

MailChimp Email Instructions:

If you have never sent on MailChimp before, you will need to set up an account by going to mailchimp.com and clicking the orange "Sign Up" button. You will need to enter an Email address, Username and Password. If you are sending to fewer than 2,000 subscribers and less than 12,000 emails a month MailChimp is free.

You will need to set up your account and import a list into MailChimp, either from another service or a file. MailChimp provides step-by-step help on setting up these parts of your account. You can also ready their getting started guide:

<http://kb.mailchimp.com/article/whats-the-best-way-to-get-started-with-mailchimp>

When you have a list, you will be able to create a campaign to send an email to that list. Select Campaigns from the top menu. Then click on the "Create Campaign" button.

Campaigns

Create Campaign

Recent

Ongoing

Draft

Completed

Create Folder

Find a campaign by name, type, or list

Sort by Last updated



Then choose "email" from the window that will pop up. Then name your campaign and click on the begin button.

Next click "Add Recipients" to add the contacts you would like to send the email to. Make sure that "Personalize the "To" field is unchecked. (unless you have provided the contact names in your list). Make sure to click save.

Go through and make sure you have the "From" section and the "Subject" sections complete as well.

Test Campaign

Edit name

<input checked="" type="checkbox"/> To <i>Who are you sending this campaign to?</i>	Add Recipients
<input checked="" type="checkbox"/> From <i>Who is sending this campaign?</i>	Add From
<input checked="" type="checkbox"/> Subject <i>What's the subject line for this campaign?</i>	Add Subject
<input checked="" type="checkbox"/> Content <i>Design the content for your email.</i>	Design Email


A large rectangular placeholder for email content design, showing a simplified layout with a header, two columns of text, and a footer.

Now click on "Design Email" in the Content section.

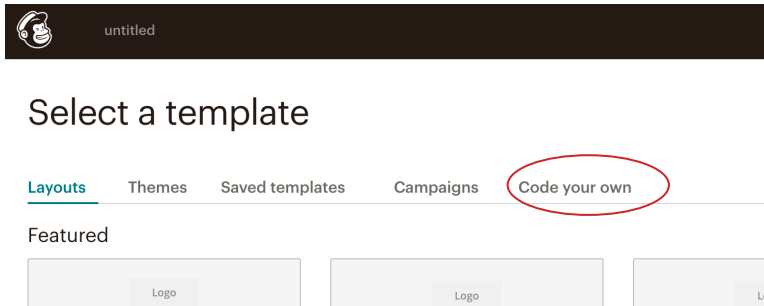
Test Campaign

[Edit name](#)

<input checked="" type="checkbox"/> To <i>Who are you sending this campaign to?</i>	Add Recipients
<input checked="" type="checkbox"/> From <i>Who is sending this campaign?</i>	Add From
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<input checked="" type="checkbox"/> Content <i>Design the content for your email.</i>	Design Email



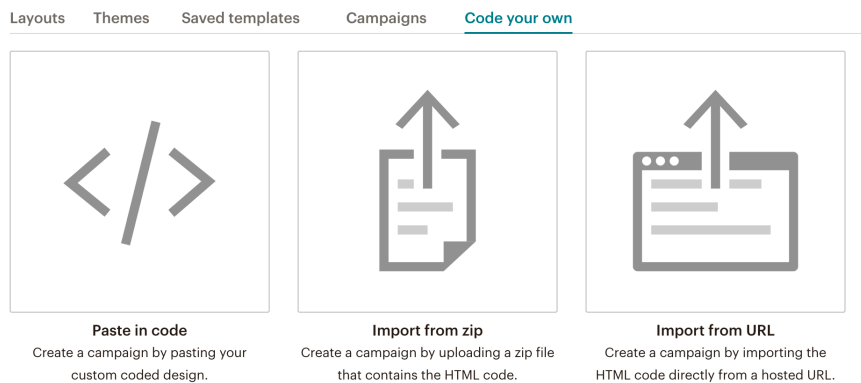
Select "Code Your Own" from the top menu.



Then a page will show giving you 3 options on how to get the code into MailChimp.

Choose and click on "Paste in code"

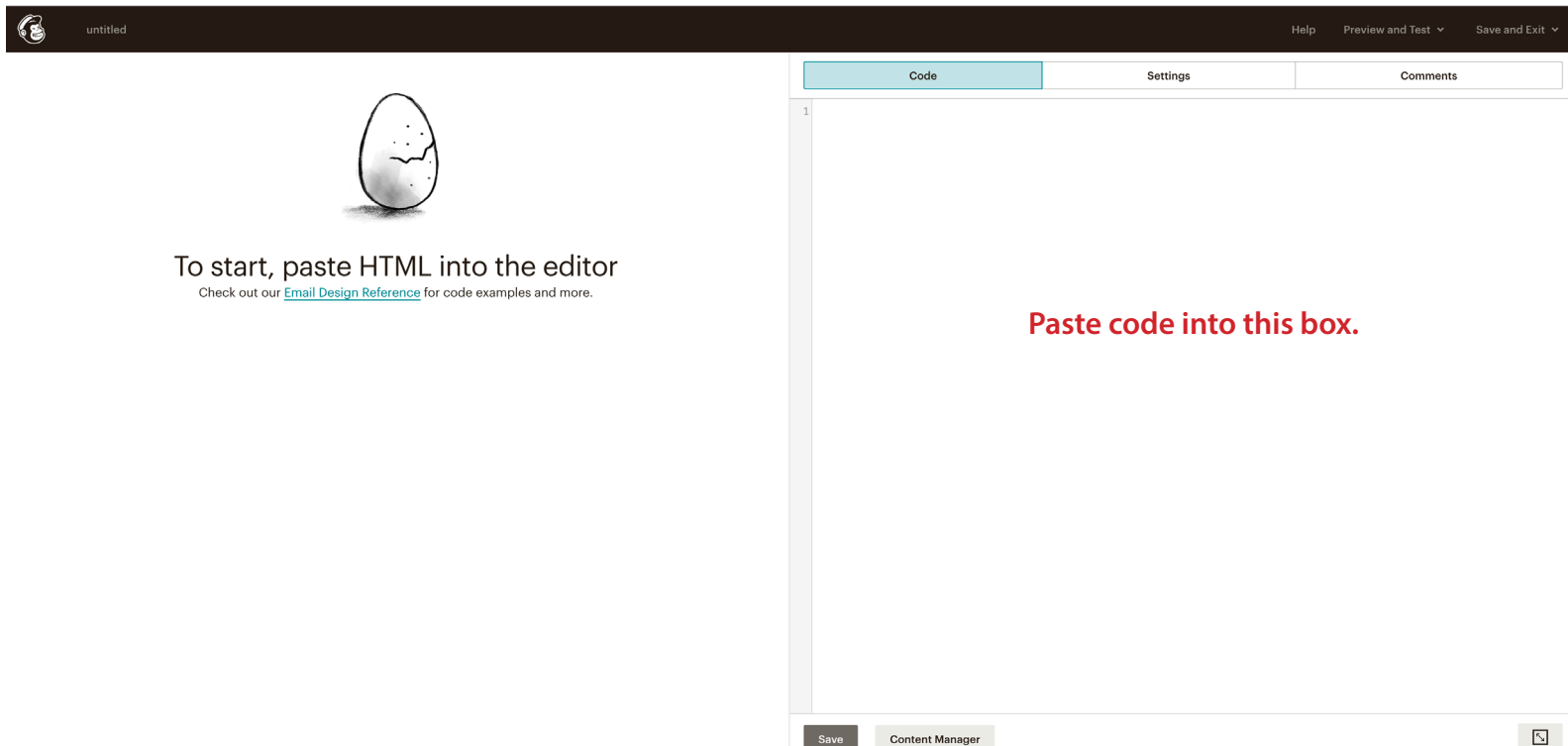
Select a template



Open the HTML download in a text editor on your computer. Copy the code (<ctrl> or <cmd> + "a" to select all and <ctrl> or <cmd> + "c" to copy).

```
1 <!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
2 <html xmlns="http://www.w3.org/1999/xhtml">
3 <head>
4 <meta http-equiv="Content-Type" content="text/html; charset=UTF-8" />
5 <title></title>
6 <style type="text/css">
7 .ExternalClass * {line-height: 100%}
8 </style>
9 </head>
10
11 <body>
12 <table width="612" border="0" align="center" cellpadding="0" cellspacing="0">
13 <tr>
14 <td align="center"><table width="612" border="0" align="center" cellpadding="0" cellspacing="0">
15 <tr>
16 <td height="15" align="center" bgcolor="#00a4e4"></td>
17 </tr>
18 </tr>
```

Then paste your code into the Content Manager box. It is the box on the right hand side of the page in MailChimp (click in box and <ctrl> or <cmd> + "v" to paste).



After pasting in code make sure to hit "SAVE"

You now can select to "Schedule" or "Send" your email.

reports File Manager



Your email campaign is ready to send!

Draft

Draft email

[Finish later](#)

Schedule

Send