First Sail Program Marketing and Promotional Assets

Thank you for your commitment to growing the sport of sailing and joining the First Sail initiative!

We will host First Sail program marketing and promotional assets and materials on our online Prism platform. Using the log-in credentials provided to you for Prism, you will be able to access your organization’s First Sail account information. All of the items you create or upload to this account are only accessible by your organization. We have provided several templates that you can customize to your liking as well as downloadable resources and information that you can embed on your organization’s website. For printable items you can print directly through Prism or go through your organization’s printing service. As the initiative grows and develops, check-in for updated and new content.

This quick guide describes the functionality of Prism. For more specific questions there are several video tutorials posted throughout the site for your reference or direct your questions to FirstSail@ussailing.org.

The link provided below will bring you to the Prism portal

Link – http://ussailingstore.com

To view the items available to you, go to the catalog tab and select a category.

First Sail – The First Sail print on-demand portal gives you access to materials such as rack cards, flyers, and downloadable web content to embed into your organization’s website. Following the First Sail section under the Catalog tab will open a landing page to view all of the materials available. The items marked as “Create Now” are items you are able to customize with your organization’s branding and information. Items marked as “Order Now” are First Sail specific items that cannot be customized.

Custom Rack Card

1. **Name it!**
   - First, enter a descriptive name to identify this document. Then press the NEXT button to start customizing your piece.
   - **First Sail**
     - This name will only be used to identify this document and will not print on the document.

   **Don’t use the browser’s back button!**
   - While creating your item in the store don’t be tempted to use your browser’s back button if you need to make a change. To move backwards to a prior section, just click on the section headings. Use the edit page button to skip back or ahead while customizing your item. (Don’t show this message again.)

2. **Customize it!**
3. **Proof it!**
4. **Order it!**

**Step 1** - Name your rack card, this is the name that will appear on the rack card in your saved documents.
Step 2-1 – The heading is what appears above the copy in the body of the content. The copy’s font is bolded.

Step 2-2 – Similarly to the main panel, the info page heading is bolded above the body copy. On the info page you also have the opportunity to add your organizations address and club logo, which appear on the bottom of the rack card.
Step 3 - Proof your rack card. Double check that everything is correct before proceeding. Note that generating the proof can take some time, you will not be able to proceed beyond this step unless the box is checked.

Step 4 – Place your order!
Email – The email category gives you access to First Sail specific email banners, the ability to create custom email lists from lists you already, as well as the ability to schedule and track the success of your email campaign.

**Step 1** - Name your email, this is the name will appear in your saved documents.

**Step 2-1** – Create your email subject, address to send the email from (automatically selects the email address associated with the account), select header and footer images, insert copy.

**Step 2-2** – Proof your email, unlike the POD portal, this step is not required and you will not be asked to check a box to continue. It is still highly encouraged to check your work.
Step 3 – upload a .xlx, .xlsx, or .csv file. The EZAddress tool will automatically pull the information (name email, address, etc.) out of your file for sending.

Step 4 – Your email can be scheduled to be sent immediately after you complete it, or you can schedule it for a specific date and time. You also have the option of sending a follow up/reminder email.

Step 5 – Send your email!