

## Directions

1. Go to <https://mailchimp.com/>.
2. Click "Log In" in the top right hand corner.
3. You can start your email in one of two ways:
  - a. Select the "Templates" tab in the top left-hand corner. Choose from one of the multiple TEAM templates.
    - i. To the right of the template you choose, select "Create a Campaign" from the Edit drop-down menu.
    - ii. Edit the To and From fields.
    - iii. Then follow steps 4-13.
  - b. Select the "Campaigns" tab in the top left-hand corner. *\*This should be the easier way.\**
    - i. Hover over the right of the Campaign (email) you just created and select the Replicate option.
    - ii. Then follow steps 4-13.
4. In the Subject field, select "Edit Subject" to change the subject line and preview Text.
5. In the Content field, select "Edit Design."
6. From here, we'll need to edit the email from the top-down. Keep in mind that all the editing will take place on the right of the screen and the left side of the screen gives a picture of what the email will look like.
  - a. In the text box above the TEAM logo, select the pen icon to edit the text. You will type your new sentence to the right of the email. Click the "Save & Close" button at the bottom to move on.
  - b. Select the image and pen icon to change the image and caption. On the right hand side, under the picture, choose the "Replace" option.
    - i. This will take you to a new screen (to exit, press the X in the top right corner). In the top right hand corner of the page, click the "Upload" button to add a new image. Once loaded, the image should automatically update and take you back to your email.
    - ii. Also be sure to edit the image caption on the right hand side before you click the "Save & Close" button before moving on to the body of the email.
  - c. Select the body of the email and pen icon to edit the text. On the right hand side, select all the current copy, press your backspace key, then



paste the text for your new letter in its place. Click the "Save & Close" button when you are finished.

- d. If you wish to delete any of these email design elements, such as the text box at the top, the image, etc., select the trash icon for that specific section and it will be deleted from the layout.*
7. If you would like to preview the message, select "Preview and Test," choose the "Send a Test" option, enter the emails you would like to send it to and click the "Send Test" button.
8. If you're not wanting to send it right away, click the "Save and Exit" button in the top right hand corner and select "Dashboard" or "Campaigns" to take you back to the home page.
9. If you are good with how everything looks and are ready to send the email, click "Save and Continue" in the bottom right hand corner.
10. Double check the four sections: To, From, Subject and Content to make sure the info is correct.
11. At the top right hand corner, you'll see three options:
  - a. Finish later: choose this if you want to keep working another day.
  - b. Schedule: if you want to send it out early in the morning or the next day or next week, this option will allow you to schedule it ahead of time!
  - c. Send: if you're ready to send the email right away, you'll want to choose this option.
12. If you want to make sure your email was sent and received, go back to the "Campaigns" tab, hover over the right of the email you sent and select the "View Report."
13. Repeat process for your next email.