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## How to setup Automated email campaigns

Ron M. - 2025-12-05 - [Communication](#)

Automated date-based email campaigns let you send emails to members each year on important dates you've collected, like birthdays, anniversaries, or other custom dates. These emails go out automatically every year on the date you choose, making it an easy way to celebrate milestones and stay connected with your members.

### Creating a new Campaign

1. Go to Settings and in the Workflow & Automation section click on the **Campaigns** link
2. Next click on the **Add Campaign** button
3. For the name field specify a **name** for the new campaign
4. For the Smart List field select any existing [smart list](#) that will find the members you want to target
5. For the Date field select which existing date the campaign should be based on
6. Next select which [email template](#) should be used to send the email to the target member
7. For the from field select an existing [sender profile](#) that will be used as the reply to
8. Lastly, **schedule the time** which the system will check and send the email if it finds targeted members

#### Note

Only Active campaigns will send the emails to the targeted members.