

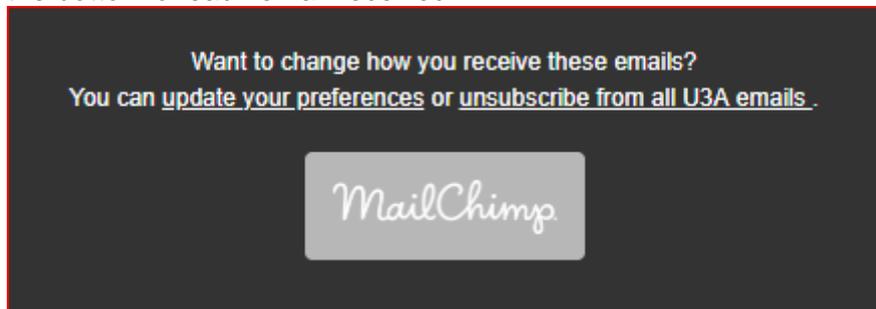
U3A Moraiara\_ Teulada  
Mailchimp Procedures

## 1. Terminology

A **list** is a distribution list for newsletters. All email addresses can be found in the *list* for the *account* **U3A Newsletters**. Mailchimp free has a limit of 12,000 Total Sends per month and 2000 subscribers per account. Note that MailChimp stores unsubscribed and cleaned addresses, but they are not included in the total subscriber count

A **campaign** is an individual newsletter for multiple subscribers in a list. Email campaigns can be sent to a segment of a list.

Subscribers have the freedom to subscribe or unsubscribe from any newsletter using the **update your preferences** link at the bottom of each email received.



A **group** can be used to assign flags to subscribers within a list. We use groups to define two independent types of information for a subscriber.

1. Membership. These values show in which year a subscriber is a current U3A member. This group is used to manage membership renewals.
2. Newsletters. Especially due to GDPR, subscribers have to be given the opportunity to subscribe or unsubscribe from particular newsletters. So values for this group might be Members 2018, Monthly newsletter , E news , wine tasting , computers , chicas etc. (Technical note. A corresponding segment is created for each of these newsletter groups to facilitate sending campaigns)

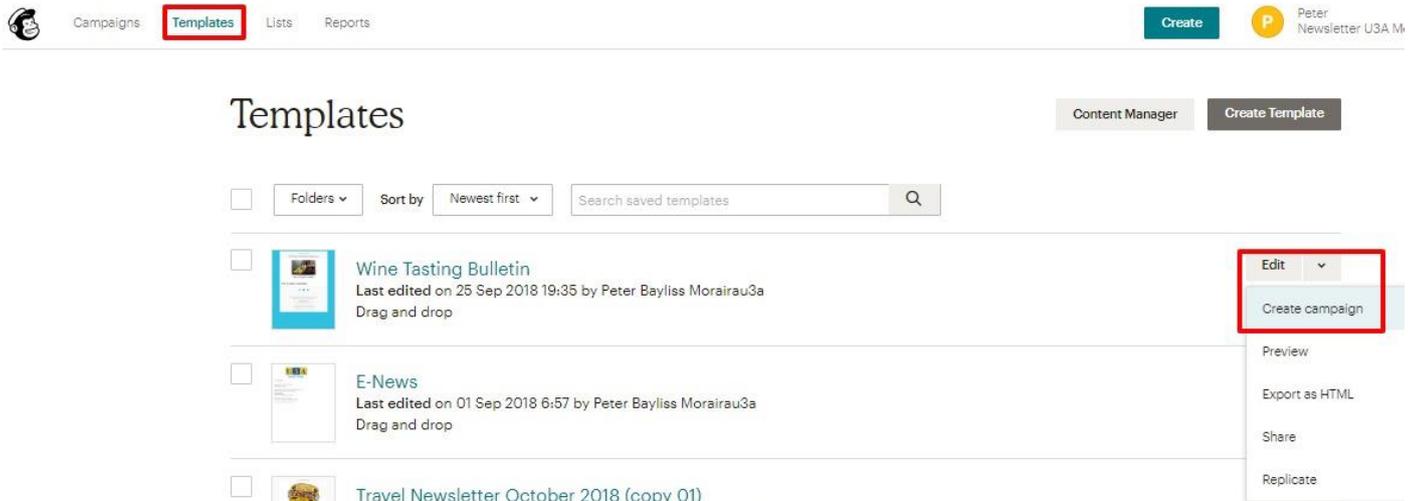
A **segment** is a dynamic subset of an existing list. Segments can be viewed and exported and segment definitions can optionally be saved. (Note for Admins. When the structure of a list containing subscribers is changed (i.e. fields added/deleted) a new list is created. Segments have to be recreated.)

## 2. Create a Newsletter (Campaign)

This requires Author level access or above.

The starting point is to select a pre-prepared template for this Campaign type. Identify the template you want to use, then click on the right hand menu and select Create campaign (do **NOT** click to edit the template itself)

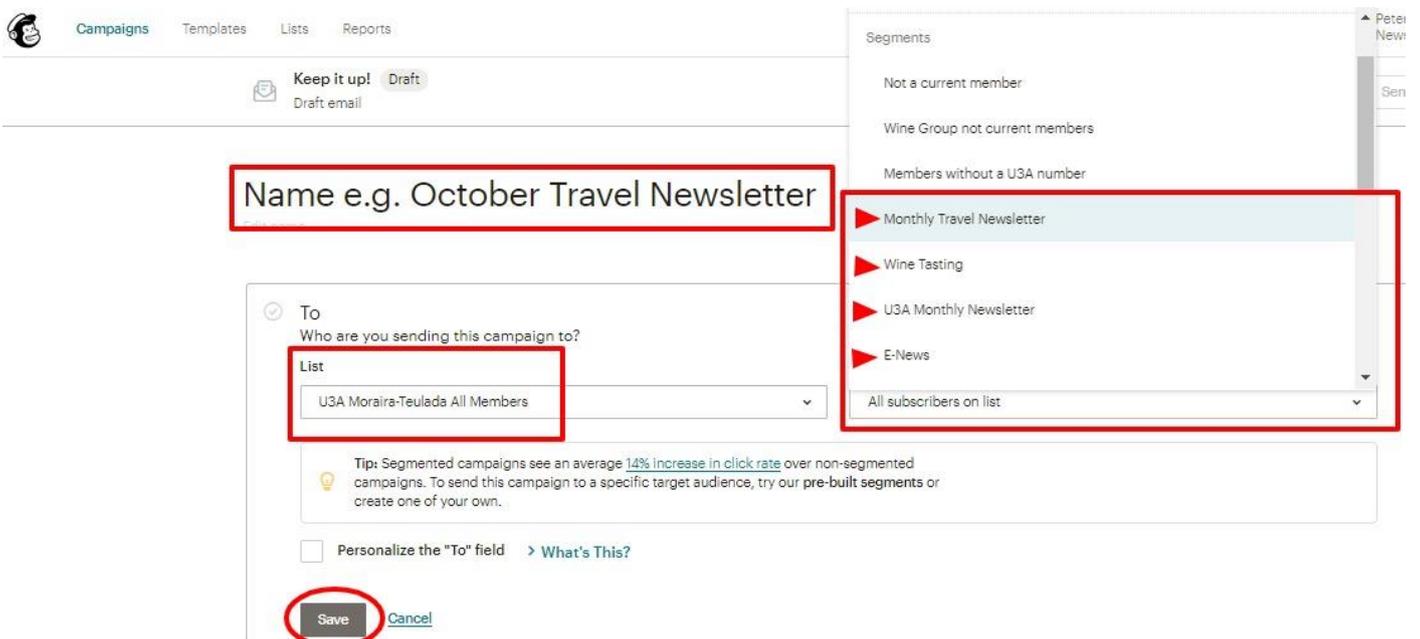
# U3A Moraiara\_ Teulada Mailchimp Procedures



Give the Campaign a name for Mailchimp purposes. E.g. October Travel Newsletter

Select the distribution list for the **To** field. Select the list **U3A Moraira Teulada All Members**. For legal reasons (GDPR) it is important to select the appropriate segment for the campaign e.g. **Travel**.

**Save** this selection.



Note that:

- **Travel** (shown as **Monthly Travel Newsletter** in the image above) should be used for all Travel newsletters including Travel e-news.
- **E-News** should ONLY be used for general U3A information e-mail not related to the Monthly Newsletters or Travel.

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Edit **From**. Enter your name and email address. **Save**

Edit **Subject**. This is used for the Subject line of your email. **Save**

Edit the **Design** of the newsletter.

To save the Campaign as a Template for the next campaign (e.g. Travel News), Click on **Save as Template** on the top black menu bar in Design view.

## 3. Sending Newsletters (Campaign)

In Mailchimp each newsletter is called a Campaign.

### 3.1. Schedule

Be aware that Mailchimp does not make allowances for Summer Time and will therefore be sent out 1 hour later than expected in Summer.

### 3.2. Campaign not received

These days there is no guarantee that any email sent will arrive at its destination. This is due to measures taken by the recipient's email provider to minimise spam and malicious emails. Newsletters such as ours can be interpreted as possible spam. Mailchimp attempts to minimise the risk that newsletters will be rejected by the recipient mail server, by including the senders physical address and a valid unsubscribe link for example.

Newsletter editors can minimise the risk of mail rejection by the following:

- Use a consistent **From** address. If members are aware that they have not received a newsletter, they can be asked to add the From address into their list of contacts, or explicitly "whitelist" the address if their email software allows this.
- Personalise the newsletter. Emails addressed to Dear <name> may be less likely to be rejected.