

Mail Chimp

Things to consider prior to beginning your newsletter

1. Do you have your recipient list imported into MailChimp? If not, do you have a list in excel format?
2. Do you have your header created?
3. Do you have any photos you wish to include handy?

Tips to remember

- Individuals are most likely to read your email if it's kept short and concise.
- Simple, easy to read articles are best.

Create a list

1. Press the "Create List" button in the upper right-hand side of the page.
2. Complete the required fields and decide how you want notifications handled.

List name
4-H Members

Default From email address
rm125@wyoextension.org

Default From name
UW Extension

Remind people how they signed up to your list
You were placed on this list because you have enrolled in the 4-H program.

Contact information for this list · Why is this necessary?
University of Wyoming Extension
1000 E. University Ave.
Dept 3354
Laramie, Wy 82071

Edit

Notifications Sent to rm125@wyoextension.org · Edit


Daily summary
Summary of subscribe/unsubscribe activity

Import Subscribers

1. Choose "copy/paste from file" and press "Next."
2. Copy and paste email addresses from an excel spread sheet.
3. Place a checkmark in the box indicating the billing plan may automatically be upgraded. Press "Next."

- Match any unmatched columns by clicking on the “edit” link. When you are finished, click “save” and then “next.”

2 unmatched columns · [Skip all](#) Show skipped columns

<p>Email Address email field Edit · Skip</p> <hr/> <p>tchavez1@uwyo.edu</p>	<p>Column name First Name ▼</p> <p>< Back Save > Skip</p> <hr/> <p>Theresa</p>	<p>Unnamed (unmatched column)</p> <p> Edit · Skip</p> <hr/> <p>Chavez</p>
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- Press “import.”

Create a Campaign

- Press the “Create Campaign” button in the upper right-hand corner of the page.
- Select “Regular Campaign”.
- Choose your targeted audience list from the drop down menu.
- Press “Next”
- Fill in the “Campaign name” and “Email subject”.
- Confirm your name and email address are correct.
- Review “Tracking” and “Social Media” options.
- Press “Next.”
- Select a template.
- Create a short preview statement for your newsletter at the top of the page.
- Upload a banner.
- Edit text box to include your information and then press “Save & Close.”
- If you need more articles, drag and drop from the right-hand panel.
- Press “Next.”
- Review the feedback before sending your campaign.
- Choose either “Schedule” or “Send”.
- Press the “Send Now” button.