Mail Chimp

Things to consider prior to beginning your newsletter

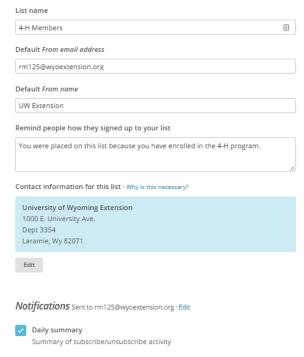
- 1. Do you have your recipient list imported into MailChimp? If not, do you have a list in excel format?
- 2. Do you have your header created?
- 3. Do you have any photos you wish to include handy?

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.



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."

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



5. Press "import."

Create a Campaign

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