Dada Mail Manual
# Table of Contents

**A Gentle Introduction To Dada Mail**

What is Dada Mail? .................................................................................................................. 1
A Tour of Dada Mail ................................................................................................................ 1
Default Screen ......................................................................................................................... 1
The List Screen ....................................................................................................................... 3
The Mailing List Archives Screen .......................................................................................... 5
Dada Mail Profiles .................................................................................................................... 6

See Also .................................................................................................................................. 9

**Administration**

The List Control Panel ......................................................................................................... 10

Admin Menu ............................................................................................................................ 10
Sending a Mass Mailing ........................................................................................................... 13

See Also .................................................................................................................................. 15
Adding Subscribers in the List Control Panel ........................................................................ 15

See Also .................................................................................................................................. 18
Profile Fields ............................................................................................................................ 18
Dada Mail Subscription Forms .............................................................................................. 19

See Also .................................................................................................................................. 22
Plugins ..................................................................................................................................... 22
Tracker .................................................................................................................................... 22
Bounce Handler ....................................................................................................................... 23
Bridge ...................................................................................................................................... 24
A Gentle Introduction To Dada Mail

In the 14 years it has been in development, Dada Mail has grown from a very simple CGI script to a very large and sophisticated web-based application.

What is Dada Mail?

In essence, Dada Mail does two very important things:

- Dada Mail allows a visitor to your site to subscribe to a mailing list.
- Dada Mail allows you to send a mass mailing to your mailing list.

Without these two things, Dada Mail wouldn't be Dada Mail!

A Tour of Dada Mail

Dada Mail's web-based environment can be divided into two different sections.

The first section are **User Screens**. Everything that's publically accessible in Dada Mail is basically a **User Screen**.

The other section of Dada Mail is the **List Control Panel**. This is where you administrate your Dada Mail mailing lists. This includes: adding/removing subscribers, changing the preferences of your mailing list and sending out mass mailings.

Default Screen

The **Default Screen** is what you see when you first encounter Dada Mail. If you haven't set up a mailing list yet, you'll first see a *Congratulations* message, with a form to enter the **Dada Mail Root Password**, to create your first Dada Mail mailing list.
The Default Dada Mail Screen, with the, "Congratulations" Message

If you've already created a mailing list, the Default Screen will have a subscription form for all the current mailing lists, as well as a listing of each mailing list, with their descriptions.
The Default Dada Mail Screen,

Each listing will also have a link to the **List Screen**.

## The List Screen

The List Screen is akin to the home page for your Mailing List. It'll have the description of your Mailing List, its Privacy Policy and more information.

This screen should also have a listing of any archived messages available to view, as well as a link to view all the archived messages that are available.
Justin's Example List!

Pro Dada > Justin's Example List!

Subscribe to Justin's Example List!

Email Address: [Required]
First Name:
Last Name:
City:
State:
Your Favorite Color:

Mailing List Information:
- This mailing list is a public mailing list - anyone may join or leave, at any time.
- This mailing list is announce-only.

This is my example List Description!

Privacy Policy:

This is my example Privacy Policy!

Archives:

Justin's Example List! Message

Sent March 30th 2014

Hello! I wanted to give everyone an update on what I'm up to! We've been working on a new version of Dada Mail - I think it's going to be really great! Please see the support website for more information: http://dadamailproject.com We'll have more details soon! - Justin!

Index

Search this list's archives:

Search

Administration

The List Screen
The Mailing List Archives Screen

The Mailing List Archives Screen shows all the archived messages available.

Messages are archived from past mailings and are viewable from within Dada Mail.

The Mailing List Archives Screen shows all the archived messages available.

Messages are archived from past mailings and are viewable from within Dada Mail.

The Mailing List Archives Screen

The Mailing List Archives Screen shows all the archived messages available.

Messages are archived from past mailings and are viewable from within Dada Mail.

The List Archives Screen

Individual archived messages will have their own screen, with a search form, to search through the mailing list's archived messages and a Dada Mail Subscription Form, so your users can send each other copies of the archived messages.
Dada Mail Profiles

Dada Mail Profiles gives a user one place to manage their own Dada Mail subscriptions.

Subscribers with Profiles will be able to View their subscriptions, unsubscribe from individual Mailing Lists and update the email address used for their subscriptions.
Profile

Profile Fields

First Name: Justin
Last Name: J
City: Denver
State: CO
Your Favorite Color: red

Update information

Your Mailing List Subscriptions

Justin's Example List!
This is my example List Description!
- Public Mailing List
- Announce-only list.
- View Archives
- Unsubscribe from Justin's Example List!

Update Your Profile Email Address

The Profile Email Address and Subscriptions using your current email address (me@justinsimony.com) will be replaced with this new email address, where it's allowed:

Your New Profile Email Address: 

Confirm and Update Your New Profile Email Address

Change Your Profile Password

New Password: *********
New Password Again: 

Change Password

Delete This Profile

Deleting your profile will remove all your profile information, but all your subscriptions to subscribed mailing lists will remain.

Delete Your Profile
Administration

On the Default Screen, there's a link labeled, Administration on the very bottom. If you follow this link, you'll go to the Administration Screen, which will allow you to log into lists you've already have created and allow you to create a new mailing list.

This is the gateway between the User Screens and the List Control Panel.

When you log into a mailing list that's already created, you do have the option of logging in using the List Password, which is set during mailing list creation, or the Dada Mail Root Password, which is set during installation of Dada Mail itself.

The Dada Mail Root Password will allow you to log into any mailing list you'd like and may give you special, "Super User" abilities.

The Administration Screen
The List Control Panel

The List Control Panel has a great number of screens that allow you to interact with your mailing list. Not only can you send out a mass mailing, you can also set preferences for your mailing list, as well as add/remove subscribers.

Each separate mailing list will have different preferences associated with it, each mailing list is fairly separate from each other Mailing List.

Admin Menu

The various screens can be accessed from the list control panel menu.

We'll routinely give directions on how to access certain administration screens, by giving the Header and Subheading on where they're located. For example, Membership - Invite/Subscribe/Add would be located at:
Dada Mail Manual

Mass Mailing
- Send a Message
- Send a Webpage
- Drafts
- Monitor Your Mailings 0/0
- Options

Membership
- View (1,442)
- Recent Activity
- Invite/Subscriber/Add
- Remove
- Options

Your Mailing List
- List Information
- List: Password
- Options
- Delete This Mailing List

Mail Sending
- Options (sendmail)
- Advanced Options
- Mass Mailing Options

Message Archives
- View (1)
- Options
- Advanced Options

Appearance and Templates
- Your Mailing List Template
- Email Message Templates
- HTML Screen Templates
- Subscription Form HTML
- Create a Back Link

Profiles
- Profile Fields

Plugins
- Mailing Monitor
- Tracker
- Change the Program Root
- Password
- Change Your List Short Name
- Default Mass Mailing
- Messages
- View Logs
- Screen Cache

Extensions
- Multiple Subscribe
- Archive Blog Index

Your List Control Panel
- Customize Feature Set
- Options

App Information
- Configuration
- About Dada Mail

Admin Menu
Sending a Mass Mailing

When you log into the List Control Panel, the first you'll see is the Send a Message screen. This screen will allow you to send out a mass mailing to everyone that's subscribed on your mailing list.
Dada Mail can handle quite a few different message formats (PlainText, HTML, Both), attachments, custom headers, mailing list message templates and a whole lot more. You don't have to know about any of these to start though, just fill out the Subject of your message, write out the message itself and press, Send Mass
Mailing

See Also

(Try this!) The Chapter on the *Send a Message* screen.

**Adding Subscribers in the List Control Panel**

If you're importing a mailing list from another system, you can add subscribers en-mass in the List Control Panel's, **Membership - Invite/Subscribe/Add** screen.
Adding Subscribers in the List Control Panel

CSV Format to use for import:

Email Address, first_name, last_name, city, state, favorite_color, _secret, Profile Password

Upload Your Addresses:

Upload a text file (UTF-8 encoded) in the CSV format mentioned above.

Paste Your Addresses Below:

Or, Enter addresses (UTF-8 encoded) in the CSV format mentioned above.

Invite / Subscribe Just One Address:

Or, just enter one address, below:

Email Address: 
First Name (first_name): 
Last Name (last_name): 
City (city): 
State (state): 
Your Favorite Color (favorite_color): 
Secret Field (_secret): 
Profile Password:
Profile Fields

Dada Mail Subscribers can also have Profile Fields associated with them, allowing you to store things like the name, of a subscriber, or anything else you’d like to capture. Profile Fields can also be set as being required.

Profile Fields are Global and will affect all Mailing Lists. You may only change the Profile Fields if you are logged in with the Pro Dada Root Password.

---

### Add a New Field

Field Name:
(Use underscores, instead of spaces - no funny characters, and use lower case characters instead of uppercase.)

Field Names prefixed with "_" will not be displayed on public subscription forms.

Label:
This label will be used on public subscription forms

Fallback Value:
This value is used in things like mail merging, when there’s no information saved for the subscriber.

Required:  

---

Profile Fields

See Also
Dada Mail Subscription Forms

The Dada Mail Subscription Form is the HTML code that you'll need to put a subscription form on any page of your web site. It can be copied from the, Appearance and Templates - Subscription Form HTML screen.
**Full Subscription Form**

**HTML**

Copy the code in the text box and add it to any page on your site.

```html
<legend>
Subscribe to Justin's Example List!
</legend>
<input type="hidden" name="list" id="list" value="example" />

<form action="http://example.com/subscribe" method="post" accept-charset="UTF-8">
  <input type="hidden" name="list" value="example" />
  <input type="text" name="email" value="" />
  <input type="submit" value="Subscribe" />
</form>
```

**Working Preview**

Subscribe to Justin's Example List!

<table>
<thead>
<tr>
<th>Email Address</th>
<th>Required</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Name</td>
<td></td>
</tr>
<tr>
<td>Last Name</td>
<td></td>
</tr>
<tr>
<td>City</td>
<td></td>
</tr>
<tr>
<td>State</td>
<td></td>
</tr>
<tr>
<td>Your Favorite Color</td>
<td></td>
</tr>
</tbody>
</table>

---

**Minimal Subscription Form**

**HTML**

Copy the code in the text box and add it to any page on your site.

```html
<form action="http://example.com/subscribe" method="post" accept-charset="UTF-8">
  <input type="hidden" name="list" value="example" />
  <input type="text" name="email" value="" />
  <input type="submit" value="Subscribe" />
</form>
```

**Working Preview**

Dada Mail Subscription Forms
See Also

The Chapter on the Manage Appearance -> Subscription Form HTML screen.

Plugins

Additional functionality of Dada Mail is done using Dada Mail's simple plugin system. All plugins available for Dada Mail are shipped with the distribution, and can be installed with the included web-based installer. These plugins are tightly integrated with the core of Dada Mail, and also work together to provide even more features.

Tracker

The Tracker plugin creates analytic reports based on data collected about your mass mailings: things like messages opens, clickthroughs, bounces, forwards, archive views, etc.
Tracker Plugin

See Also

Using Tracker Chapter.

Bounce Handler

The Bounce Handler plugin allows you to easily and efficiently deal with the inevitable bounce back of messages sent to mailing list subscribers.

See Also

Using Bounce Handler Chapter.
Bridge

Bridge allows you to both send Announce Only messages from your mail reader, as well as set up a Discussion Lists, where all members of your mailing list can join in and start talking to each other via email.

See Also

Using Bridge Chapter.