



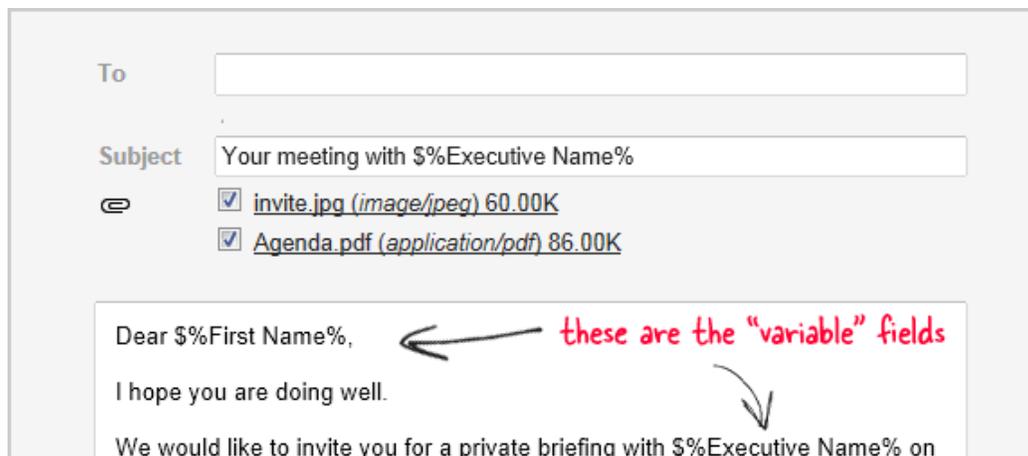
Send Emails using Mail Merge in Gmail

Revised June 2016

Mail Merge is a feature of Microsoft Outlook and Word. Gmail users can use Google Scripts to perform mail merge. Users can write a single message and send personalized emails to multiple recipients.

How to use Mail Merge in Gmail

Open Gmail, compose a new message, and save it as a Draft. Mark the text in the message that will be personalized with keys. For example, if the first line of your message reads Dear First Name, you need to identify First Name as a variable field. Replace First Name in the message with `%%First Name%` or `{First Name}` as shown in the following screenshot. Replace all variable fields in the body and subject line of the message.



If desired, you can add attachments to the message. If you wish to include images within the body of the email, search for "inline images" in Gmail Help for instructions.

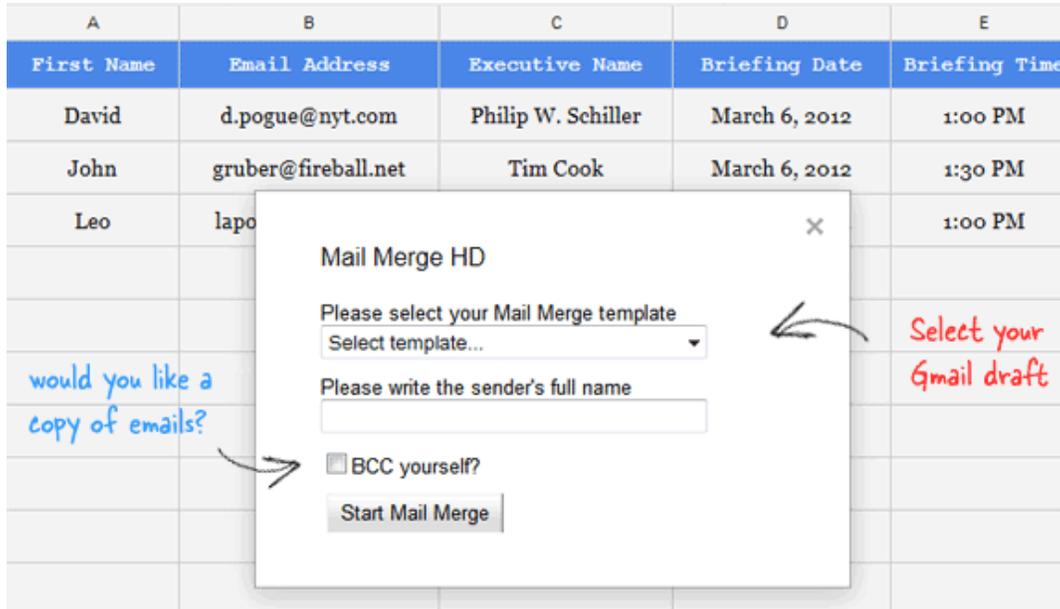
Save the draft message in Gmail.

Create a spreadsheet in your Google Drive to merge with the email message. A sample spreadsheet (using keys %%variable field%) can be found at (<https://docs.google.com/spreadsheets/d/12TRb-4MtbngiSg9vQbjkihix2Hq6vfKWYDHYKTzwKxA/copy>). Change the column names in the spreadsheet to match the variable fields that you marked in your draft message. The column labeled Email Address is mandatory to complete the merge. Add or remove any other columns as needed. Ensure that the column names in the spreadsheet and the variable fields in the message are exactly the same and that every variable field is represented by a column in the spreadsheet.

Add a row of data in the Google Spreadsheet for each recipient; the values of that particular row will be used to send a personalized message to that recipient. Once you have filled the rows in



the spreadsheet with the necessary data, go to the Mail Merge menu in the Google Spreadsheet and click Initialize. Next select “Start Mail Merge” from the same menu and select the draft message template you created earlier from the drop-down.



Enter the Sender’s name (this will show in the FROM field of your outgoing messages), check the BCC option to receive a copy of the outgoing emails, and click Start Mail Merge.

Once the mail merge is complete, a new column “EMAIL_SENT” will be added to every row. This prevents the row from being processed twice should Mail Merge be ran again on the same set of data. To include a row in mail merge again, change the Mail Merge status column for that row from EMAIL_SENT to blank.

Troubleshooting Tips

Test your Gmail template before sending it to all recipients. To test, have one or two data rows in your spreadsheet and put your own email address in the Email fields. Verify that your outgoing emails are working as expected.

If you receive an error message “Service Invoked too many times,” you have reached Gmail’s message per day sending limit. The premium edition of Gmail will spread the mail merge over consecutive days automatically.