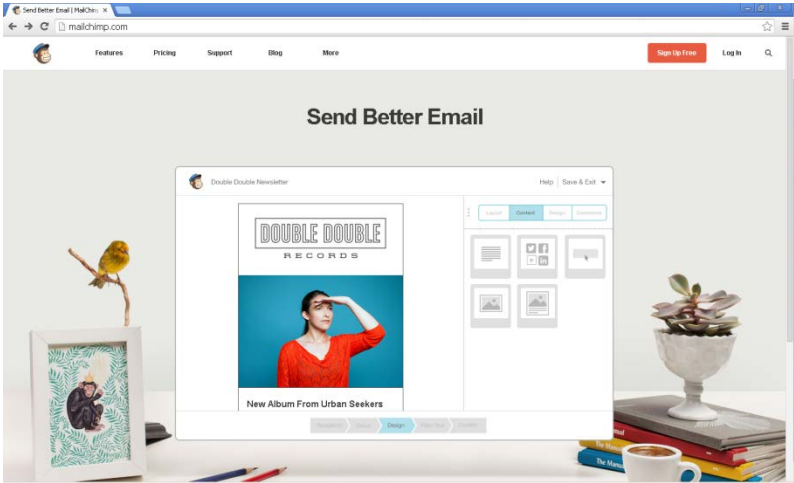


# Mailchimp For Novices and Experts

*Turning Novices into Experts*

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## Target of this Workshop:

In this workshop we will use this tool to:

- 1) Increase and retain JETAA membership within your chapter
- 2) Help other chapters by encouraging members who are moving to find their new JETAA Chapter
- 3) Ease the annual GIA Grant process by accurately reporting members to CLAIR with a click of a button.

In this workshop we will accomplish:

- 1) Creating a Mail Chimp User Account
- 2) Creating Customized Sign Up and Good-bye Messages
- 3) Creating sample Emails

In the remaining time, we will discuss different ways to create effective email campaigns.

## Create the account.

<https://login.mailchimp.com/signup?>

Use an email you have access to. Activate via the email.

## Log in to your new Account!

<https://login.mailchimp.com>

## Let's Get Started

Fill out the forms. Below, in Yellow, are some answers that will help speed up the process.

*Window's Users Quick Tip:*

To select, triple click. To Copy Paste, do Ctrl+C, Alt+Tab, Click in the field, Ctrl+V. Alt+Tab to get back to this guide.

First Name	Last Name
JETAA	of
Email Address	
<a href="mailto:membership@jetaa.com">membership@jetaa.com</a>	
Organization Information	
Do you have a list of emails to import into Mailchimp?	

Yes	
Company/Organization	
The JET Alumni Association (JETAA) Executive Board	
Your Industry	
Social Networks and Online Communities	
Profile Photo	
<a href="#">Grab your logo from the Dropbox Folder</a>	

### Create the list.

Left side bar -> "List"

Upper Right Corner -> "Create List"

Choose "Create List"

Fill out the forms. Below, in Yellow, are some answers that will help speed up the process.

*Window's Users Quick Tip:*

To select, triple click. To Copy Paste, do Ctrl+C, Alt+Tab, Click in the field, Ctrl+V. Alt+Tab to get back to this guide.

List Name
JETAA Membership List
Defaults
Default "from name"
The JET Alumni Association (JETAA) Executive Board
Default "from" email
<a href="mailto:membership@jetaa.com">membership@jetaa.com</a>
Default Subject
[[leave blank]]
Remind people how they got on your list.
You are receiving this email because you are JET Alumni who has opted in to receiving JETAA e-mails.
New subscriber notifications
Email subscribe notifications to:

<a href="mailto:membership@jetaa.com">membership@jetaa.com</a>	
Email unsubscribe notifications to:	
<a href="mailto:membership@jetaa.com">membership@jetaa.com</a>	
Notifications	
	Option 1
X	Option 2
X	Option 3

Email Format

	Option 1
--	----------

Save
------

## Customize the Sign Up Form.

### Create the sign up fields.

Left side bar - > "List."

Click on List name.

"Sign Up Forms"

"General Forms" (Yellow).

Fill out the boxes. Below, in Yellow, are some answers that will help speed up the process.

*Window's Users Quick Tip:*

To select, triple click. To Copy Paste, do Ctrl+C, Alt+Tab, Click in the field, Ctrl+V. Alt+Tab to get back to this guide.

*click to add a message*

**\*\*Are you interested in receiving our emails, but are not a JET Alum? If so please join [our Friends of JET list](#).\*\***

Greetings! I'm **NAME**, the Membership Coordinator for the **PLACE** JET Alumni Association. We'd love to welcome you into JETAA! If you don't mind, can we get some information about you?

Each year, as part of our grant request, we provide [CLAIR NY](#) a list of New England members: their names, years on JET, & JET prefecture. All other information will only be accessible to JETAA officers. As a result of this financial support, membership is free.

We are looking forward to meeting you and hearing all about your JET experience!

Add the following Fields. To add a field, click the appropriate type (Text, Number, etc.) on the left side.

field type	text
field label	Maiden Name (If Applicable)
field tag	MAIDEN
required field	

SAVE FIELD

field type	text
field label	JET Prefecture
field tag	PREFECTURE
required field	checked

SAVE FIELD

field type	text
field label	JET Town
field tag	JETTOWN
required field	

SAVE FIELD

field type	text
field label	JET Start Year
field tag	START
required field	checked

SAVE FIELD

field type	text
field label	JET End Year
field tag	END
required field	checked

SAVE FIELD

field type	checkboxes
field label	Job Type
field visibility	visible
option	ALT
option	CIR
option	SEA
SAVE FIELD	

field type	radio
field label	Location by State
field tag	STATE
required field	checked
field visibility	visible
option	State 1
option	State 2
option	Other
SAVE FIELD	

field type	radio
field label	How often would you like to receive email?
field visibility	visible
Convert to Groups*	checked
option	All Announcements (1-3 a week)
option	Major Announcements (Typically 6 a year)
SAVE FIELD	

\*Converting to Groups will take a while.

## Confirmation “Thank You” Page

Click the arrow on the gray box and choose “Confirmation “Thank You” Page.”

Your subscription to our list has been confirmed.

Thank you for subscribing!

**So that we may better serve you, could you fill out this 10 minute membership survey?**

There are several other ways to follow us.  
 Visit our website: [www.jetaa.com/](http://www.jetaa.com/)  
 Like us on Facebook: [www.facebook.com/jetaa](http://www.facebook.com/jetaa)  
 Follow our Twitter account: [twitter.com/#!/JETAA](https://twitter.com/#!/JETAA)  
 Join our LinkedIn Network: [www.linkedin.com/groups/JETAA/about](http://www.linkedin.com/groups/JETAA/about)

Or go to an event and introduce yourself!

\*|HTML:LIST\_ADDRESS\_HTML|\*

## Final “Welcome” Email

Click the arrow on the gray box and choose “Final “Welcome” Email.”

Your subscription to our list has been confirmed.

There are several other ways to follow us.  
Visit our website: [www.jetaa.com/](http://www.jetaa.com/)  
Like us on Facebook: [www.facebook.com/jetaa](http://www.facebook.com/jetaa)  
Follow our Twitter account: [twitter.com/#!/JETAA](https://twitter.com/#!/JETAA)  
Join our LinkedIn Network: [www.linkedin.com/groups/JETAA/about](http://www.linkedin.com/groups/JETAA/about)

## Goodbye Email

Click the arrow on the gray box and choose “Goodbye Email.”

**Staying in the area, but just want fewer emails?**  
Re-subscribe and choose the "Major Announcements Only" option to receive only ~6 emails a year.

**Leaving the area?**  
We're sorry to see you go. Please go to [jetaausa.com](http://jetaausa.com) to find info on your new chapter.

Click the arrow on the gray box and choose “Sign Up Form.”

Copy the *Sign Up URL*. Click the arrow on the gray box and choose “Goodbye Email.”

Click into the text we just pasted in above. Highlight the word “Re-subscribe” and click the hyperlink



icon and paste the url into it.

## Importing Members

### Importing Existing Members

Copy and paste the table below into an excel sheet.

Email Address	First Name	Last Name	Maiden Name (If Applicable)	JET Prefecture	JET Town	JET Start Year	JET End Year	Job Type	Location by State	How often would you like to receive email?
										All Announcements (1-3 a week)

Organize you existing membership list in an excel sheet with those fields. Have everyone as “All Announcements” unless you know they don’t want email.

Once finished, save as CSV (Comma delimited) (\*.csv) format. Choose “Yes” to the warning message.

In Mailchimp, click on your list. Click on the “**Add Subscribers**” drop down, and choose “Import.”

Click on the CSV format, find your file and select “Upload Your List”. Then match the fields, and “Import” when done.

## Exporting Members & Creating your Annual CLAIR List

Making your annual CLAIR list is a snap now!

In Mailchimp, click on your list. Click on “**Export List**” and then download the file you just created.

Unzip the file and open it in excel.

Filter on “Location by State” and remove any “Other” – that means they live outside of your region.

Delete extraneous fields, and you are done!



## Sample Emails

### Introducing MailChimp after switching over

Create a Campaign -> Regular Ol' Campaign ->Entire List

Next

Name your campaign
Introducing Mailchimp
Email subject
Goodbye Yahoo! Groups. Hello Mailchimp

Next.

Select 1 Column - Banded

In the top box, add your logo.

In the middle content box, copy and paste:

<p>Greetings JETAA Members,</p> <p>I'd like to take a quick moment to introduce you to our new Email service, Mailchimp. As was mentioned earlier, we have transitioned away from Yahoo! Groups. Hopefully, Mailchimp will make correspondence with JETAA members simpler and more fun! As always, we will try to connect you with opportunities to connect with Japan and the Japanese community in our back yard. Thank you and I look forward to seeing you at one of our upcoming events!</p> <p><b>New List Settings in Effect!</b> Please take a moment to verify your details and email frequency settings - select "update subscription preferences" here or at the bottom of every email.</p>
--

Once pasted, highlight the sentence, "update subscription preferences" And hyperlink it to:

* UPDATE_PROFILE *
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### Subscribing New Members After an Event

Sometimes we discover JETs who have come to an event but are not yet on our list. We like to encourage them to sign up via the sign up form, but sometimes it is easier to subscribe them. It's also nice to thank them for attending!

First, add or import their information as best you can.

Create a Campaign -> Regular Ol' Campaign ->Send to a new Segment

Date added \* is \* a specific date \* [[today's date]]

Refresh Count if necessary, then "Next"

Name your campaign
Subscribed Attender
Email subject
Thank you for attending!

Next

Email Designer

Select 1 Column - Banded

In the top box, add your logo.

In the middle content box, copy and paste:

Once pasted, highlight the sentence, "Please verify your list preferences and information HERE." And hyperlink it to:

\* |UPDATE\_PROFILE| \*