

===== PART 1: HTML EMAIL =====

Your goal:

1. Fix and improve the email code
2. Share your thought process as you tackle an unfamiliar code base.
3. Update the code successfully with limited context.

Download and unzip the file containing the email code:

https://mwdagency.com/test/mwd/2022_03-coder-challenge/email-test.zip

Perform these client code edits:

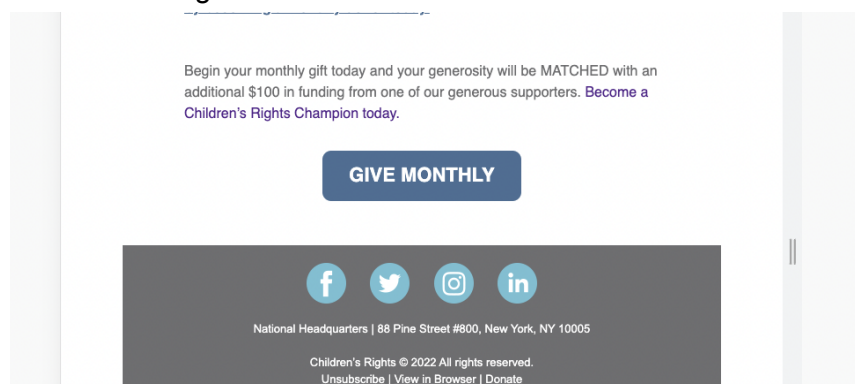
- a. The top CTA (click to action) button isn't centered
- b. Please turn the two dashes after "Friend" into an emdash
- c. There's an extra line break above "Begin"
- d. The last link doesn't look like the other links and in Dark mode the color is white!
- e. Please add the URL parameter `s_src=test123` to the end of the links on the two CTA buttons and the three links in the body of the email. Hint: Since there is already a question mark (?) in the link, you would want to append this by using an ampersand (&)
- f. Please change the preheader from "Your monthly gift has not been completed" to "Make your monthly gift now"
- g. Confirm that the body text size increases on mobile devices. What is the text font size on desktops and what is it on mobiles?

PART 1: HTML EMAIL Solution:

The first step is to download and unzip the email code files.

I viewed the email.html file in my google chrome browser. Next I opened the email-test project folder in VSCode. I viewed the assets of the img folder in the VSCode explorer and I opened the email.html file in the code editor.

- a. Solution: Note the alignment difference between the 2 CTA buttons on the page

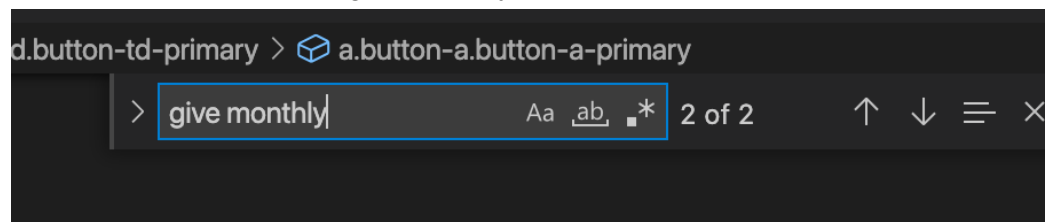


Centered CTA

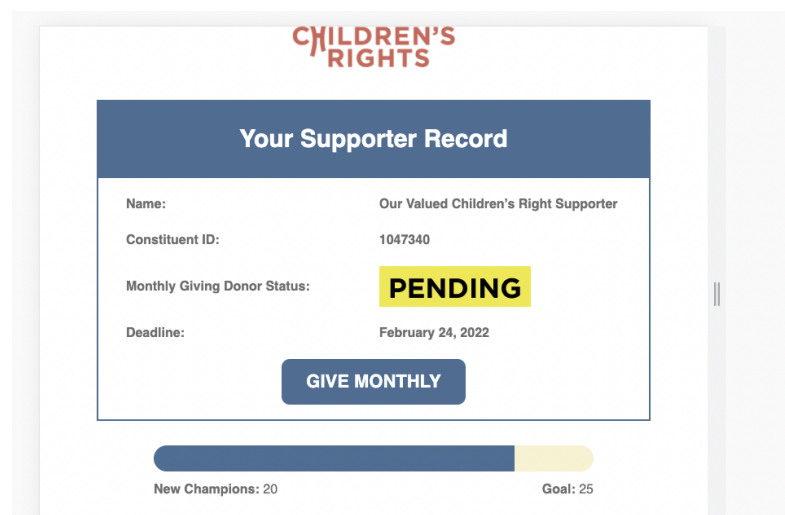


Uncentered CTA

I went and looked at the uncentered CTA and the centered CTA by searching for "give monthly" text in VSCode



On lin 3260 I noticed the table align attribute was set to left. I changed it to center.



I visually verified/ checked the results

b. Solution:

Locate the “ - -” by searching “Friend” in vscode.

```
408      Friend -- our records <a href="https://placeholder.com"
```

On line 408 I replaced the - - characters with –

```
408      Friend &#8211; our records <a href="ht
409
```

I visually verified/ checked the results

before Friend -- our recor
Children's Riahts

after Friend – our records [indic](#)
[Children's Rights Cham](#)

Reference :

Character(s)	Literal(s)	Unicode value(s)
En dash ^{6, 7}	–	–
Em (long) dash ^{7, 8}	—	—

C. Solution:

Identify the gap (created by the
) on the page and in the code:

Gap rendered on the page:

look to community members like you to help ensure a fair future for the kids
who need us more than ever. [Help keep up the fight for children's rights
by becoming a monthly donor today.](#)

Begin your monthly gift today and your generosity will be MATCHED with an
additional \$100 in funding from one of our generous supporters. [Become a
Children's Rights Champion today.](#)

The code in the HTML email.file:

```
408  
409  
410   its by becoming a monthly donor today.</a><br /><br /><br />  
411  
412  
413
```

```
weight: bold; class="link">help keep up the fight for  
children's rights by becoming a monthly donor today.</a>
```

```
<br>
```

```
<br> == $0
```

```
<br>
```

```
" Begin your monthly gift today and your generosity will b  
MATCHED with an additional $100 in funding from one of our  
generous supporters. "
```

The code - in the inspector on google chrome

I removed the last
 tag and checked / verified the results.

```
409  
410   by becoming a monthly donor today.</a><br /><br />  
411  
412
```

who need us more than ever. [Help keep up the fight for children's rights
by becoming a monthly donor today.](#)

Begin your monthly gift today and your generosity will be MATCHED with an
additional \$100 in funding from one of our generous supporters. [Become a
Children's Rights Champion today.](#)

D. Solution:

Last link looks different

additional \$100 in funding from one of our generous supporters. [Become a Children's Rights Champion today.](#)

Dark mode render (can't see the link) :

additional \$100 in funding from one of our generous supporters. Become a Children's Rights Champion today.

I start inspecting each link, what classes they have. I'm looking for inconsistencies in the <a> tag code.

```
. <a href="https://placeholder.com">Become a Children's Rights Champion today.</a>
```

There is no class or styles on the "Become a Children's Rights Champion Today" <a> tag. Next step is to add the "link" class and style="color: #2b6f96; text-decoration: underline; font-size:16px; line-height:24px; font-weight: bold;" style.

Next verify/ check the results

who need us more than ever. [Help keep up the fight for children's rights by becoming a monthly donor today.](#)

Begin your monthly gift today and your generosity will be MATCHED with an additional \$100 in funding from one of our generous supporters. [Become a Children's Rights Champion today.](#)

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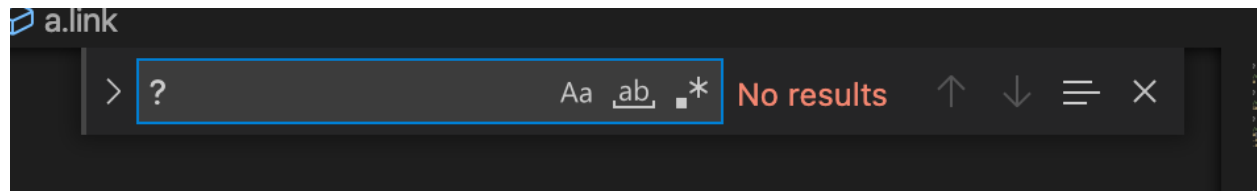
look to community members like you to help ensure a fair future for the kids who need us more than ever. [Help keep up the fight for children's rights by becoming a monthly donor today.](#)

Begin your monthly gift today and your generosity will be MATCHED with an additional \$100 in funding from one of our generous supporters. [Become a Children's Rights Champion today.](#)

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E. solution: add the URL parameter s_src=test123

Identify the 5 links I need to append. (two CTA buttons and the three links)



I did not find any “?”s on any links or in the html file. (no ?’s to append with &)

I Added URL parameters to both CTA “Give Monthly” buttons and 3 links in the body.

before:

```
<!-- Button : BEGIN -->
<table align="center" role="presentation" cellspacing="0" cellpadding="0" border="0" style="margin: 0 auto; width: 100%; border-collapse: collapse;">
  <tr>
    <td align="center" valign="middle" class="button-td button-td-primary" style="padding: 10px 0;">
      <a class="button-a button-a-primary" href="https://placeholder.com" style="border: 1px solid #ccc; padding: 5px 10px; text-decoration: none; color: inherit;">
    </td>
  </tr>
```

After:

```
<!-- Button : BEGIN -->
<table align="center" role="presentation" cellspacing="0" cellpadding="0" border="0" style="margin: 0 auto; width: 100%; border-collapse: collapse;">
  <tr>
    <td align="center" valign="middle" class="button-td button-td-primary" style="padding: 10px 0;">
      <a class="button-a button-a-primary" href="https://placeholder.com?s_src=test123" style="border: 1px solid #ccc; padding: 5px 10px; text-decoration: none; color: inherit;">
    </td>
  </tr>
```

verify/ check the results:

When hovering over the CTA buttons or 3 links they will display the added URL parameters on the bottom left of the browser window:

```
https://placeholder.com/?s_src=test123
```

F. solution part 1: search the text “Your monthly gift has not been completed”,

```
282
283     <!-- Visually Hidden Preheader Text : BEGIN -->
284     <div style="max-height:0; overflow:hidden; mso-hide:all; aria-hidden="true">
285         Your monthly gift has not been completed
286     </div>
287     <!-- Visually Hidden Preheader Text : END -->
288
```

then replace it (copy / paste) "Make your monthly gift now".
verify/ check the results

```
283     <!-- Visually Hidden Preheader Text : BEGIN -->
284     <div style="max-height:0; overflow:hidden; mso-hide:all; aria-hidden="true">
285         Make your monthly gift now
286     </div>
287     <!-- Visually Hidden Preheader Text : END -->
288
```

F part 2:

Confirm that the body text size increases on mobile devices. What is the text font size on desktops and what is it on mobiles?

Here I want to navigate the the <head> tag and look at our <style> tags - where our /* Media Queries */ exist.

We want to know text size, so we want to look for “font-size” across mobile and desktop devices. But I need to look in the <!-- Progressive Enhancements : BEGIN → section.

```
177
178     /* Media Queries */
179     @media screen and (max-width: 600px) {
180
```

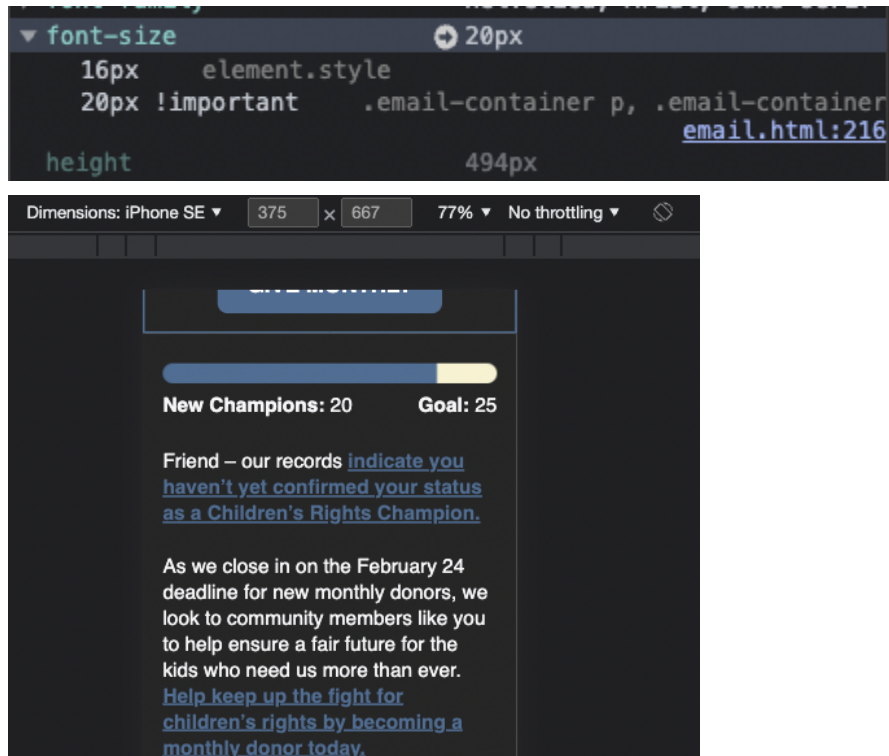
```
214
215     /* What it does: Adjust typography on small screens to improve readability */
216     .email-container p, .email-container p a {
217         font-size: 20px !important;
218         line-height: 26px !important;
219     }
220
221 }
222
```

Here are comments explaining what the code below does.

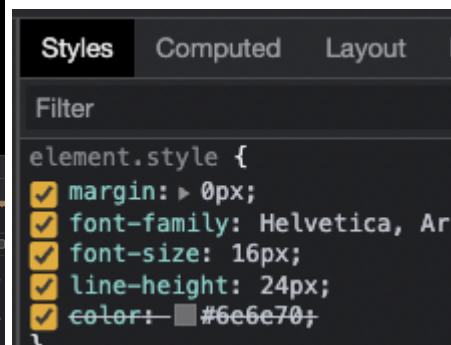
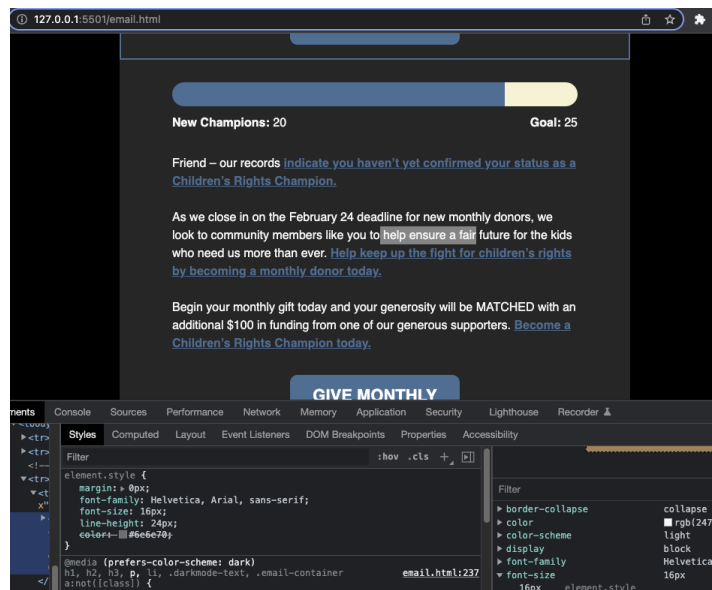
“What it does: Adjust typography on small screens to improve readability”

We can confirm there is a media query that addresses the typography and font-size of <p> and

<a> tags on small screens. On line 217 the font-size is 20px for small screens. Also I verified the font-size in the chrome inspector while in iPhoneSE small device mode. The 20px !important has more specificity than the 16px, so on mobile the font-size is larger at 20px.



Mobile view



Verify/ check the results: Desktop View

Here is an image confirming that the font-size on desktop is 16px.

I checked the “computed styles” inside the styles tab and confirmed the 16px font-size.

Result:



Your Supporter Record

Name: Our Valued Children's Right Supporter

Constituent ID: 1047340

Monthly Giving Donor Status: **PENDING**

Deadline: February 24, 2022

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New Champions: 20

Goal: 25

Friend – our records [indicate you haven't yet confirmed your status as a Children's Rights Champion.](#)

As we close in on the February 24 deadline for new monthly donors, we look to community members like you to help ensure a fair future for the kids who need us more than ever. [Help keep up the fight for children's rights by becoming a monthly donor today.](#)

Begin your monthly gift today and your generosity will be MATCHED with an additional \$100 in funding from one of our generous supporters. [Become a Children's Rights Champion today.](#)

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National Headquarters | 88 Pine Street #800, New York, NY 10005

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You can request a copy of our most recently filed financial report from the Charities Bureau Registry on the New York Attorney General's website (<https://www.charitiesnys.com/>) or by contacting us: Children's Rights, 88 Pine Street #800, NYC, NY 10005, development@childrensrights.org or New York State Attorney General, Department of Law, Charities Bureau, 28 Liberty Street, New York, NY 10005. Information on New York charitable organizations can be found on the New York Attorney General's website (<https://www.charitiesnys.com/>) or by contacting (929) 352.4697. Your contribution will be used to support legal action and advocacy.



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