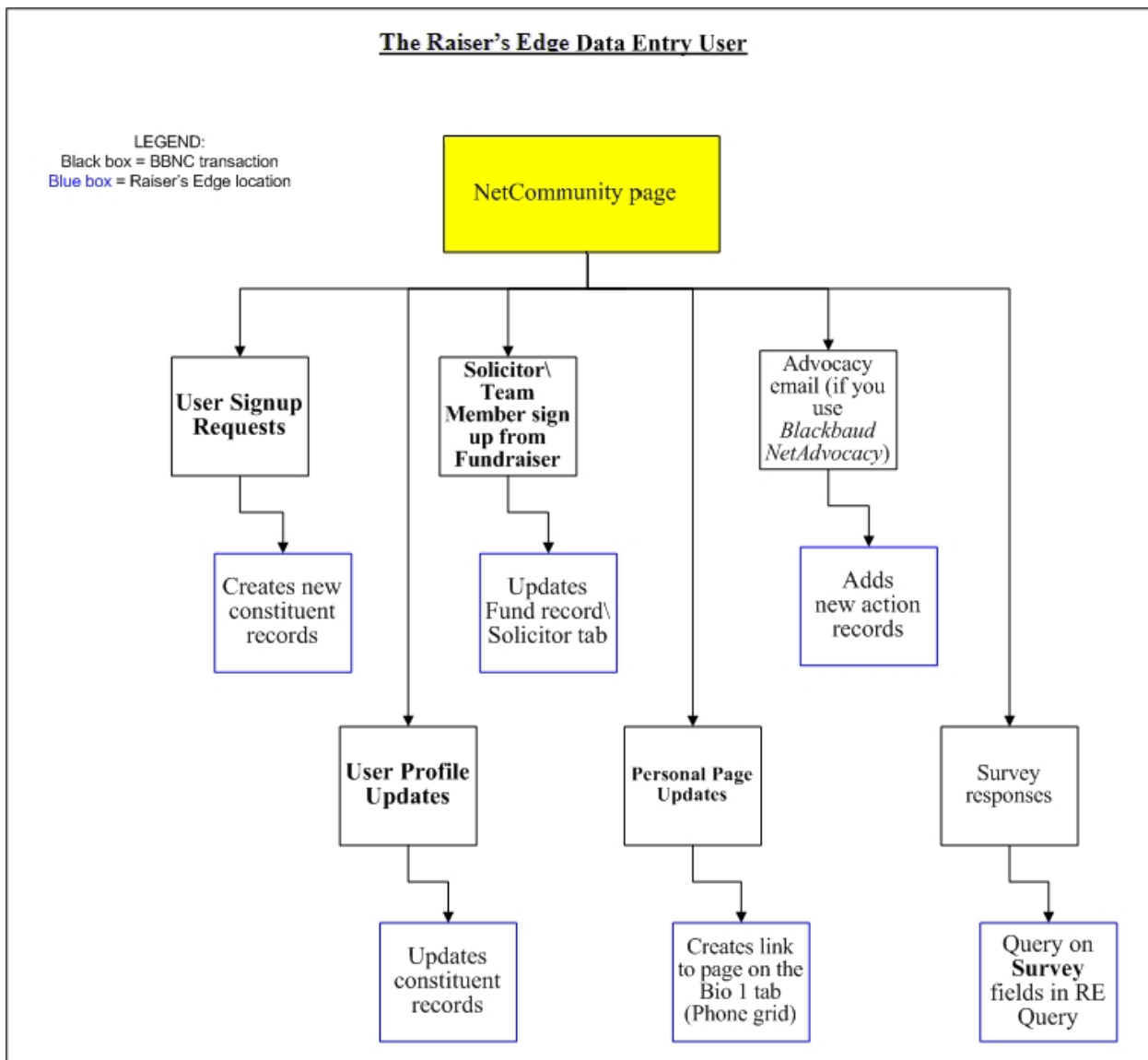
An Integration Example

Raiser's Edge

Blackbaud
NetCommunity

Create a web page for
your site that includes
the Event Registration
Form part

Create \ update
an event record

Create an email
template
for messages about
the event

Download event
registrations

Create an email
message
using the template
and send

(Alumni register for
event through
the website)

For information about online and offline tasks a user can perform, see the *Website Design Guide*, the *Parts Guide*, the *Email Guide*, and The Raiser's Edge user guides.

Data Entry User

If you are responsible for The Raiser's Edge data entry, you should periodically download information entered through your website. The following diagram explains where data downloads to The Raiser's Edge. The diagram does not include all transaction types.

The Raiser's Edge Data Entry User

LEGEND:
Black box = BBNC transaction
Blue box = Raiser's Edge location

NetCommunity page

User Signup Requests

Solicitor\ Team Member sign up from Fundraiser

Advocacy email (if you use *Blackbaud NetAdvocacy*)

Creates new constituent records

Updates Fund record\ Solicitor tab

Adds new action records

User Profile Updates

Personal Page Updates

Survey responses

Updates constituent records

Creates link to page on the Bio 1 tab (Phone grid)

Query on **Survey** fields in RE Query

For details about the tasks a Raiser's Edge data entry user performs, see the *Blackbaud NetCommunity & The Raiser's Edge Integration Guide* and your Raiser's Edge user guides.

Navigate

The program contains the commands necessary to complete all website functions. Learning to navigate is the first step to use the program to its fullest potential.

Show Me: Watch an overview of basic navigation and features in Blackbaud NetCommunity.

Menu Bar

Throughout the program, the menu bar appears at the top of the screen. For users with administrative rights, the menu bar also appears on your website. Use the menu bar to access the different sections of the program and perform various tasks.

- To view your live website, click **View site** or **View this page**. To return to the program, click **Edit this page** or select an option in the menu bar. You can toggle between the program and your website to view changes as you make them.

- To create a page, part, template, or style sheet, select an option under **Create**.

- To return to a recently viewed part, page, template, style sheet, or email design, click **History**. Under **History**, you can access the past 10 parts, pages, templates, and style sheets, and the past 20 email designs that you edited. The items that appear are based on your user login.

- To create and edit content for your website, select an option under **Site explorer**. You use these options to design your website. You create layouts to give your website a consistent look and feel, and then you create pages and templates based on the layouts. You create parts to place content on your website, and you use style sheets to control content appearance. You can also upload and store images, create friendly URLs for web pages, and manage the approval process for Formatted Text and Images parts.

  For more information about *Site explorer*, see the *Website Design Guide*.

- To manage email lists and design email messages, select an option under **Email**. You use these options to manage email communications with website users and view reports. You create templates for email messages and lists of email recipients, and then you create the messages, newsletters, acknowledgements, and notifications to send. You can also create email campaigns, view email addresses that are reported as "invalid," and create templates for eCards.

  For more information about *Email*, see the *Email Guide*.

- To manage security for your website, select an option under **Users & security**. You use these options to manage user accounts; create user groups, task groups, and security assignments to apply security throughout your website; and import data from other Blackbaud programs to create website users.

  For more information about *Users & security*, see the *Users & Security Guide*.

- To configure system properties and other administrative settings, select an option under **Administration**. You use these options to select whether to host a single website or multiple sites for your organization and to configure global and site-specific settings. You can also configure merchant accounts to accept payments, set privacy settings for profile fields, and create code tables for event categories.

  For more information about *Administration*, see the *Administration Guide*.

- For information about the program, select an option under **Help**. You can access the help file, view PDF versions of the help files, watch a tutorial about how to navigate the program, contact support, and view specific information about your version of the program.

- If you host multiple sites, the current site appears on the bottom left of the menu bar. To manage a different site, click **change** and select the site from the dropdown list. Sites only appear if you have rights to access them.

- Your username appears in the bottom right of the menu bar. To log out, click **Logout**.

Action Bar

The action bar contains buttons for you to use on a specific screen. Several of these buttons remain on most screens, for example, **Delete**. However, some buttons on the action bar are specific to a particular screen, for example, **Copy template** on an existing Templates screen.

Internet Browser Buttons

To navigate back and forth between screens in the program, use the **Back** and **Forward** arrow buttons on your Internet browser toolbar. All other buttons in browser control Internet settings.

Common Procedures

Throughout the program, you can perform similar tasks from different parts. For example, you use a powerful HTML editor to format and layout several features, such as email, newsletters, and content on web pages. You can use a search screen from different parts to help find and select data to use, such as a constituent query to use to create a Directory part or an appeal for a Donation form.

HTML Editor

The program provides a powerful HTML editor to allow you to format and lay out content. With the HTML editor, you can update content easily and safely while you maintain control over the design and content.

Before you create content in the HTML editor, you should design custom stylesheets to create unique elements such as colors, spacing, and font types and sizes for your website. For more information about stylesheets, see the *Website Design Guide*.

You can use the HTML editor in different views, depending on your HTML experience and where you access the HTML editor in the program.

Warning: When you create and design emails in the program, use inline styles, such as `<div style="background-color:Blue;">Welcome color</div>`. Do not define classes or use external references because email vendors, such as Gmail or Outlook, are not guaranteed to render the styles correctly when the recipient reads the email.

- **Normal** – When you open the HTML editor to create or edit content, this is the "normal" view. This view is similar to a standard word processing application. By default in normal view, when you press **ENTER**, you create a <p> tag in the HTML content to indicate a new paragraph. When you press **SHIFT + ENTER**, you create a <br> tag to indicate a single carriage return in the content.

Tip: Your system administrator can adjust this configuration in *Administration*.

- **HTML** – To view or edit the HTML source code, click **HTML Code** on the View tab in the toolbar. The HTML Source Editor screen appears. To return to the normal view, close the window. You

cannot use the HTML view to embed your own form via HTML in the HTML editor. We recommend you put the form on a page that is not stored in the program but can be referenced in an iFrame. For more information about how to include customized forms in the program, contact Blackbaud's Professional Services at solutions@blackbaud.com.

• **Preview** – To view the content as it will appear on the web page and to test hyperlinks, click **Preview** on the View tab in the toolbar. The Preview screen appears. To return to the normal view, close the window.

HTML Editor Functions
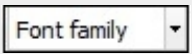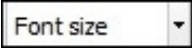
These tables explain the buttons and menus on the toolbar of the HTML editor. Some features have more buttons available than others.

Note: On your website, users can use an HTML editor with a limited set of these buttons on some parts. With the HTML editor, users can also insert images, tables, or links.

Buttons and Menus on the Toolbar

Show Me: Watch how to use the HTML editor ribbon toolbar.

Formatting Tab
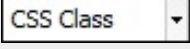
Button	Function	Description
	Cut	To remove text from the content area and copy it to the clipboard, click **Cut**. The text is removed, and you can paste it elsewhere in the content area.
	Copy	To copy text to the clipboard, click **Copy**. You can paste the text elsewhere in the content area.
	Paste	To paste text from the clipboard to the content area, click **Paste**.
Font family	Font family menu	This menu lists common fonts that appear on most web browsers. To change the font applied to text, select a font.
Font size	Font size menu	To change the size of text, select a size from this menu.
	Insert unordered list	To insert a bulleted list, click **Insert unordered list**. The HTML editor adds an tag at the selected location. The items in the list have bullets. To end a list, click **Insert unordered list** again.
	Insert numbered list	To insert a numbered list, click **Insert numbered list**. The HTML editor adds an tag at the selected location. The items are numbered sequentially, starting with "1." To end a list, click **Insert numbered list** again.

Button	Function	Description
	Indent text	To increase an indent, click **Indent text**. The HTML editor adds a `<blockquote>` tag around the paragraph. If you increase the indent for a list item, the number or bullet changes to indicate a secondary relationship to the list.
	Outdent text	To decrease an indent, click **Outdent text**. The HTML editor removes the `<blockquote>` tag around the paragraph. If you decrease the indent of a list item, the text becomes plain text. If you decrease the indent of a secondary list item, the number or bullet becomes part of the parent list.
	Help	To access a description of the HTML editor features, click **Help**. The help file appears.
	Bold	To make text bold, click **Bold**. The HTML editor adds a `<strong>` tag around the text.
	Italic	To italicize text, click **Italic**. The HTML editor adds an `<em>` tag around the text.
	Underline	To underline text, click **Underline**. The HTML editor adds a `<u>` tag around the text.
	Strikethrough text	To strike a line through text, click **Strikethrough text**. The HTML editor adds a `<strike>` tag around the text.
	Text color	To change the color of text, click **Text color** and select a color from the palette. The HTML editor adds a `<span>` tag with the color around the text.
	Highlight	To highlight text, click **Highlight** and select a color for the highlight from the palette. The HTML editor adds a `<span>` tag with the background color around the text.
	Align left	To align text to the left, click **Align left**. The HTML editor adds an attribute of `align=left` to the division.
	Align center	To align text to the center, click **Align center**. The HTML editor adds an attribute of `align=center` to the division.
	Align right	To align text to the right, click **Align right**. The HTML editor adds an attribute of `align=right` to the division.
	Align full	To fully justify text, click **Align full**. The HTML editor adds an attribute of `align=justify` to the division.
	Superscript	To display text above the rest of the text around it and make it slightly smaller, click **Superscript**.

Button	Function	Description
	Subscript	To display text below the rest of the text around it and make it slightly smaller, click **Subscript**.
	Spell check	To check the spelling, click **Spell check**. When you turn the spell checker on, it checks the spelling of all existing content in the HTML editor and will check new content as you create it. When the spell checker finds an error, a red squiggly line appears below the word. Right-click the underlined word to select the correct spelling. You can also spell check in different languages. Use the drop-down to the select the language.
	Find and replace	To find and replace text, click **Find**. The Find/Replace screen appears. In the **Find what** field, enter the text to search for. In the **Replace with** field, enter replacement text. To search for the text, click **Find next**. To replace the text, click **Replace**. To replace all instances, click **Replace all**.
	Format menu	To apply a paragraph or header tag to text, select a format from this menu. For example, select "Standard" for body text.
	Remove formatting	To remove formatting from text, click **Remove formatting**. The HTML editor removes any special format attributes, and the text appears as plain text.
	Undo	To undo the last action in the content area, click **Undo**. The action is reversed. You can undo multiple actions.
	Redo	To redo an undone action in the content area, click **Redo**. The action is reinstated. You can redo multiple actions.

Insert Tab

Button	Function	Description
	Insert/edit table	To create a table, click **Table**.The Insert/Edit Table Screen appears. For more information about the options on this screen, see Insert/Edit Table Screen on page 23.
	Insert image	To insert an image, click **Image**. On the Select Image from Image library screen, you can select the image.
	Insert link	To link text to a web address or web page, click **Link**. If the text is in a format that the program recognizes as a web address or page, such as www.abc123.org, the link formats automatically. Otherwise, the page link screen appears.

Button	Function	Description
	Remove link	To remove a hyperlink from text, click **Remove link**. The text no longer acts as a hyperlink.
	Insert/edit anchor	To link to a specific location on a page, place your cursor at the link's endpoint (for example, a heading) and click **Anchor**. The Insert/edit anchor screen appears so you can enter a name for the anchor's location. The HTML editor adds `<a name="anchor name"></a>` before the defined location. In the normal view, the HTML editor displays an anchor symbol at the defined location. To link to the anchored location, in the HTML source view, append "#anchorname" to the end of the link.
	Insert special characters	To insert a special character, click **Special chars**. The Select custom character screen appears. In the grid, select a character. The custom character appears at the selected location.
	Insert horizontal ruler	To insert a horizontal line, click **Horizontal ruler** in the toolbar. The Insert horizontal rule screen appears. Enter the width and height for the line and select whether to include a shadow.
CSS Class	CSS class menu	To change the Cascading Style Sheet (CSS) format, select a CSS class from this menu. This menu displays only in the layout editor.
	Insert merge fields	To add merge fields with personalized information to the HTML content, click **Merge fields**. For more information, see Merge Fields on page 20. This button does not appear in the layout editor.
	Insert conditional content	To add conditional content to an email message to customize the message for different types of recipients, click **Conditional content**. On the Conditional Content screen, you can create the first conditional content block. You can then define the content and select the group of recipients who view it. This button appears only on the add/edit screens for email templates, messages, newsletters, and eCampaigns. For more information about how to add conditional content, see the *Email Guide*. If you send an email message from ***Blackbaud Direct Marketing***, this option does not appear.
	Insert content placeholder	On the add or edit layout screen, you can click **Content placeholder** to add panes for parts to the layout. A yellow icon appears as a placeholder for a pane. When you create templates and web pages, a pane contains multiple parts. You select the parts to appear in the pane. For more information about how to preview conditional content, see the *Website Design Guide*. This button appears only in the layout editor.

Button	Function	Description
	Undo	To undo the last action in the content area, click **Undo**. The action is reversed. You can undo multiple actions.
	Redo	To redo an undone action in the content area, click **Redo**. The action is reinstated. You can redo multiple actions.

View Tab

| Button	Function	Description
	Full screen	To work in full screen mode, click **Full screen**. To turn off full screen mode and view the screen at its normal size, click **Full screen** again.
	Preview	To view the content as it will appear on the web page, click **Preview**. The Preview screen appears. To return to the normal view, close the window.
	Edit HTML code	To view or edit the HTML source code, click **HTML Code**. The HTML Source Editor screen appears. To return to the normal view, close the window.
	Conditional content preview	To verify that conditional content appears as expected for each group of recipients, click **Conditional content preview**. The View Message screen appears. This button appears only on the add/edit screens for templates, messages, and newsletters. For more information about how to preview conditional content, see the *Email Guide*. If you send an email message from **Blackbaud Direct Marketing**, this option does not appear.
	Style sheet options	To render content on a page, the program uses the style sheet associated with the page's layout. To view your content with style sheets applied and edit the content for a specific style sheet, click **Style sheet options**.This button appears only on formatted text and images parts. On the Style Sheet Options screen, you can select the style sheet to view and override the background and foreground colors of the HTML editor to improve readability. For more information about how to view content with style sheets applied, see Style Sheet Options on page 20.
	Undo	To undo the last action in the content area, click **Undo**. The action is reversed. You can undo multiple actions.
	Redo	To redo an undone action in the content area, click **Redo**. The action is reinstated. You can redo multiple actions.

Image Tab

Button Function Description

Button	Function	Description
	Insert/edit alternative text	To add or edit the text that appears in place of the image if it cannot display, select it and click **Alt text** .
	Grow	To make an image larger, select it and click **Grow**.
	Shrink	To make an image smaller, select it and click **Shrink**.
	Edit image	To edit an image, select it and click **Edit image**. The Insert/Edit Image screen appears. You can make changes to the image properties and settings on the General, Appearance, and Advanced tabs.
	Remove image	To remove an image, select it and click **Remove image**.
	Undo	To undo the last action in the content area, click **Undo**. The action is reversed. You can undo multiple actions.
	Redo	To redo an undone action in the content area, click **Redo**. The action is reinstated. You can redo multiple actions.

Table Tab

Button Function Description
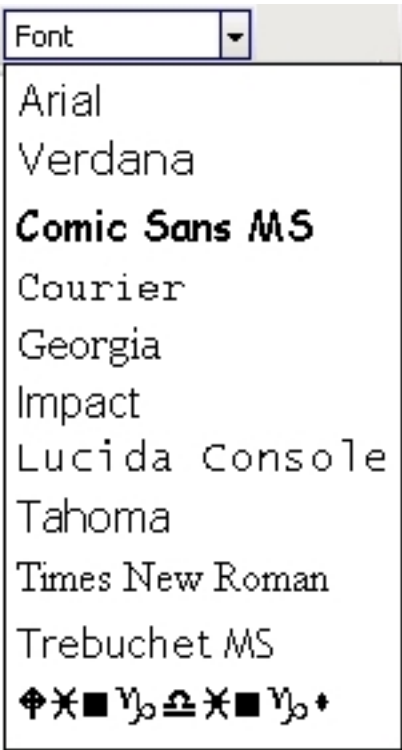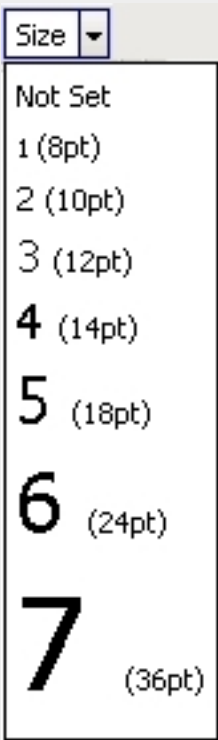
Button	Function	Description
	Delete table	To delete a table, select it and click **Delete table**.
	Row properties	To edit the properties of a row, select it and click **Row properties**. The row properties screen appears. For more information about row properties, see HTML Editor Table and Line Properties on page 22.
	Cell properties	To edit the properties of a cell, select it and click **Cell properties**. The cell properties screen appears. For more information about cell properties, see HTML Editor Table and Line Properties on page 22.
	Insert column to the left	To insert a column to the left of a column in a table, click **Insert column to the left**. A new column appears.
	Insert column to the right	To insert a column to the right of a column in a table, click **Insert column to the right**. A new column appears.
	Delete column	To remove a column from a table, click **Delete column**. The column is deleted.
	Insert row above	To insert a row above a row in a table, click **Insert row above**. A new row appears.

Button Function Description

Button	Function	Description
	Insert row below	To insert a row below a row in a table, click **Insert row below**. A new row appears.
	Delete row	To remove a row from a table, click **Delete row**. The row is deleted.
	Merge table cells	To merge a cell with the cell to its right, click **Merge table cells**. Any content in the cell on the right is removed, and the selected cell now spans both columns.
	Split merged table cells	To split a cell that spans multiple rows into two cells, click **Split merged table cells**. The selected cell no longer spans the row on the bottom.
	Show table borders	To hide or reveal the borders of your tables, click **Show table borders**.
	Undo	To undo the last action in the content area, click **Undo**. The action is reversed. You can undo multiple actions.
	Redo	To redo an undone action in the content area, click **Redo**. The action is reinstated. You can redo multiple actions.

Menus on the Toolbar

Menu	Menu name	Description
	Font menu	This menu lists common fonts that appear correctly on most web browsers. To change the font applied to text, select a font.

Menu	Menu name	Description
Size menu dropdown showing: Not Set, 1 (8pt), 2 (10pt), 3 (12pt), 4 (14pt), 5 (18pt), 6 (24pt), 7 (36pt)	Size menu	To change the size of text, select a size from this menu.
Paragraph menu dropdown showing: Normal, Heading 1, Heading 2, Heading 3, Heading 4, Heading 5, Heading 6	Paragraph menu	To apply a paragraph tag to text, select a format from this menu. For example, select "Normal" for body text.

Merge Fields

To create personalized content, use merge fields to display offline information. For example, in an email, you can insert the **First name** merge field so it displays "Hello, <First name>" to the recipient.

- To add merge fields, click **Merge fields** on the Insert tab in the HTML editor toolbar. The merge fields list appears in a separate window that you can move around.

- To view the available fields, click the plus sign next to a group of fields to expand the list.

- You can double-click or drag and drop merge fields from the window to the content area.

- You can add multiple fields at a time. To do this, place your cursor to the left or right of the group name or fields (not over the group or fields) and click and drag your mouse to select them. After the fields are selected, you can drag them as a group to the content area.
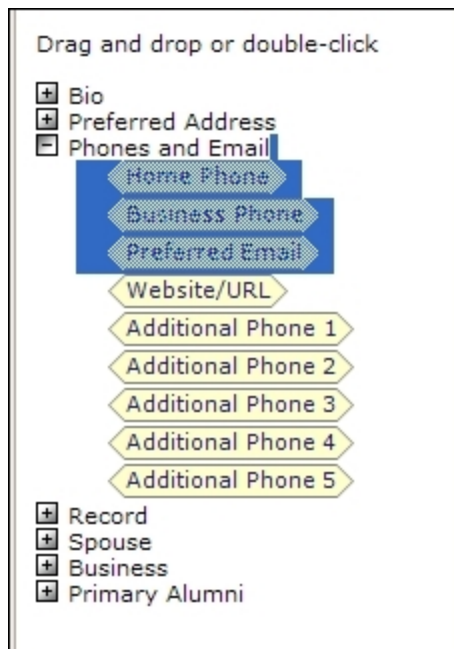
Style Sheet Options

On your website, the program uses the style sheet associated with a web page's layout to render the content you enter in the HTML editor. Because the part on which you enter the HTML content may be shared across multiple web pages with different style sheets, you may need to edit the content as necessary to improve its readability with a specific style sheet. When you use the HTML editor in the normal view, you can view the content as it appears with different style sheets applied.

Note: Other styles, such as those applied to the containers of the part, may affect how the content appears on the web page. To see how the HTML content ultimately appears on a specific web page, we recommend you use *Pages & templates*. For information about *Pages & templates*, see the *Website Design Guide*.

> **View HTML content with a specific style sheet applied**

1. On the View tab in the HTML editor toolbar for formatted text and images parts, click **Style sheet options**. The Style sheet Options screen appears.
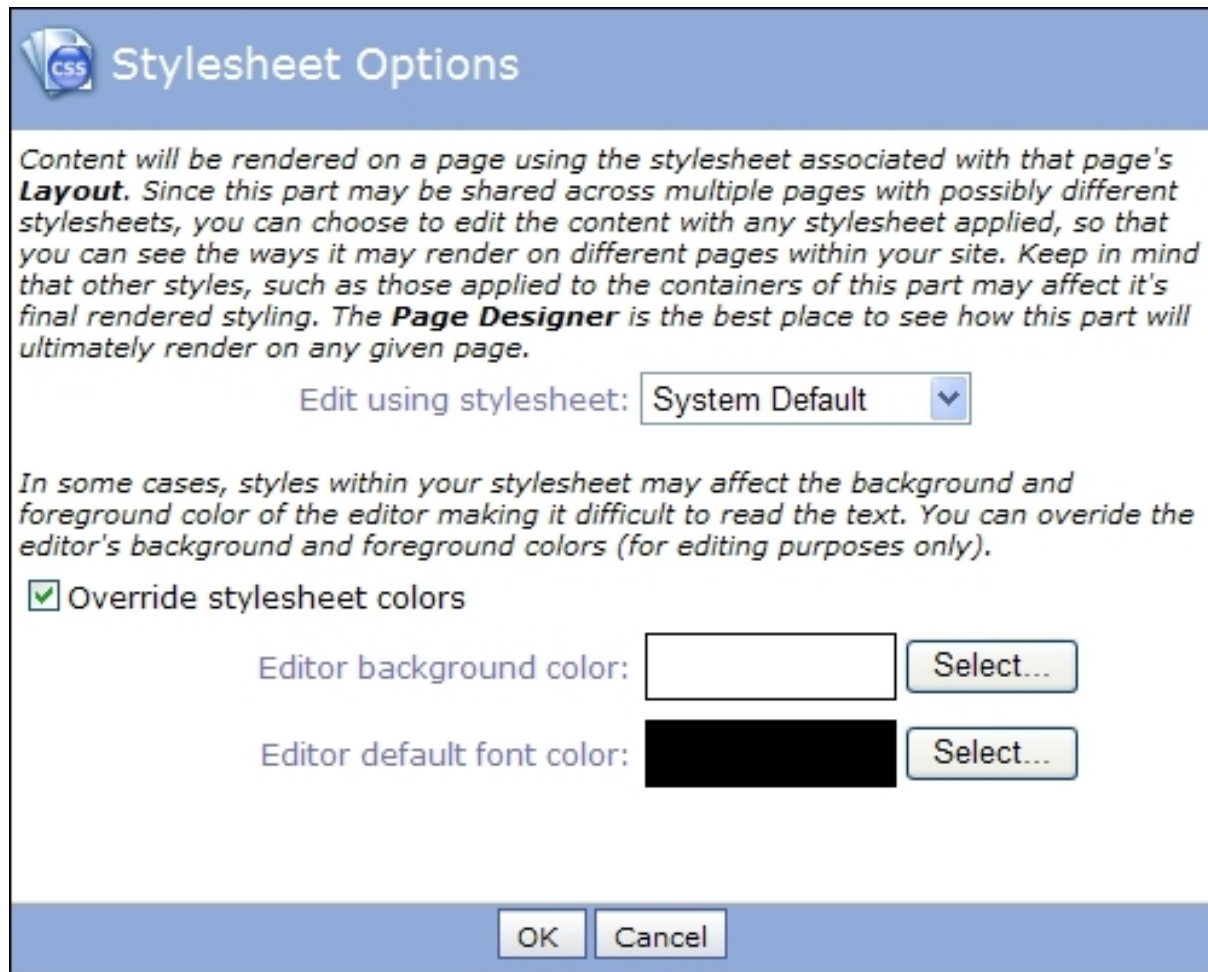
2. In the **Edit using style sheet** field, select the style sheet to apply to the content in the HTML editor.

3. Depending on the style sheet, the background and foreground colors of the HTML editor may affect the readability of your text. Change the background and foreground colors of the HTML editor as necessary to edit the content.

   a. Select **Override style sheet colors**.

   b. Select the color to adjust. For the background color, click **Select** next to **Editor background color**. For the foreground color, click **Select** next to **Editor default font color**.

   The Select a color screen appears. Using the tabs, you can pick a color three different ways or enter its hexadecimal value in the **Color** field.
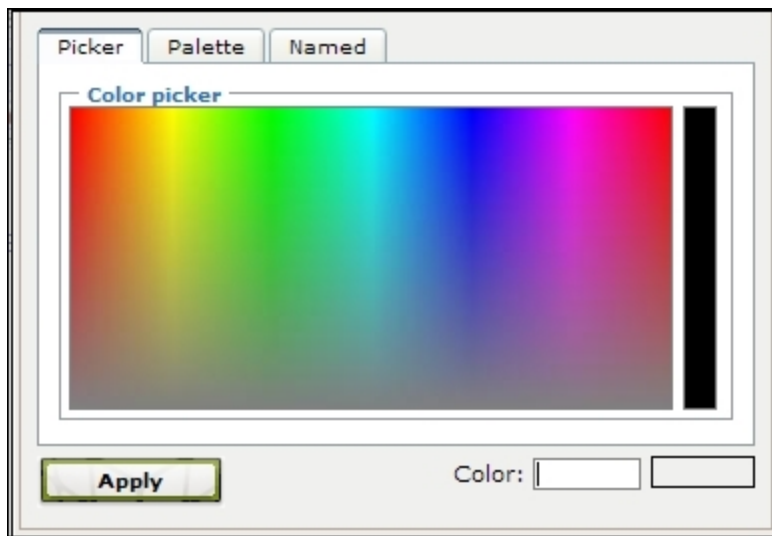
c. Click **Apply**. You return to the Style sheet Options screen.

4. Click **OK**. You return to the HTML editor. The content appears with the selected style sheet and colors applied.

HTML Editor Table and Line Properties

In the normal view, you can use the HTML editor to design tables, table rows, table cells, and horizontal lines that divide the web page. You can also adjust the properties for these items to determine characteristics such as size, styles, and color.

- To create a table, click **Table** on the Insert tab in the HTML editor toolbar. The Insert/Edit Table Screen appears. On the General and Advanced tabs, you can design the table and adjust its properties. We recommend only users familiar with HTML and CSS style elements adjust the properties on the Advanced tab. For more information, see Insert/Edit Table Screen on page 23Insert/Edit Table Screen on page 23.

- To edit the properties of a row in a table, select the row and click **Row properties** on the Table tab in the toolbar. The Table Row Properties screen appears. On the General and Advanced tabs, you can design the row and adjust its properties. We recommend only users familiar with HTML and CSS style elements adjust the properties on these tabs. For more information, see Table Row Properties Screen on page 25.

- To edit the properties of a cell in a table, select the cell and click **Cell properties** on the Table tab in the toolbar. The Table Cell Properties screen appears. On the General and Advanced tabs, you can design the cell and adjust its properties. We recommend only users familiar with HTML and CSS style elements adjust the properties on these tabs. For more information, see Table Cell Properties Screen on page 27.

- To insert a horizontal line, click **Horizontal ruler** on the Insert tab in the toolbar. On the screen that appears, enter the width and height for the line and select whether to include a shadow.

Insert/Edit Table Screen

To create a table, click **Table** on the Insert tab in the HTML editor toolbar. The Insert/Edit Table Screen appears. On the General and Advanced tabs, you can design the table and adjust its properties. We recommend only users familiar with HTML and CSS style elements adjust the properties on the Advanced tab. After you create a table, you can select the table and click **Table** to edit its properties.

General Tab

Screen Item	Description
Cols	Enter the number of columns.
Cellpadding	Enter the amount of space to appear between the ruled line and the content of a cell in the table.
Alignment	Select the horizontal alignment of the table. You can select Left, Center, Right, or Not Set.
Width	Enter the pixel dimensions to use for the cells.
Class	Select the CSS class to apply.
Table caption	Select this checkbox to display a caption at the top of the table. To remove the table caption, clear the checkbox or delete its code in HTML mode.
Rows	Enter the number of rows.

Screen Item	Description
Cellspacing	Enter the amount of space to appear between cells of the table.
Border	Enter the width, in pixels, of a border around the table. To display the table with no border, enter "0."
Height	Enter the pixel dimensions to use for the cell.

Advanced Tab

Screen Item	Description
ID	Enter a unique identifier for the table.
Summary	Enter a summary of the table, such as for speech-synthesizing or non-visual browsers.
Style	Enter the CSS class to apply to the table.
Language code	Enter the language code for text in the table, such as "en-US" for United States English. This allows the browser to render content more meaningfully based on accepted cultural practice for the specified language, such as applying correct punctuation and assisting screen readers and search engines.
Background image	To insert an image that appears as the background of the table or cell, click **Browse** to open the *Image library* and select an image.

Screen Item	Description
Frame	Select this checkbox to display a caption at the top of the table To remove the table caption, clear the checkbox or delete its code in HTML mode.
Rules	Select which ruled lines appear between cells of the table. You can select to display all lines, no lines, or only those between rows, columns, or groups.
Language direction	Select the directionality for text in the table — left to right or right to left.
Border color	Enter the color for the border of the table. You can enter the standard color name or hexadecimal value, or click **Browse** to select the color from the palette.
Background color	Enter the color for the background of the table. You can enter the standard color name or hexadecimal value, or click **Browse** to select the color from the palette.

Table Row Properties Screen

To change the properties of rows in the table, select a row and click **Row properties** on the Table tab in the HTML editor toolbar. The Table Row Properties screen appears. We recommend only users familiar with HTML and CSS style elements adjust the properties on the Advanced tab.

Use the field at the bottom of the screen to select which rows to update with changes — the current row, odd rows in the table, even rows in the table, or all rows in the table.

General Tab

Screen Item	Description
Row type	Select Header, Body, or Footer for the row type.
Alignment	Select the horizontal alignment of the row. You can select Left, Center, Right, or Not Set.
Vertical alignment	Select the vertical alignment of the row. You can select Top, Center, Bottom, or Not Set.
Class	Select the CSS class to apply to the row.
Height	Enter the pixel dimensions to use for the row height.

Advanced Tab

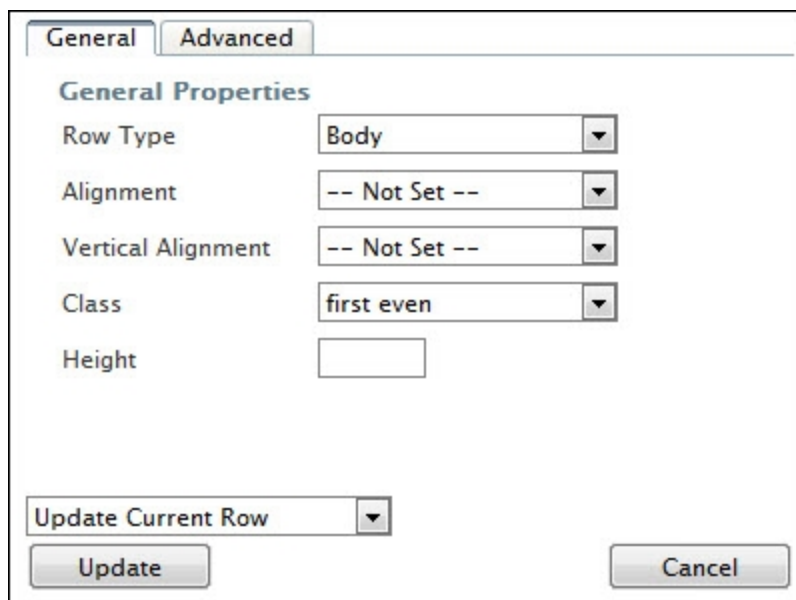| Screen Item	Description
ID	Enter a unique identifier for the row.
Style	Enter the CSS class to apply to the row.
Language direction	Select the directionality for text in the row — left to right or right to left.
Language code	Enter the language code for text in the row, such as "en-US" for United States English. This allows the browser to render content more meaningfully based on accepted cultural practice for the specified language, such as applying correct punctuation and assisting screen readers and search engines.
Background image	To insert an image that appears as the background of the row, click **Browse** to open the *Image library* and select an image.

Screen Item	Description
Background color	Enter the color for the background of the row. You can enter the standard color name or hexadecimal value, or click **Browse** to select the color from the palette.

Table Cell Properties Screen

To change the properties of cells in the table, select a cell and click **Cell properties** on the Table tab in the HTML editor toolbar. The Table cell properties screen appears. We recommend only users familiar with HTML and CSS style elements adjust the properties on the Advanced tab.

Use the field at the bottom of the screen to select which cells to update with changes — the current cell, all cells in the row, all cells in the column, or all cells in the table.

General Tab

Screen Item	Description
Alignment	Select the horizontal alignment of the cells You can select Left, Center, Right, or Not Set.
Vertical alignment	Select the vertical alignment of the cells You can select Top, Center, or Bottom.
Width	Enter the pixel dimensions to use for the cell width.
Class	Select the CSS class to apply to the cell.
Cell type	Select whether the cell is a header for a column or includes data.

Screen Item	Description
Scope	Select whether the cell type applies to the column, row, group of columns, or group of rows.
Height	Enter the pixel dimensions to use for the cell height.

Advanced Tab

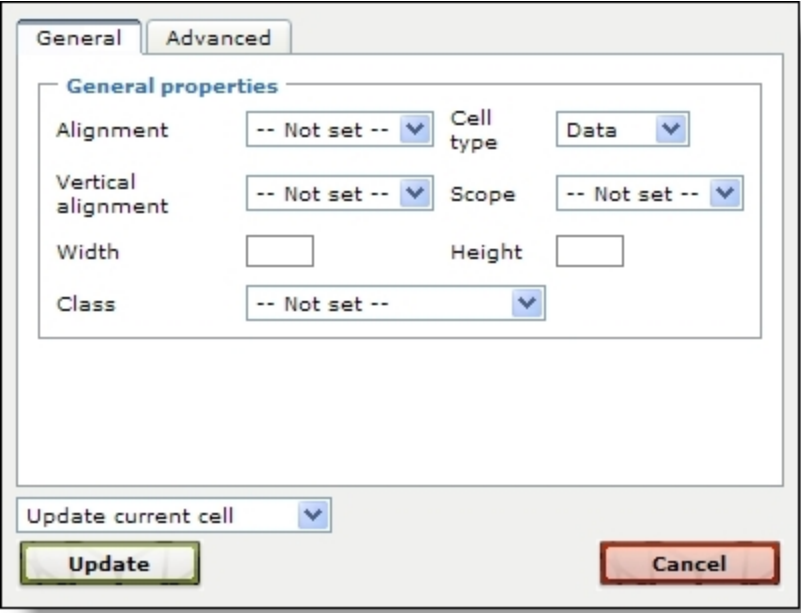| Screen Item	Description
ID	Enter a unique identifier for the cell.
Style	Enter the CSS class to apply to the cell.
Language direction	Select the directionality for text in the cell — left to right or right to left.
Language code	Enter the language code for text in the cell, such as "en-US" for United States English. This allows the browser to render content more meaningfully based on accepted cultural practice for the specified language, such as applying correct punctuation and assisting screen readers and search engines.
Background image	To insert an image that appears as the background of the cell, click **Browse** to open the *Image library* and select an image.
Border color	Enter the color for the border of the cell. You can enter the standard color name or hexadecimal value, or click **Browse** to select the color from the palette.
Background color	Enter the color for the background of the cell. You can enter the standard color name or hexadecimal value, or click **Browse** to select the color from the palette.

Search Screen

You may need to select data from the database to create parts for your website. For example, you can select a constituent query to use to create a Directory part or an appeal for a Donation form on your website. To help find and select data to use, the program provides a search screen specific to the type data you need. On the Search screen, you can enter search criteria to help find the data. The criteria options available depend on the type of data needed.

Note: If you are searching for a query, the Raiser's Edge query types of constituent, gift, and job are available in the program.

▶ Use the search screen to select data

Search results that appear in the grid must match all the criteria you enter. We recommend you search by one or two of the most helpful criteria types. If you enter too much criteria, you can exclude the data you want.

1. On the search screen, enter the criteria to use to find the data. The criteria options available depend on the type of data you need.

   To search the database for all data of that type, leave the criteria fields empty.

2. Click **Search**. The program searches the database for data that meet the criteria entered and displays the results in the grid.

3. If the search returns multiple pages of results, use the **First**, **Previous**, **Next**, and **Last** buttons to navigate through the pages of results.

4. In the grid, find the data to use and click **Select** next to its listing. You return to the previous screen.

Insert Image

From the HTML editor and several parts, such as the Navigation Buttons part, Weblog part, and User Photos Form part, you can use the **Insert image** button to select an insert an image from the *Image Library*.

Note: On your website, if the user clicks the **Insert image** button on the HTML editor, an Insert Image screen appears. From this screen, the user can insert an image and load or edit existing images. You can configure the user's *Image library*, including image approval, on the Settings tab in *Sites & settings*. For information about *Image library*, see the *Website Design Guide*.

▶ Insert an image

1. On the Edit Part screen, click the **Insert image** button. The Select Image From Image library screen appears.

2. On the Folders tab, you can select a folder to view its images.

3. On the Search tab, you can search for images by name, tag, ID, image type, approval status, or site. After you click **Search**, the images that meet your criteria appear in the grid.

4. To upload images to *Image library*, click **Add images**. Images must be *.bmp, *.gif, *.ico, *.jpeg, *.jpg, or *.png files. For information about *Image library*, see the *Website Design Guide*.

5. In the grid, select an image and click **Insert**. You return to the previous screen.

Create Page Link

From the HTML editor and several parts, such as the Formatted Text and Images and Menu parts, you can create a hyperlink to a personal page, web page, or a document on your website. You can also link to a web page version of an email message, or create links to desktop and mobile versions of your content.

Note: On your website, if a user clicks the **Insert link** button on the HTML editor, an Insert Link screen appears. From this screen, the user can add a link to another web page. If the user has a personal page on your website, the user can also link to it.

> **Insert a link to a web page or document**

1. On the Edit Part screen, click the **Insert link** button. The page link screen appears.

Note: To access the page link screen from the HTML editor, such as on the Helplets tab or in *Email*, click **Insert link** on the toolbar.

2. Select whether to create or remove a link from the part.

   • To create a link to another page on your website, select **Create link to Blackbaud NetCommunity page** and browse to the page to link. To link to a Blackbaud NetCommunity page, you must have rights to view pages. For more information about view rights, see the *Users & Security Guide*.

   • To create a link to a page defined in *Sites & settings*, a web page version of an email message, or a desktop or mobile version of your content, select **Create link to special page**. In the **Page** field, select the option to link. The options that appear in this field generate in one of three ways.

   The home page, user login page, and privacy page you define in *Sites & settings* appear. For more information, see the *Administration Guide*.

Note: In addition to the user login page you define in *Sites & settings*, additional user login pages appear so you can select the password reset page on your website. When you include this page link in email messages and an email recipient clicks the link, a secure page appears with a **Forgotten**

Password field for the user to enter their email address. This link remains active in the email for the user to take action to reset the password any time. After the email address is submitted on the web page, another email sends to the user. That email contains another link that returns the user to the reset password page on your website.

When you use the HTML editor to design an email message, the View email message on web page option appears. Select this to provide a way for email recipients to view your email design on a web page. You do not manually create the page the email message appears on and you cannot open it in *Pages & templates*. The program automatically renders your HTML email design to display the message and you can only access it from the link in the message.

Note: To test the link, send a test message. The link does not work when you preview the message.

When you design a layout, Menu part, or Formatted Text and Images part, the View desktop version and View mobile version options appear. You can create links to one or both options to allow users to toggle between the desktop and mobile versions of your content.

Note: To include a link to the mobile version of your content, you must first create a mobile optimized layout and style sheet. For more information, see the *Website Design Guide*.

- To link to a specific location on the page, click **Create link to an anchor in this document**. In the **Anchor** field, select the predefined anchor to link to. For information about how to insert an anchor, see HTML Editor Functions on page 11.

- To create another type of link, select **Create other type of link**. In the **Type** field, select the type of link to create. For example, select "ftp:," "http:," or "telnet." In the **URL** field, enter the exact path to the page to link.

- To create a link to a document on your website, such as an Adobe *Acrobat* portable document file (*.pdf) or a Microsoft *Word* document (*.doc), select **Create link to Blackbaud NetCommunity document** and browse to the document to link.

- To remove an existing link from the part, select **Remove Existing Link**.

3. To open the linked page or document in a separate window, enter a name for the window in the **Open in another window named** field.

Tip: To display multiple linked pages or documents in the same separate window, enter the same window name in the **Open in another window named** field for each link to open in the window.

4. Click **OK**. You return to the Edit Part screen.

Constituent Codes

A constituent code tells you why a constituent is in your database. For example, you select a constituent code from The Raiser's Edge, such as Friend, to associate with users who donate on your website. You can select additional constituent codes from The Raiser's Edge to associate with other constituents, such as Event Participant or Volunteer. This way, when a user submits data on your website for processing to The Raiser's Edge, you efficiently track the reason each constituent is in your database.

In the program, there are two ways to download constituent codes.

- You can select constituent codes for new constituents in NetCommunity **Options**. After a transaction is processed, these constituent codes automatically apply to new constituent records.
- When you create certain part types, you can select to associate a constituent code with the part. When the website user submits data for the part, the constituent code defaults in the transaction.

Automatically Apply Constituent Codes

From Options on the NetCommunity page, when you select a constituent code for **New Constituents**, the constituent code downloads automatically to The Raiser's Edge for all new constituent records processed from the program. The code does not download to existing constituent records.

Tip: Selecting a constituent code for **New Constituents** is optional. In The Raiser's Edge, to query on new records created from the program, we recommend you select a constituent code in **New Constituents**.

If you select a constituent code for the **Matching Gifts** option, the constituent code downloads automatically to The Raiser's Edge for all new organization records processed from a matching gift donation.

Constituent Codes On a Transaction screen

From the NetCommunity page in The Raiser's Edge, the Sign-Up Requests, Donations, Volunteer Requests, and Event Registrations transaction types include a constituent code field. The constituent code in the field defaults in both new and existing records in The Raiser's Edge.

The constituent code in this field defaults from the **Constituent Code** field on the Edit Part screen in *Parts*. For example, Online is the constituent code for Donations transactions. When the Donation Form part was created, Online was selected in the **Constituent Code** field.

Tip: If the constituent code on the transaction screen is the same code as the **New Constituents** constituent code, the code is not duplicated on the Bio 2 tab in the constituent record in The Raiser's Edge. If the constituent codes are different, both codes download to the new constituent record.

You can download the constituent code to an offline constituent record. You can also select a different constituent code for the constituent. To prevent the constituent code from downloading to The Raiser's Edge, delete the code from the field.

Constituent Codes and Part Types

Review the following information for details about the **Constituent Code** field on various part types in the program.

- User Login — The code applies to new and existing constituent records and is specific to each User Login part. For example, you can create separate login parts for subsites you create, such as multiple chapters. The constituent code for a login part may be Atlanta Member.

  The constituent code you select for this part defaults to the **Transaction Constituent Code** frame in Sign-up Requests on the NetCommunity page in The Raiser's Edge for processing. The code selected for **New Constituents** in Blackbaud NetCommunity**Options** also downloads to The Raiser's Edge for new constituents. However, if the constituent code on the User Login part and in **New Constituents** is the same, the code is not duplicated on the record in The Raiser's Edge.

- Donation Form — The constituent code applies to new and existing constituents.

  This is the same for the donation steps in a Personal Page Manager and a Fundraiser part.

- Event Registration Form — The constituent code applies to new and existing event registrants.

- Fundraiser — This part contains two **Constituent Code** fields. The first field, located on the Step 2: Fundraiser Options screen, downloads automatically to new and existing records in The Raiser's Edge. This constituent code is typically used if you consider the fundraiser participant constituency to be different than a regular Blackbaud NetCommunity user constituency.

  These constituent codes do not appear in the Fundraiser transaction on the NetCommunity page in The Raiser's Edge. However, after you process the transaction, they appear automatically on the Bio 2 tab in the constituent record.

  The second **Constituent Code** field, located on the Step 6: User Login Form screen, applies to users who register for the Fundraiser that are not yet members of your site. This constituent code defaults to the **Transaction Constituent Code** frame on the Sign-up Requests transaction on the NetCommunity page in The Raiser's Edge.

  This is the same for the two **Constituent Code** fields in a Personal Page Manager part. The first field is on the Step 1: Personal Page Options and Administrator Roles screen. The second field is on the Step 2: User Login Form screen for a Personal Page Manager. It applies to users who sign up using the personal page registration.

- Membership Form — The constituent code applies automatically to new and existing constituent records. This includes members or gift of membership recipients. This constituent code does not

appear in the Memberships transaction on the NetCommunity page in The Raiser's Edge. However, after you process the transaction, it appears on the Bio 2 tab in the constituent record.

- Volunteer Opportunity — The constituent code downloads for volunteers who sign up for a job online. The code applies to existing constituent records.