



Guide to using Mailchimp

Here you have a quick guide to using Mailchimp as a Living Streets Local Group.

Sending email newsletters as a Local Group

-You can use your Living Streets outlook email account for any operational emails in relation to running your Local Group. But we want you to be able to promote your actions, campaigns, events and Local Group news to your wider supporter list or group members. This guide will show you how!

We want every Local Group to be able to send email news to everyone who is interested in your group. These email newsletters need to be professional, on brand, and follow data protection rules.

It makes sense to use an email broadcast platform such as Mailchimp that offer all these options for free. This guide will take you through all aspects of using Mailchimp from set up to sending your first email.

Before we get started, please make sure you are up to speed on data protection guidance, by reading our GDPR guidance.

What is Mailchimp?

[Mailchimp](#) is an all-in-one marketing platform that helps you manage and talk to your clients, customers, and other interested parties.

Please note this is a simple guide and more support can be found by visiting the Mailchimp YouTube channel -

<https://www.youtube.com/channel/UCxiKWDY5JIQmRAC84dnfVkg>

Or visit their website - <https://mailchimp.com/help/>

4 Things to Remember:

- Set up your account using your Living Streets email address
- Add Aisha.hannibal@livingstreets.org.uk and localgroups@livingstreets.org.uk as a contact to your list to receive emails.

- Use your specific group logo or generic group [Living Streets logo](#) and on [brand colours](#).
- Add the essential data protection statement to the sign-up page for supporters to join your mailing list. For example: *'Thanks for giving Living Streets your email address. We'll keep you updated on our news, campaigns and donating, as well as Local Group news. You can opt out at any time and we won't share your details. We take the security of your data seriously – read our privacy policy <https://www.livingstreets.org.uk/privacy-policy>'.*

Why use Mailchimp?

Mailchimp is easy to use and it's free as long as you have under 2,000 contacts. It is fully GDPR compliant and by setting up your account using your Living Streets information we can still act as the data controller in line with our GDPR guidance.

You can create newsletters, manage contacts and get reports on your emails to see how many people are engaging with your content, how they are doing it and what content is most popular. It works well with screen reader software so your emails are accessible for disabled people and people with hidden disabilities.

Video tutorials

Mailchimp have a YouTube full of videos that offer how to and guidance, click this link for more:

https://www.youtube.com/playlist?list=PLniTESH_YLMX9o6hNu1WJ0E20JoRIqNau

Getting started

You will need to set up an account:

Go to: <https://login.mailchimp.com/signup/>

Please use your Living Streets email details. This is essential to make sure we are GDPR compliant – remember you cannot access group data with personal channels and email addresses

Email: nameofgroup@livingstreets.org.uk



Welcome to Mailchimp

Create an account or [log in](#)

Email

Username

Password

[Show](#)

I don't want to receive [promotional emails](#) from Mailchimp.

By creating an account, you agree to our [Terms](#) and have read and acknowledge the [Global Privacy Statement](#).

Sign Up

During the account set up process you will be asked for a physical address. Don't provide your personal address, use the Living Streets London address instead: 133 Whitechapel High Street, Aldgate, E1 7QA.

Once you have set up your account, you will be presented with this home page which will give you options.

The two most important are 'Create your first campaign' and 'Add your contacts'.

Start with adding your contacts first.

0/4

- Connect your store
- Create your first campaign
- Add your contacts
- Launch

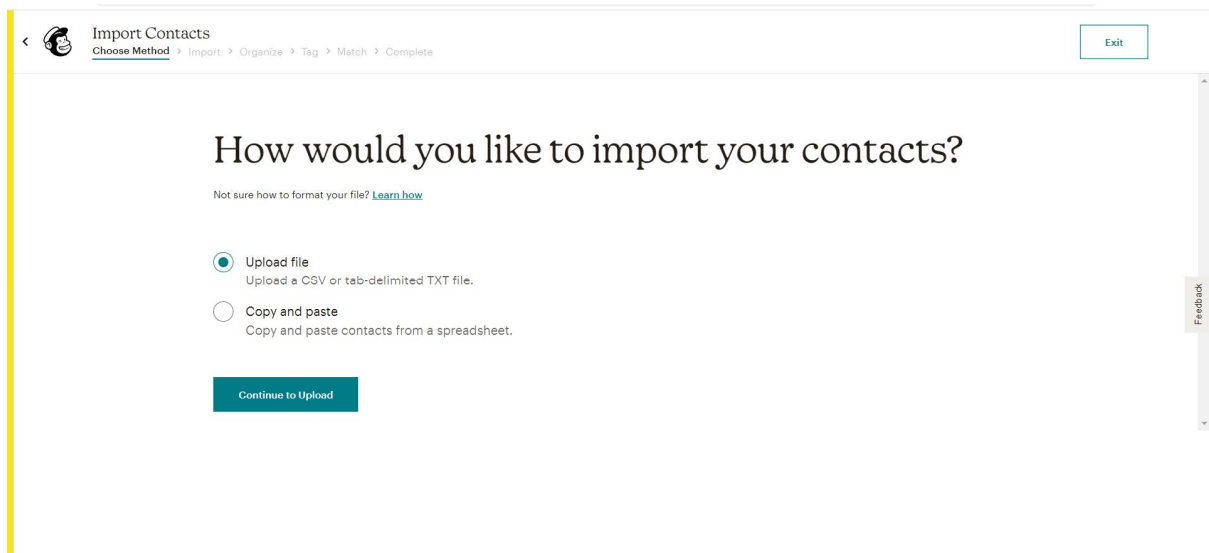
Feedback

Add your contacts/Audience

Video help: <https://youtu.be/szt9bzS08>

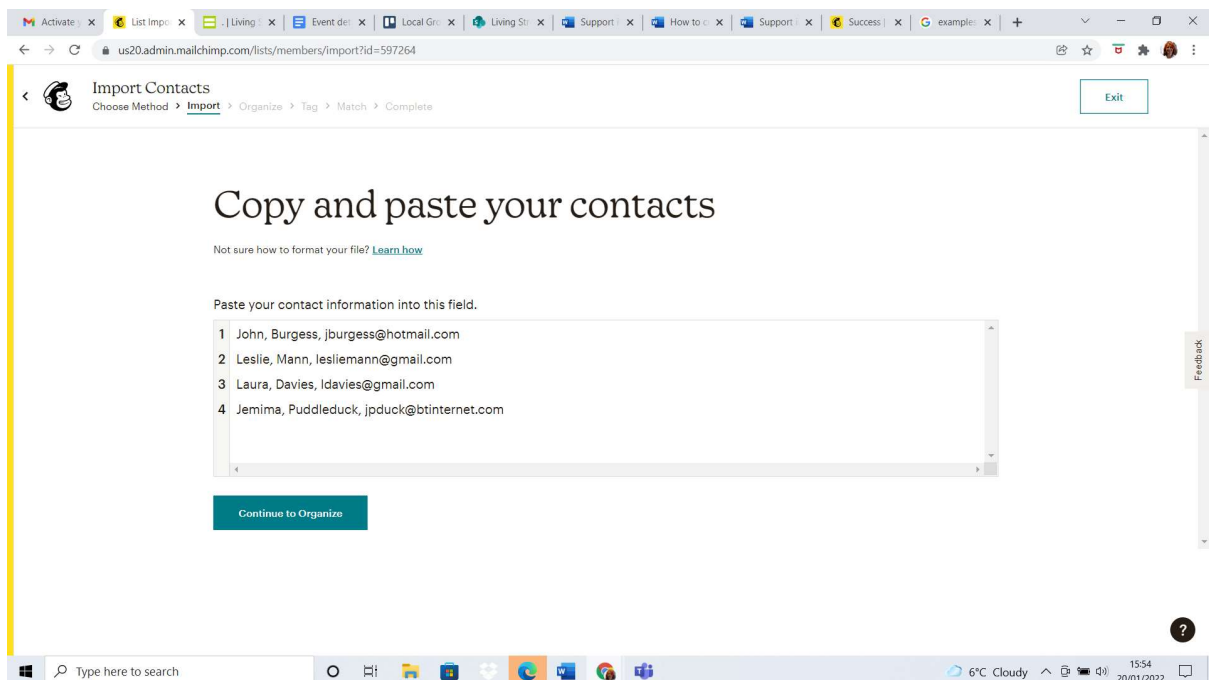
On the left-hand side of the screen, you will see Audience with a drop-down menu, click on 'Audience dashboard' and click on the 'add your contacts' button.

Then you will be asked to import your contacts.



The easiest way is to copy and paste from an existing document you have with your contacts on – we recommend a spreadsheet.

You copy and paste your contact and there is help if you are struggling with the format. An easy way to help you create separate columns (e.g. first name and last name) is to use commas, so John Burgess = John, Burgess.



Organise – select **Subscribed** – this means the contact has agreed to be sent communication from you. If you need more support with consent, please read the **Data Protection guidance**.

Tag – you may or may not want to tag your contacts as a specific group i.e. **Member** or **Supporter**, it is not important at this stage so feel free to ignore it.

Match

This is where Mailchimp correlates the contact information you have provided.

If an error occurs and a field isn't recognised (as seen in orange below) just click on the name and select the right field from the drop-down menu. In this case it is LAST NAME.

Import Contacts
Choose Method > Import > Organize > Tag > Match > Complete

Match column labels to contact information

4 contacts were recognized in this file

First Name	Not Recognized	Email Address
John	Burgess	jburgess@hotmail.com
Leslie	Mann	lesliemann@gmail.com
Laura	Davies	ldavies@gmail.com

2 columns will be imported. 1 column will not be imported.

Finalize Import

After some final touches your contacts will be imported and you can see all your contacts by going to Audience > All contacts using the left menu bar.

Audience

Emina Red

Your audience has 5 contacts. 5 of these are subscribers.

Overview Manage contacts Add contacts Signup forms Preferences center Settings Inbox Surveys

4 contacts match your conditions

	Email Address	First Name	Last Name	Address	Phone Number	Birthday	Tags	Email Marketing	Source
<input type="checkbox"/>	jburgess@hotmail.com	John	Burgess				Member	Subscribed	List Import from Cop
<input type="checkbox"/>	lesliemann@gmail.com	Leslie	Mann				Member	Subscribed	List Import from Cop
<input type="checkbox"/>	ldavies@gmail.com	Laura	Davies				Member	Subscribed	List Import from Cop
<input type="checkbox"/>	jpduck@btinternet.com	Jemima	Puddleduck				Member	Subscribed	List Import from Cop

Here you can add contacts – using the third menu option 'Add contacts', edit contacts and make changes.

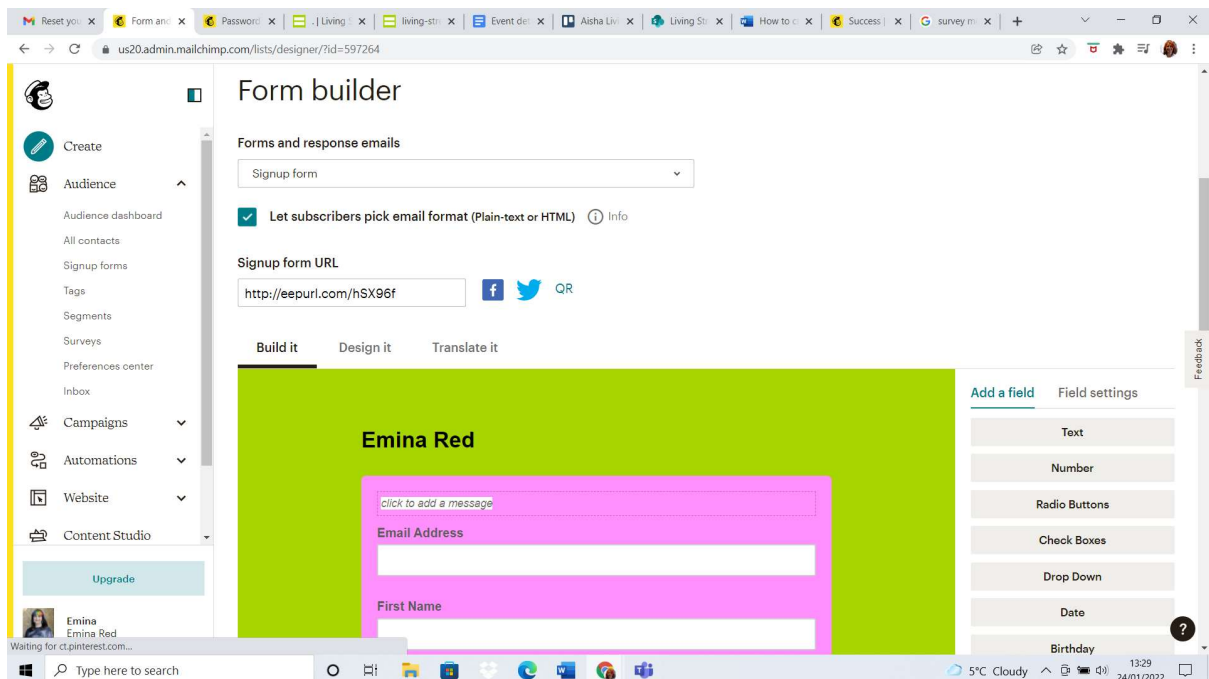
If you want Living Streets to send you an export of all the people who have signed up to receive your news through the website then please ask. You should have all these names already but you can double check.

Signup Form

Video help: <https://youtu.be/FFouc0kjYYo>

A great way of encouraging sign up to your newsletters/emails is by creating a simple of signup form that people can easily access but make sure you only ask for the information we need.

- Click 'Signup forms' using the left-hand menu or the menu above your contacts.
- Select 'Form builder' and then you can build and design your form using the brand guidelines to get the colours you need – see <https://www.livingstreets.org.uk/localgroupresources> .
- You can add/edit fields. We should only collect name/ email address/ postcode. Include the Data Protection opt in on all sign-up forms with a check box for people to read and consent. *'Thanks for giving Living Streets your email address. We'll keep you updated on our news, campaigns and donating, as well as Local Group news. You can opt out at any time and we won't share your details. We take the security of your data seriously – read our privacy policy <https://www.livingstreets.org.uk/privacy-policy>'*
- Select 'Design it' to change things like the font, colour etc.



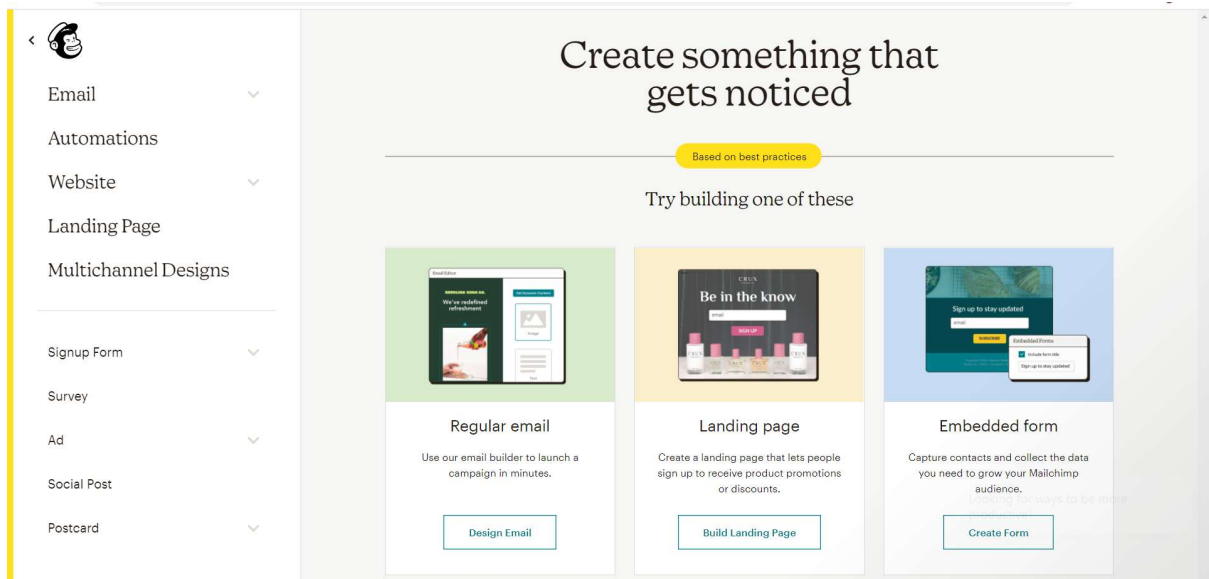
You now have your own url (website link) that will direct people to this form – you can send it in emails, put it on social media and in text messages

People can sign up using this form and Mailchimp will store the details.

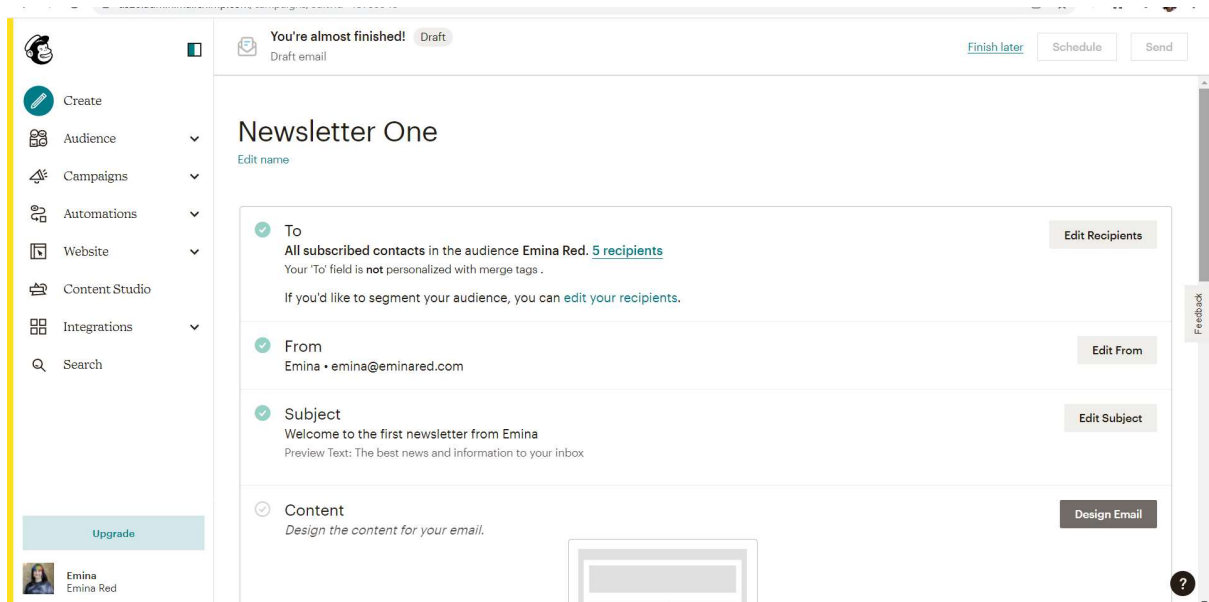
Now you're ready to design your first email.

Create an email

Go to the top of the page and click create and select 'Regular email'.



Start filling in the information including title, from, subject, preview text and then move on to Content.



Video help: <https://youtu.be/kO-FVzAAcVM>

Click 'Design email' then select the traditional builder (how you make your email).

Your email will be designed from a template that is fully customisable, we recommend selecting 'Making an Announcement'.

Video help: https://youtu.be/GrKR_k0aKLE

Select a template

Layouts Themes Saved templates Campaigns Code your own



More ways to tell your story

Get access to a variety of layouts that can keep your emails looking professional and fresh.

Upgrade Now

Featured

<p>Showcase your products.</p> <p>Add a photo here.</p> <p>Sell Products Market a line of products or promote seasonal items.</p>	<p>Share your big news.</p> <p>Add a photo here.</p> <p>Add a photo here.</p> <p>Make an Announcement Share details about a sale, event, or other big news.</p>	<p>Share your story.</p> <p>Add a photo here.</p> <p>Tell A Story Send a newsletter to let people know what you've been up to.</p>	<p>Send a tailored follow-up email.</p> <p>Add a photo here.</p> <p>Follow Up Send a tailored email to people who have engaged with you.</p>	<p>Help people use your product or service.</p> <p>Add a photo here.</p> <p>Educate Explain your products or share knowledge about a topic.</p>
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Now you have our template it's time to add our content and make it your own. You can add images, text and more using the blocks already in the template or from the right-hand menu.

Newsletter One

Give Feedback Help Preview Template Continue

Logo

Have an announcement to make?
Share your big news.

Add a photo here.

Add a photo here.

Add a photo here.

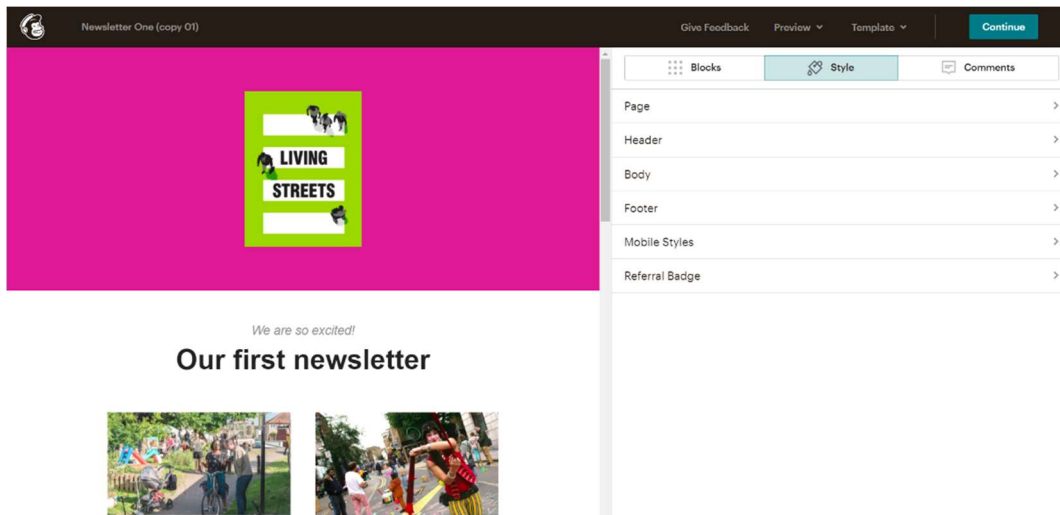
Blocks Style Comments

- Text
- Boxed Text
- Divider
- Image
- Image Group
- Image Card
- Image + Text
- Share
- Social Follow
- Button
- Footer
- Code
- Video
- Product Rec
- Product
- Promo Code

Need a refresher? Take a quick tour.

Select style and here you can change the colour, font and add whatever you want to, to parts of the template – select what you want to change. For example, you change the colour of the header using the brand guidelines (I chose the pink). You can also add your logo at the top.

Just have a go, nothing you do can't be undone and changed. Have fun!



Next – add your content, use the guides on the template to help you. Click on the blocks to edit them. Drag and drop new blocks into the template, play around until you are happy.

Video help: <https://youtu.be/WDpk9zsgopc>

Top tips for great content

Brand and style – please make sure you stick to the guidelines we have provided. One specific thing we ask you to ensure is that when you add links in your emails, always make sure you change the colour from the default blue ([like this](#)) to our pink ([like this](#)).

Headlines – use them to grab attention, they need to be specific

Images/Videos – good quality images are eye catching and can bring information to life as can videos. You can upload images and videos from your laptop or use external links such as from websites eg YouTube – look for the share button to get the URL.

Ensure photos are optimised for web use – the bigger the file size, the longer it takes for someone to download and view it.

And please **be absolutely certain** that you have permission to use the photo or images you use. You can use photos that are copyright free, but **the safest bet is to use photos either that you took yourself or which Living Streets provides.**

Alt text is especially important for people who use screen readers, so it's considered a basic best practice for email accessibility. Without alt text, a screen reader will tell your subscriber there's an image there, but the subscriber has no way to determine what information the image provides.

Writing – Don't write too much, you want people to be interested. You can use links to articles, web pages etc so just introduce the content.

Eg. Living Streets are running a survey for Local Groups to improve their services. The deadline is June 2023 and there is a prize draw for completing it. (add button for link to survey'

Length – People don't want to read a really long newsletter so make sure it's concise and interesting.

Links – Not everything you share has to be written by you – consider sharing articles, blogs, podcasts that are relevant. Use links to share that content.

Unsubscribe

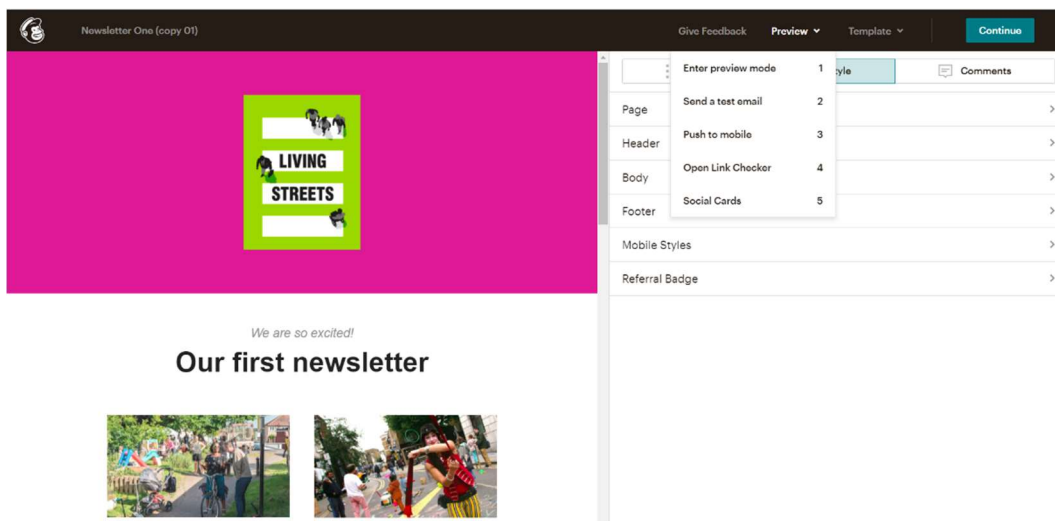
At the bottom of all your emails is an unsubscribe button for people to leave your mailing lists and they can tell you why they have done so. Please share this information with Living Streets..

Audience – who are you sending this to? And why? Make sure you include content that will grab attention and keep people interested.

Make sure you send your email as a test email to someone trusted – they can make sure there are no errors such as spelling mistakes, links that don't work and everything looks ok.

Video help: <https://youtu.be/rKFauLUKQ3I>

Use the Preview menu and drop-down menu as seen below.



Select 'Continue' then you are ready to send your email.

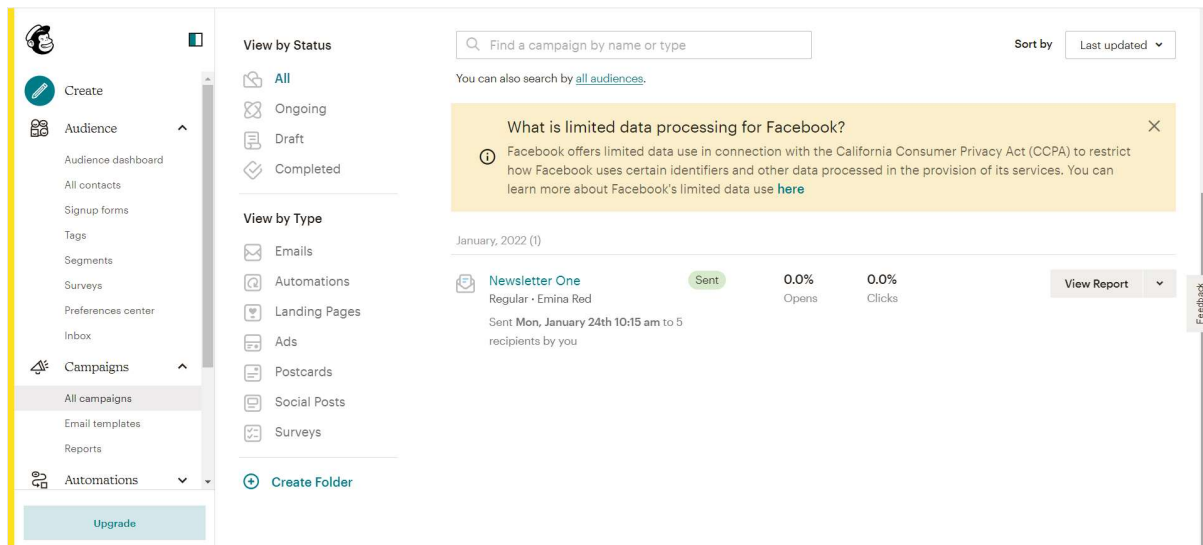
Video help: <https://youtu.be/lf6Se6J1cJ4>

You can 'schedule send' or send it now – the benefit of schedule send means that it can be sent at a time that suits you and your audience. It is best to avoid Fridays and try the mornings of weekdays and the weekend.

Here is how my example email looked:

Review your newsletter:

Go to 'Campaigns' and you will see all your campaigns in one spot, here is where you can see how it performed. View Report for all in the information you need.



Final word:

Using Mailchimp is a way to send regular information to your contacts or to prompt them to respond to a consultation, complete a survey or sign a petition. Remember you can only use your outlook account to 50 addresses, so we encourage you to use Mailchimp for newsletters. Please ensure you follow the [Data Protection policy](#) to let us know about those people that unsubscribe from your mailing list.

If you want to send emails to the wider list of Living Streets supporters in your postcode area you can send the Local Group team copy using the email template on the [Local Group resources](#) page. Please note we need 10 days notice to create the email and send it out. Please also include the postcode prefix for the areas you'd like the email to go to.