Working With The NWFMOA MailChimp Account

Sending emails to the members
Because of the crackdown on spam emails, the NWFMOA uses MailChimp as the 3rd party provider of emails to the membership.

Templates for creating emails are available (blank and those already created) and past mailings can be used to resend or create new emails. A very user-friendly experience. They do NOT allow .pdf attachments which is a bit of a problem but there are work-arounds. We have a “free” account which allows us to have up to 2,000 email addresses and up to 12,000 sent emails per month. This has proven to be more than sufficient for our needs. Reports from MailChimp tell us lots about our members...who opened the email and when, who clicked on a link, who rejected the email, identify bad email addresses, and more.

Getting Started

- Web address: https://login.mailchimp.com/
- Username: **fwestfall**
- Password: **Fredmonkey@2018**

There are several main areas on the left side. We use only Audience and Campaigns

Managing the Audience (names of people on the mailing list)

- Click on Audience. This gives an overview of the contacts or members
- Click on View Contacts on upper right
- This will give a list of all on the list. Sort by clicking on First or Last Name or Email Marketing
- Click on First Name, Last Name
- The stars by the name shows the frequency with which they open mail.
- Click on Email Marketing once then twice.
- The second click shows who has been “Cleaned” meaning a bad email address and who has “Unsubscribed”

To resubscribe a member, go to this link: it is a signup form. https://nwfmoa.us17.list-manage.com/subscribe?u=f9985c2fd9d265b94eb9a0fe7&id=1be17f6b51 You can use this form to sign up a new member or to resubscribe an existing member who accidentally unsubscribed.

To view a profile of a person, click on their email address. This will show several things about the member. You can edit the Profile Information but you cannot change the email address. If the email address is not correct, click Actions in this window and select Remove contact. You will have two options on the next screen. If the person has died, select Permanently delete. If you are merely resubscribing them or changing the email address, select Archive. You can add the person by using the resubscribe link shown above.

Adding a new member.

- Click on Add Contacts then Add Subscriber
- Enter a valid email address
- Enter First and Last name
- Scroll down and click the box next to “This person gave me permission to email them”
- Click Subscribe
- They will now show up in the roster/audience
- You may also use the signup form link above to add a new member

Searching the database (audience) for a member

- Click on the magnifying glass
- Enter the last name of the person you are looking for in the search box.
- The results will show up. Click on View Profile to view the info on that person.

Deleting a member

There are two ways to delete a member: Permanently and Archive

- Use Permanently Delete if the person has died.
- Use Archive if the person is leaving but may return to the organization.

Creating Tags – segments of the audience

- Click on Manage Contacts from the main audience window
- Click on Tags
- Click Create Tag on right and give it a name, like "2022" and you can use that as a separate group.
- To add contacts to the tag, click on Manage Contacts, View Contacts
- Click on the box to the left of the names you want to add the tag to
- Then click on "Add or Remove Tags"
- Click on the tag name you want them assigned to
- Follow the same procedure for removing people from a tag

Creating a Campaign – the design of the email you want to send.

- On the left side, click Campaigns, All Campaigns
- This will show a list of all existing campaigns (emails) that have been sent in the past.
- There are two ways to create a campaign: start from scratch or modify an existing campaign. Use modify.
- Scroll through the existing campaigns
- When you find the one you want, on the right side click the down arrow next to View Report
- Select Replicate and the campaign will open
- At the very top, click Edit Name and give it a meaningful name
- There are four sections to the email.
  - **To:** the default is the entire audience but you can select a tag group if you have created one.
  - **From:** Click "Edit From" to change the name and email address of the sender. It can be anyone. Then select Save
  - **Subject:** Click "Edit Subject" and use "NWFMOA –" and a reasonable subject. Select Save
  - **Content:** This is the meat of the email message. Click "Edit Design"

Edit Design

- The basic design I use has two parts. A top block with the main message and a graphic and the bottom block which has the full-length message. Both blocks will appear on the left side.
- Click on the top block. It moves to the right side for editing.
- To remove or replace a picture right click on the picture and select Delete. To add a new picture, click on the graphic icon at the top edit ribbon. That will bring up all the pictures in your gallery. To add a new picture from your computer, click Upload in the upper right. Select the picture from your computer and click "Open". If you want to resize the picture use the width and height adjustments shown. Otherwise, select "Save & Insert Image". If you don't like how it looks, double click the picture and it will take you back to the editor. Pictures should be less than 600 x 600 or less.
- Make adjustments to the words in the top box.

- When finished with the top block, click on the bottom block which will appear on the right side for editing.
- Highlight all the text you want to remove and hit the delete key.
- Add text directly or cut and paste from Word or some other program.
- To format text, highlight it and use the Font and Size icons to change font style and size. I use Arial size 18 for most text. You can change color, bold, underscore, add hyperlinks and more all using the edit ribbon icons at the top.
- When you are finished, click “Save & Close” at the bottom then “Continue” at the top.

Getting ready to Send

- Before you send your email you should preview it. To do that move the mouse over the content and left click.
- This will show what the email will look like in most email reader clients. Click the “X” in upper right to close.
- You can also send a Test Email to yourself and others if you want. To do that, click below the content where it says “Send a Test Email”. This will bring up a dialog box asking for the email addresses you want to send to (use a comma between email addresses). You can also include a message to accompany the test email to give the other recipients the reason you sent them this TEST message.

Finish later, Schedule delivery for a later time, or Send now

- You have three options for sending your email and they are found at the top of the page.
- If you want to finish the email later, select that option. It will be saved as a draft campaign.
- If you want to schedule for delivery at a specific time, select “Schedule”. You can select a time in the future to send the email.
- If you are satisfied with this email, you can send it out immediately by selecting “Send”

Finishing the tutorial

- To delete a campaign, list all campaigns.
- A square will appear to the left of the campaign when the mouse is moved over the campaign name.
- Click the box
- Select Delete on the upper right
- Confirm deletion by typing DELETE in the box, then click “Delete”

Don’t forget to logout

- At the bottom left of the window will be an “F”, click it and select Logout

Changing Account Ownership

- If you prefer to have the account in your own name, export the current users. Go back to mailchimp.com and create a new account and password. Under Audience, select the Import contacts option and upload the exported file. All members on that list will be in the new account. NOTE: New accounts do not have the “Schedule” option for sending…Mailchimp now charges for that functionality.