

Starting a MailChimp Project at other Centers

What you need to decide/prepare beforehand

- Look at your needs, what you are doing now: write it down and circulate so people can add what they know (nobody knows all of the activities and angles at your center)
- Get everyone to agree to a big change, change in process to send out mailings -- figure out who all is involved (some might not be visible)
- Mention the change in your newsletter and through other channels -- there's a change here, but it is less obvious to people.
- Mention it again

Cleaning up your Mailing List with Ed Keizer

- How many mailing lists do you have? Where are they housed? How current and clean and complete are they? Which ones are you going to consolidate? Some others you might just keep as they are.
- Couples using same email address -- MailChimp only allows unique email per person -- You can pick one to get the mailing, and if the other person wants to get it, then they have to give the center another email address.
- Find people on mailchimp or listserve not on SDB --
 - write them to advise them about what's happening
 - Give them the choice to opt-out
 - add them to the SDB -- subscribed to your new newsletter
- Find people in SDB who are not on other lists and not currently subscribed (who may not WANT to receive newsletters and haven't opted out because you don't use the SDB for such mailings)
 - Write them to advise them about what's happening
 - Give them the choice to opt-out
 - Subscribe them to your new newsletter

What you need to know about working with the folks at MailChimp

- Estimate mailing list size -- this will determine budget
- If you are already using MailChimp you will have to wait 10 days after the last mailing using this list, before Bernard can import the new list.

Getting the Opt-in and Opt-outs working

- Set up new Opt-in / sign-up widgets -- need Captcha as well to protect against SPAM sign-ups
- A "manage my subscriptions" opt out link must go on Mailchimp Footers -- MailChimp Newsletters will have its standard Opt-out as well, so two ways to opt-out.

Testing it before go-live

- Do we want to test the opt-ins and outs with a 3 person list before we go-live?

Training Users according to their function

- Sending emails (on the MailChimp side)
 - making sure people know how to use SDB for targeted emails
 - making sure people know how to use MailChimp for newsletter
- Subscribing (on the SDB side)
 - SDB process of
 - id a bucket of BG1 students,
 - send welcome email
 - use bucket to subscribe to newsletter
 - abandon old ways of updating your email list! :-)

Your First Mailing

- Communicating with your Council about mailings
- Collecting statistics
 - Watch how much email you send out
 - Look at ALL email messages together
 - Don't be a SPAMMER