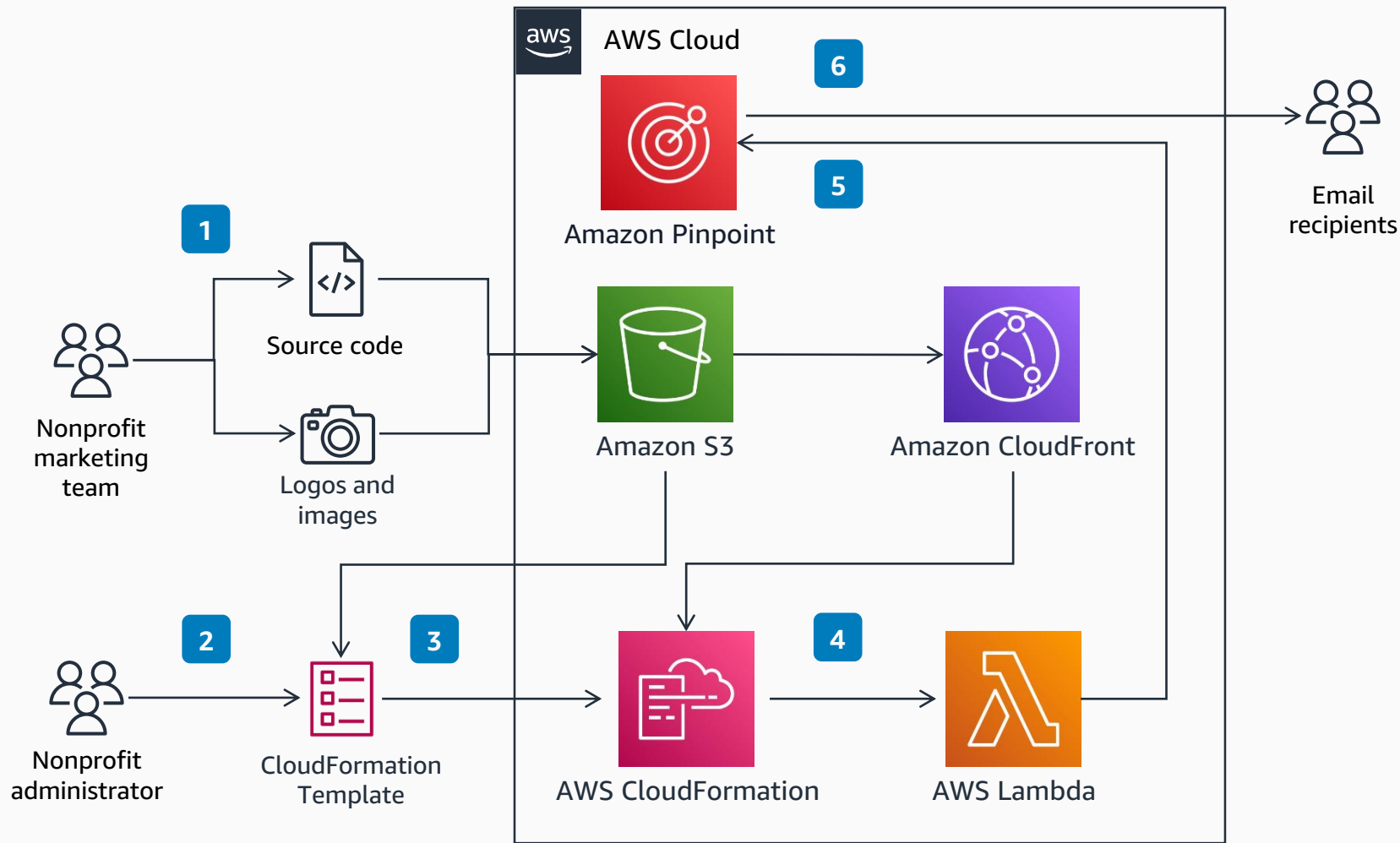


Guidance for Personalized Donor Emails with Amazon Pinpoint

This architecture displays how a nonprofit organization can send personalized emails to donors. Email templates are customized and performance metrics are tracked automatically through dashboards in the Amazon Pinpoint console.



- 1 Nonprofit marketers create HTML, Cascading Style Sheets (CSS), images, and associated content for emails. They then upload this content to an **Amazon Simple Storage Service (Amazon S3)** bucket. The **Amazon S3** bucket is behind an existing **Amazon CloudFront** distribution.
- 2 The Nonprofit administrator modifies the **AWS CloudFormation** template to include references to the **CloudFront** URLs for the image files and the **Amazon S3** URL for the HTML and CSS files. The **CloudFormation** template also includes information that is used to create the email template in **Amazon Pinpoint**, such as the template name and the subject line.
- 3 The Nonprofit administrator deploys the **CloudFormation** template.
- 4 **CloudFormation** sends the HTML and CSS files to **AWS Lambda**.
- 5 A **Lambda** function formats the email for maximum compatibility across email clients. It then uses the resulting HTML to create an email template in **Amazon Pinpoint**.
- 6 Marketers use **Amazon Pinpoint** to create their customer segments and send email campaigns (which use the email template) to their recipients.