

AAUW California Technology Peer Group



Demo



Agenda

- **Welcome**
- **MailChimp Demo**



5 Easy Steps

- 1. Create an account**
- 2. Create a mailing list**
- 3. Create an opt-in process**
- 4. Create a campaign**
- 5. Send (and resend) your campaign**



Create an Account



1. Open Mailchimp
2. Choose “Sign up for Free”
3. Fill in the entry form
4. You’ll receive a confirmation email
5. Activate your account
6. Confirm you are human!
 - a. Enter your name
 - b. Type of business, website, address
 - c. Indicate if you sell products
 - d. Connect your social media
7. Kickstart your use by signing up for assistance

Get started with a free account

Create a free MailChimp account to send beautiful emails to customers, contributors, and fans. Already have a MailChimp account? [Log in here](#)

Email

Username

Password

 Show

● One lowercase character

● One special character

● One uppercase character

● 8 characters minimum

● One number

Get Started!

By clicking this button, you agree to MailChimp's [Anti-spam Policy & Terms of Use](#).



Create a Mailing List

You'll already have a starter list with the name of your organization. You can use this one or add a new one.

Create List

List details

List name

Name of your list

Default From email address

Make this something your members will recognize

Default From name

Make this something your members will recognize

Campaign URL settings

[https://mailchi.mp/\[xxxxxx\]](https://mailchi.mp/[xxxxxx]) (generate randomly)

To customize your campaign URLs, upgrade to a paid account and verify a domain.

Remind people how they signed up to your list

Write a short reminder about how the recipient joined your list.

Contact information for this list · Why is this necessary?

Sandi's test
3637 Ben Hur Rd
Mariposa, CA 95338-9417

This comes from what you entered when you created your account

Edit

Create a Mailing List

Form Settings

- Enable double opt-in
Send contacts an opt-in confirmation email when they subscribe to your list.



If you choose this, members will have to confirm they want to be on your list.

Notifications Sent to SMGABE@GMAIL.COM · Edit

- Daily summary
Summary of subscribe/unsubscribe activity
- One-by-one
Subscribe notifications as they happen
- One-by-one
Unsubscribe notifications as they happen

Indicate how you want to be notified if people subscribe or unsubscribe.

Save [Cancel](#)

Create a Mailing list

2018 Branch Members

Switch list ▾

Stats ▾ Manage contacts ▾ Add contacts ▾ Signup forms Settings ▾ 

View contacts

You have 2 ways to add people to your list.

1. Import them from your previous mail program or the MSD
2. Create a signup form and let people add themselves.



You have no contacts

[Import contacts](#) or [create a signup form](#) to get started.



Import a Mailing List



List Import 2018 Branch Members

Where do you want to import contacts from?



CSV or tab-delimited text file

Import contacts from .csv or .txt files



Copy/paste from file

Copy and paste contacts from .xls or .xlsx files



Integrated service

Import contacts from services like Google Contacts, Salesforce, Zendesk, and more.

[Learn more](#)

Use this if you want to upload a file from the MSD



Format and Select Your List

- Save your excel file as a CSV file
- Mailchimp only requires an email address
- You can have additional fields such as first name, last name etc.
- <https://kb.mailchimp.com/lists/growth/format-guidelines-for-your-import-file>

The screenshot shows the MailChimp interface for importing a list. At the top, there is a dark header bar with the MailChimp logo on the left, and the text 'List Import' and '2018 Branch Members' on the right. Below the header, the main heading is 'Import from CSV file'. Underneath, there is a section titled 'Upload file' which contains a large, empty text input field. To the right of this field is a grey button labeled 'Browse'. Below the input field, there is a line of text: 'Acceptable file types: CSV or tab-delimited text files.' At the bottom of the section, there is a paragraph of text: 'Duplicate addresses will be removed. We do not send confirmation emails to imported addresses and trust that you've gathered proper permission to send to every address on your list.'

Match Columns

List Import 2018 Branch Members

Import contacts

Now let's match the columns in your uploaded file to your MailChimp list. [See an example of the import field match process.](#)

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

Match your columns with existing column names or create a new column name

Email Address email field Edit • Skip	Column name Make a Selection Make a Selection Create a New Column New column name Available Column Names Email Address First Name Last Name Address Phone Number Advanced Opt-in Time Opt-in IP Address Opt-in Confirmation Time Opt-in Confirmation IP Address	Unnamed (unmatched column) Edit • Skip Adrian Sheridan McFall Howell Fraas	Unnamed (unmatched column) Edit • Skip CA0061-Merced CA0056-Marin Inc. CA0154-Danville-Alamo-Walnut Creek CA0037-Gridley CA0039-Hayward-Castro Valley In
tracbuffmd@sbcglobal.net			
traciinmarin@sbcglobal.net			
tracy.mcfall1@gmail.com			
tracy@howellitis.com			
tracyfraas@comcast.net			



Import Your File

You're all set to import!

Please review your selections below before importing your data.

Import method
File

Importing 5 of 5 columns
> Details

Edit

Categorize the imported contacts as:

- Subscribed**
Regular subscriber addresses
- Unsubscribed**
Suppressed or blacklisted emails that will be unsubscribed from your list
- Cleaned**
Addresses that have bounced too many times and have been removed from your list



You're Ready to Go!

2018 Branch Members **462**

Switch list ▾

Number of records imported

Stats ▾ Manage contacts ▾ Add contacts ▾ Signup forms Settings ▾ 🔍

Toggle Columns ▾

Export List

1 - 25 of 462 >





View Saved Segments ▾		Create A Segment						
▼	Email Address	First Name	Last Name	Address	Phone Number	Branch	Member Number	Email Marketing
<input type="checkbox"/>	<blurred>	>	<blurred>	<blurred>	<blurred>	CA0061-Merced	<blurred>	Subscribed
<input type="checkbox"/>	<blurred>	>	<blurred>	<blurred>	<blurred>	CA0056-Marin Inc.	<blurred>	Subscribed
<input type="checkbox"/>	<blurred>	>	<blurred>	<blurred>	<blurred>	CA0154-Danville-Alamo-Walnut Creek	<blurred>	Subscribed
<input type="checkbox"/>	<blurred>	>	<blurred>	<blurred>	<blurred>	CA0037-Gridley	<blurred>	Subscribed
<input type="checkbox"/>	<blurred>	>	<blurred>	<blurred>	<blurred>	CA0039-Hayward-Castro Valley Inc.	<blurred>	Subscribed
<input type="checkbox"/>	<blurred>	>	<blurred>	<blurred>	<blurred>	CA0082-AAUW Foothills of El Dorado	<blurred>	Subscribed
<input type="checkbox"/>	<blurred>	>	<blurred>	<blurred>	<blurred>	CA0046-La Mesa-El Cajon	<blurred>	Subscribed

Create a Subscribe Form

2018 Branch Members **462**

Switch list ▾

Stats ▾ Manage contacts ▾ Add contacts ▾ **Signup forms** Settings ▾ 🔍

	Form builder Build, design, and translate signup forms and response emails	Sometimes people unsubscribe by mistake. You need to create a form to allow them to sign up again.	Select
	Embedded forms Generate HTML code to embed in your site or blog to collect signups.		Select
	Subscriber pop-up Design a pop-up signup form that can be embedded on any site.		Select
	Form integrations Create signup forms using one of our integrations.		Select

Create a Subscribe Form

Stats ▾ Manage contacts ▾ Add contacts ▾ Signup forms Settings ▾ Q

Form builder

Forms and response emails
Signup form ▾

Let subscribers pick email format (Plain-text or HTML) [Info](#)

Signup form URL
 [f](#) [t](#) [QR](#)

Build it Design it Translate it

2018 Branch Members

click to add a message

Email Address

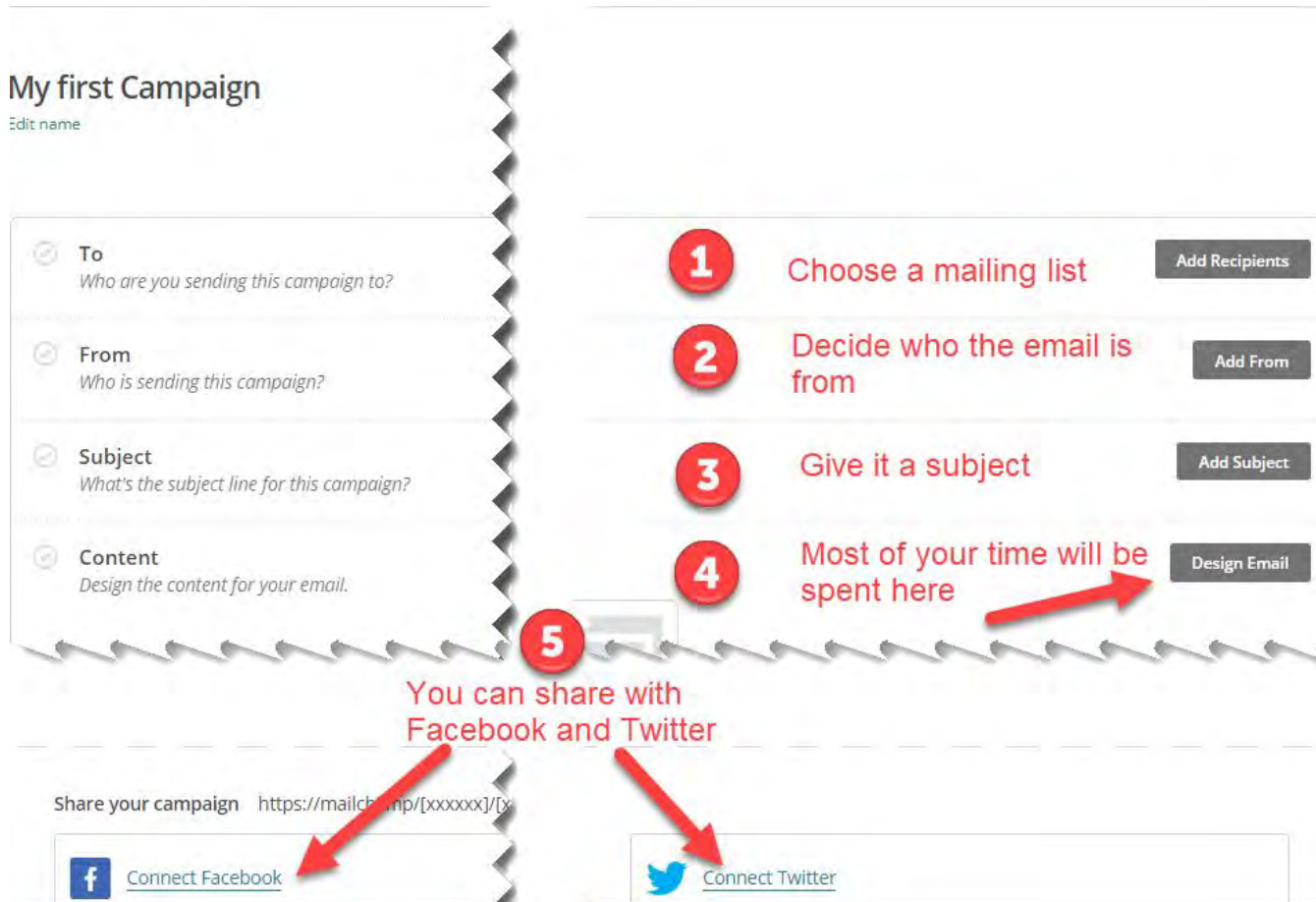
First Name

Arrange the fields that you want on your form here.

Add a field Field settings

- Text
- Number
- Radio Buttons
- Check Boxes
- Drop Down
- Date
- Birthday
- Address

Create Your First Email Campaign



My first Campaign
Edit name

To
Who are you sending this campaign to?

From
Who is sending this campaign?

Subject
What's the subject line for this campaign?

Content
Design the content for your email.

1 Choose a mailing list

2 Decide who the email is from

3 Give it a subject

4 Most of your time will be spent here

5 You can share with Facebook and Twitter

Share your campaign [https://mailchimp/\[xxxxxx\]/\[x\]](https://mailchimp/[xxxxxx]/[x])

Choose a Template

You can choose a layout or a theme

Select a template

Layouts Themes Saved templates Campaigns Code your own

Featured

Showcase your products.
Market a line of products or promote seasonal items.

Share your big news.
Share details about a sale, event, or other big news.

Tell A Story
Send a newsletter to let people know what you've been up to.

Basic

Start Simple

Select a template

Layouts Themes Saved templates Campaigns Code your own

All

Featured

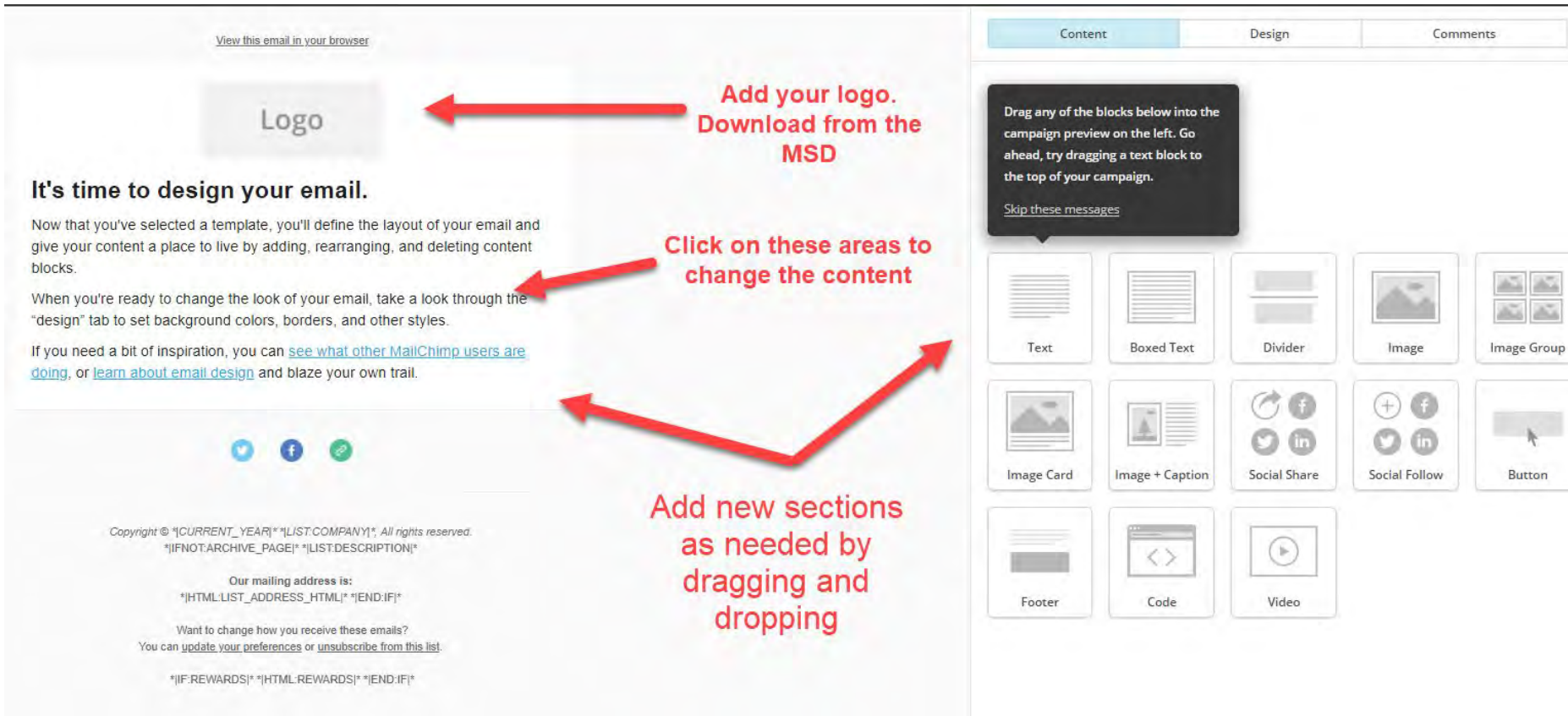
Street Artist Showcase
Art Newsletter

Member Welcome

Monthly Contest

E-commerce

Add Content to Your Email



View this email in your browser

Logo

It's time to design your email.

Now that you've selected a template, you'll define the layout of your email and give your content a place to live by adding, rearranging, and deleting content blocks.

When you're ready to change the look of your email, take a look through the "design" tab to set background colors, borders, and other styles.

If you need a bit of inspiration, you can [see what other MailChimp users are doing](#), or [learn about email design](#) and blaze your own trail.

Copyright © [CURRENT_YEAR] [LIST.COMPANY]!. All rights reserved.
[IFNOT.ARCHIVE_PAGE] [LIST.DESRIPTION]

Our mailing address is:
[HTML.LIST_ADDRESS_HTML] [END:IF]

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#).

[IF.REWARDS] [HTML.REWARDS] [END:IF]

Add your logo. Download from the MSD

Click on these areas to change the content

Add new sections as needed by dragging and dropping

Content Design Comments

Drag any of the blocks below into the campaign preview on the left. Go ahead, try dragging a text block to the top of your campaign.

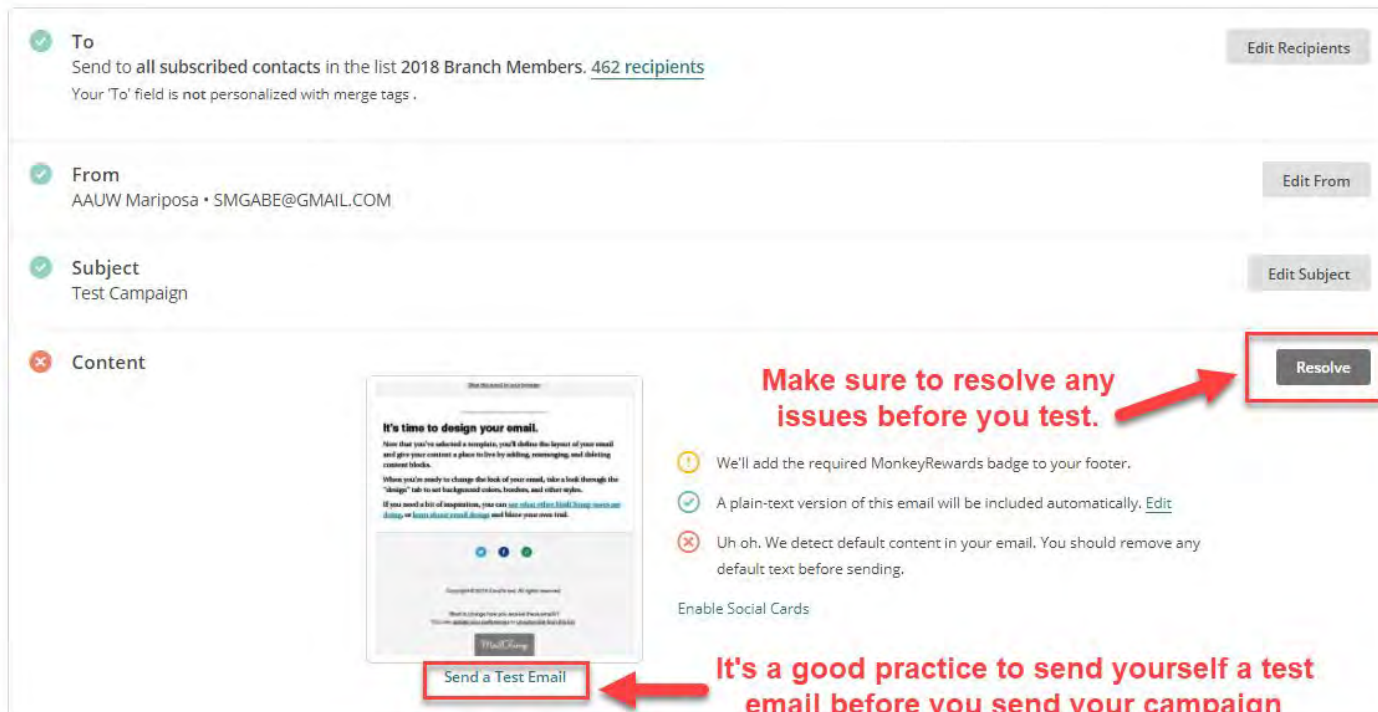
[Skip these messages](#)

- Text
- Boxed Text
- Divider
- Image
- Image Group
- Image Card
- Image + Caption
- Social Share
- Social Follow
- Button
- Footer
- Code
- Video

Resolve Issues and Test

My first Campaign

Edit name



The screenshot shows the MailChimp campaign configuration interface. It includes fields for 'To', 'From', and 'Subject', each with an 'Edit' button. The 'Content' field has a red 'x' icon and a 'Resolve' button. A preview of the email content is shown, with a 'Send a Test Email' button highlighted. A red arrow points from the 'Resolve' button to the 'Send a Test Email' button. A red box highlights the 'Resolve' button. A red arrow points from the 'Resolve' button to the 'Send a Test Email' button.

To
Send to all subscribed contacts in the list 2018 Branch Members. [462 recipients](#)
Your 'To' field is not personalized with merge tags. [Edit Recipients](#)

From
AAUW Mariposa • SMGABE@GMAIL.COM [Edit From](#)

Subject
Test Campaign [Edit Subject](#)

Content [Resolve](#)

It's time to design your email.
Now that you've selected a template, you'll define the layout of your email and give your content a place to live by adding, reordering, and deleting content blocks.
When you're ready to change the look of your email, take a look through the "design" tab to see how background colors, borders, and other styles.
If you need a bit of inspiration, you can see other email design examples on the design page. We have design ideas and ideas for your test.

Account © 2018. All rights reserved.
Your changes are not saved. [Undo](#) [Redo](#) [Send a Test Email](#)

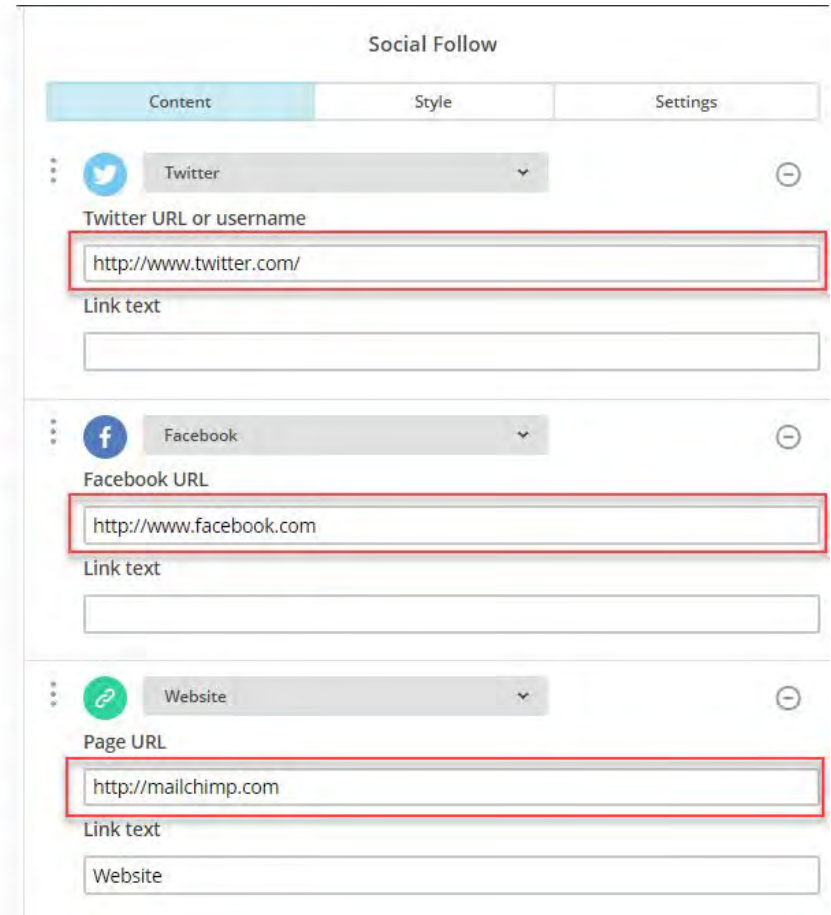
Make sure to resolve any issues before you test.

- ⓘ We'll add the required MonkeyRewards badge to your footer.
- ✓ A plain-text version of this email will be included automatically. [Edit](#)
- ✗ Uh oh. We detect default content in your email. You should remove any default text before sending.

Enable Social Cards

It's a good practice to send yourself a test email before you send your campaign

Update your Social Media Info



Send Your Campaign

Your email campaign is ready to send! **Draft** Finish later **Schedule** **Send**

Send immediately or schedule for a later date/time.

My first Campaign

Edit name

Schedule Your Campaign


Set up your schedule

Delivery date
April 10 2018

Delivery time
 Send at a specific time
6 : 30 PM Eastern Time · Edit

Batch delivery **Paid Feature**
Deliver your campaign to a large list in batches to prevent website-crushing click floods.

Schedule Campaign [Cancel](#)

Catch Their Attention!
Here's where you can get some...

Send a Test Email

A plain-text version of this email will be included automatically. [Edit](#)

Enable Social Cards

[Edit Recipients](#)

[Edit From](#)

[Edit Subject](#)


[Edit Design](#)

Resend Your Campaign


Find a campaign by name, type, or list

Sort by Last updated

This Month (2)

<input type="checkbox"/>	 April 2018 Mariposa AAUW Newsletter (copy 01) Sent	8 Opens	2 Clicks	View Report
	Regular · AAUW Mariposa (segment) Sent Fri, April 6th 7:00 AM to 35 recipients			View email
				Rename
				Replicate
				Social Share

Past Month (6)

	March 2018 Mariposa AAUW Newsletter (copy) Sent	100.0%	100.0%	
---	---	--------	--------	--



Resend Your Campaign

To
Who are you sending this campaign to?

List
AAUW Mariposa

Segment
Group or new segment

New Segment **Paste Emails** Update Recipient Count

Contacts match **any** of the following conditions:

Campaign Activity
Subscriber Data
Automation Activity
Campaign Activity
Contact Rating
Conversations Activity
Date Added
Email Client
Email Marketing Status
Info Changed
Language
Location
Signup Source
Merge Fields
Email Address
First Name
Join Date
Last Name
length
Integrations
VIPs

did not open
opened
clicked
was sent
did not open
did not click
was not sent
[What's This?](#)

April 2018 Mariposa AAUW Newsletter - 04/01/2018

Aggregate Campaigns
All of the Last 5 Campaigns
All of the Last 10 Campaigns
All of the Last 20 Campaigns
All of the Last 50 Campaigns
All Campaigns within the last 7 days
All Campaigns within the last 1 month
All Campaigns within the last 3 months
Any of the Last 5 Campaigns

Sent Campaigns
April 2018 Mariposa AAUW Newsletter (copy 01) - 04/06/2018
April 2018 Mariposa AAUW Newsletter - 04/01/2018
March 2018 Mariposa AAUW Newsletter (copy 01) - 02/28/2018
March 2018 Mariposa AAUW Newsletter - 02/28/2018
February 2018 Mariposa AAUW Newsletter (copy 02) - 01/30/2018
December 2017 Mariposa AAUW Newsletter (copy 01) - 01/30/2018
December 2017 Mariposa AAUW Newsletter - 12/02/2017
November 2017 Mariposa AAUW Newsletter - 11/02/2017
October 2017 Mariposa AAUW Newsletter (copy 01) - 10/06/2017
October 2017 Mariposa AAUW Newsletter - 10/02/2017

You can choose a subset to send a follow-up message to.



How Did You Do?

April 2018 Mariposa AAUW Newsletter

Switch report ▾

Overview Activity ▾ Links Social E-commerce Conversations Analytics360

92 Recipients

List: AAUW Mariposa

Delivered: Sun, Apr 01, 2018 6:03 pm

Subject: April 2018 Mariposa AAUW Newsletter

[View email](#) · [Download](#) · [Print](#) · [Share](#)

0 Orders	\$0.00 Average order revenue	\$0.00 Total revenue
-------------	---------------------------------	-------------------------



56 Opened	32 Clicked	1 Bounced	0 Unsubscribed
--------------	---------------	--------------	-------------------

Successful deliveries	91	98.9%	Clicks per unique opens	57.1%
Total opens	132		Total clicks	39
Last opened	4/10/18 11:10AM		Last clicked	4/8/18 7:59PM
Forwarded	0		Abuse reports	0



Resources

- Youtube Mailchimp Demos
 - https://www.youtube.com/watch?v=Bf76_5usJaE
 - <https://www.youtube.com/watch?v=KNTi3taqZDk>



Download a Logo

1. Go to AAUW.org
2. Click on MSD (you will have to log in)
3. Choose your branch (if you are a dual member)
4. On the left side - choose Logo
 - a. Enter CA as State
 - b. Pick your branch from the drop down

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Help via E-Mail | Help by Phone (800) 326-2289 | Master

My Profile / My Membership Card
Individual Contributions
State/Branch Logo
State Branch Profile (Status)
Branch Status - CA0196
File IRS Form 990-N
Branch File IRS Form 990-N
College and University
CU Partners and Reps Roster
Student Affiliate Roster
Branch Member Contact Maintenance / Membership Cards
State & Branch officer listing
State/Branch Gift History
Branch Contribution
Membership Payment Program (MPP)
Renew My Membership
Branch MPP Opt-In Program
Branch MPP Dues Payment Entry
Branch MPP Member Roster
Branch MPP Dues Summary
Branch Member Roster
Branch Contribution Report Form

AAUW state and branch logos may be used by AAUW states and branches for official AAUW purposes. These logos may not be altered in any way. For questions about logo usage, branding, and file types see the branding guide in the [AAUW Branding Tool Kit](#). For questions about your logo or any other is please e-mail connect@aauw.org or call 800.326.2289.

View/Download State or Branch Logo

AAUW State Logo

State:

AAUW Branch Logo

State:

Branch:

- CA0082-AAUW Foothills of El Dorado
- CAA014-AAUW Inc. San Marcos
- CAA011-AAUW Laguna Beach Foundation Laguna
- CAA013-AAUW Mid-Peninsula, Inc
- CAA016-AAUW Nevada County
- CAA002-AAUW Orinda-Moraga-Lafayette Community Outreach Fu
- CAA009-AAUW Roseville South Placer
- CAA015-AAUW Santa Cruz Co. Local Scholarships
- CA0128-Alameda
- CA0001-Alhambra-San Gabriel
- CA0150-Amador
- CA0004-Antelope Valley
- CA0007-Atascadero
- CA0008-Auburn
- CA0010-Bakersfield
- CA0055-Beach Cities
- CAA010-Beach Cities AAUW CA
- CA0171-Benicia-Vallejo
- CA0013-Berkeley

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Download a Member Roster

1. Go to AAUW.org
2. Click on MSD (you will have to log in)
3. Choose your branch (if you are a dual member)
4. On the left side, choose Member Roster
 - Download CSV file

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Help via E-Mail | Help by Phone (800) 326-2289 | Master User Guide

Branch Member Roster (FY2017-2018)
CA0196-Mariposa

Memberships will be processed within two weeks of dues check clearance.
After 11/30, all non-renewed members will be removed from the branch roster. Please email connect@aauw.org with any discrepancies.

Download Download this branch member roster in comma delimited format (.CSV).

ID/Name/Member Type	Address [* = Bad Address]	Phone/Email	Join Date	Exp Date
			12/2/2014	6/30/2018
			10/31/1989	6/30/2018
			9/8/1989	6/30/2018
			4/4/2017	6/30/2018
			11/14/1994	6/30/2018
			7/1/2015	6/30/2018
			6/18/2015	6/30/2018
			3/2/2015	6/30/2018
			1/22/2018	6/30/2018
			8/17/2017	6/30/2018
			8/23/2011	6/30/2018
			11/25/2013	6/30/2018
Wendy Carman	Madras, OR 97549			