

Polished Email Campaigns Using MailChimp

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Table of Contents

- [Why MailChimp?](#)
- [Is Email the New SnailMail?](#)
- [How the Church Can Use It](#)
- [MailChimp: A Peek Under the Hood](#)
- [MailChimp: How Do I Drive This Thing?](#)
 - [Subscriber Lists & Groups](#)
 - [How Do I Get People Signed Up?](#)
 - [Unsubscribes](#)
 - [Campaigns - Not As Bad As It Sounds](#)
 - [Creating An Online Archive of Your Campaigns](#)
 - [Integrating Facebook & Twitter](#)
 - [TIP: "Type Less"](#)
 - [Embedding Video](#)
 - [TIP: Get a screenshot tool.](#)
 - [Analytics](#)
- [Who Will Drive This Thing?](#)
- [Elements of Good Design & Marketing](#)
 - [White Space \(Negative Space\)](#)
 - [Simple / Minimalistic](#)
 - [Fonts](#)
 - [Color Scheme](#)
 - [Images](#)
 - [Quantity](#)
 - [Good Subject Lines](#)
- [Finding Content & Images](#)

Why MailChimp?

- Free
- User-Friendly
- Professional-Looking Templates
- Social Media & Blog Integrations
- Cloud-Based

Is Email the New SnailMail?

Courtesy heads up: younger generations hate email...

Do we need to be prepared to reinvent our communication?

How the Church Can Use It

- **Daily Bible Readings**
- **Weekly Congregational Updates**
- **Outreach Prospect Newsletter**
- Monthly Congregational Newsletter
- Regular Blog Posts
- Weekly School Note
- Alumni Newsletter
- Sunday School Updates
- [Together Newsletter](#)
- *En Christo* Updates for Called Workers

How about you? How would you use it?

MailChimp: A Peek Under the Hood

- Subscriber Lists
 - List Groups
 - Sign-Up Tools
 - Unsubscribing
- Campaigns
 - Templates
 - Coding and Customization
 - Scheduling a Campaign
 - Creating an Online Archive
- Integration with Facebook & Twitter
 - Auto-Posting
 - Likes & Shares



- Embedded Video
- Analytics
 - Opens, Bounces, Clicks, etc.
 - Social Shares

MailChimp: How Do I Drive This Thing?

Subscriber Lists & Groups

What's the difference between a *list* and a *group*?

Do I need any groups at all?



How Do I Get People Signed Up?

1. Manual Input/Import - (collect them via bulletin, etc.)
2. Embedded Webform
3. Sign-Up Email
4. Facebook Sign-Up Button
5. Outreach Event Collection

Unsubscribes

1. Don't take it personally.
2. Unsubscribe Forms
 - Unsubscribe Confirmation Form
 - Unsubscribe Success Form with Reason Survey)
 - Unsubscribe Goodbye Form with "Last Call"

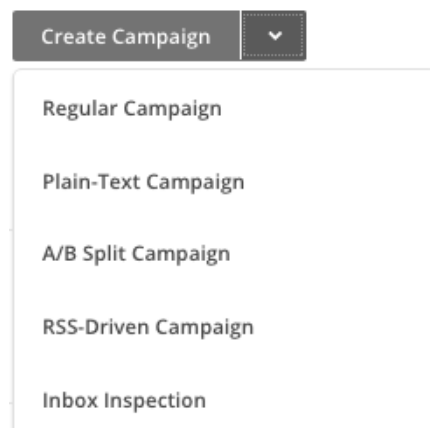
Campaigns - Not As Bad As It Sounds

Types of Campaigns

Choosing a Template

Saving a Template

Customizing a Template



Much easier on newer *Drag and Drop* templates.

Editing a Template (or Edit a Campaign from a Template)

TIP: Find a Workflow.

- Top to bottom? Checklist? Counting?

Images

- Get them in
- Resize & other edits

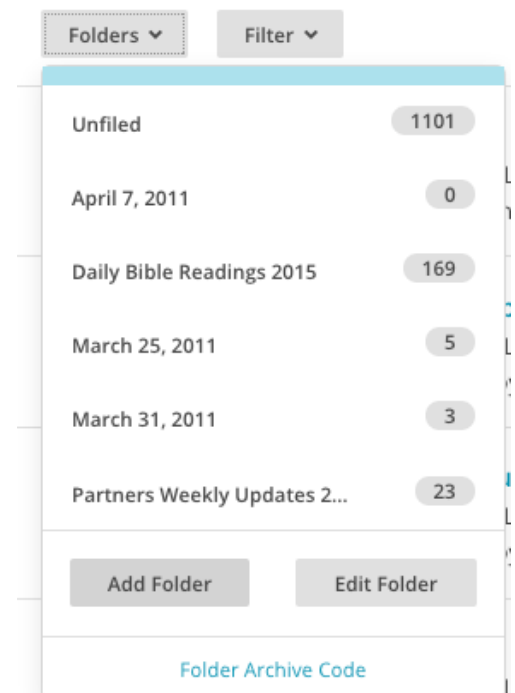
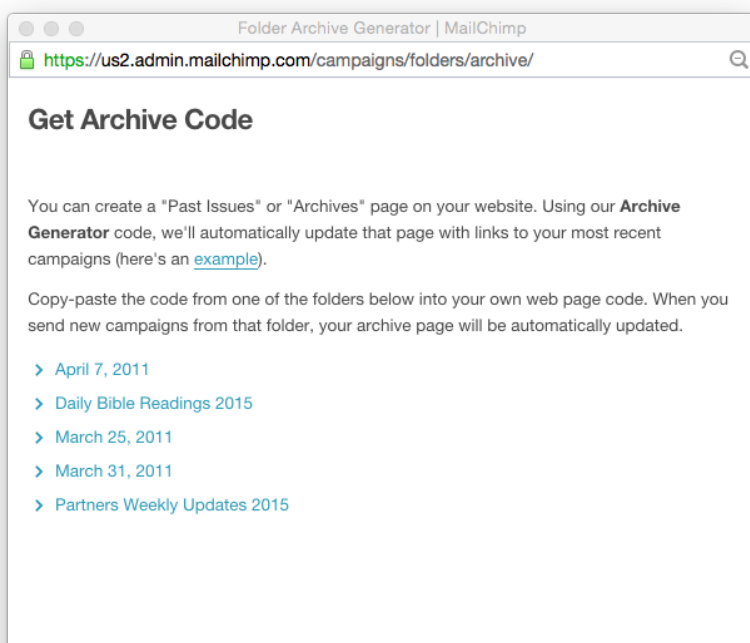
TIP: Send a test email.

Scheduling a Campaign

Creating An Online Archive of Your Campaigns

In the Campaigns tab

1. Create a folder →
2. Get the folder archive code. Pop-up window (below) will give you the code for whichever folder you click.
3. Embed the code in your website.
4. Move campaigns into folder
5. Periodically check [archive page](#) to make sure it updates (read: make sure you're remembering to move campaigns into the folder).



Integrating Facebook & Twitter

1. Auto-Posting from the Campaign Scheduler
2. Into the campaign design
 - a. Add a Facebook “Like” button. [\[VIDEO\]](#)
 - i. Type the merge tag `*|FACEBOOK:LIKE|*` into the “editor” text space where you want it.
 - b. Choose your Facebook post image
 - i. Find the “image code” and type: `id="campaign-icon"` into the source code between the “height” piece of code and “image source” piece of code
 1. From this: `height="191" src="https...`
 2. To this: `height="191" id="campaign-icon" src="https...`

```
403/sets/72157623722711959/with/4526690176/'  
height="191" id="campaign-icon" src="https  
2c36f37b4123fd/images/e1443352-1622-4373-9e
```

TIP: “Type Less”

[TextExpander](#) or other text expansion tools are great for pasting code (or anything you want).

Embedding Video

Option 1: (in theory)

1. Get code
2. Paste code
3. Check “Auto-convert video” in campaign scheduler

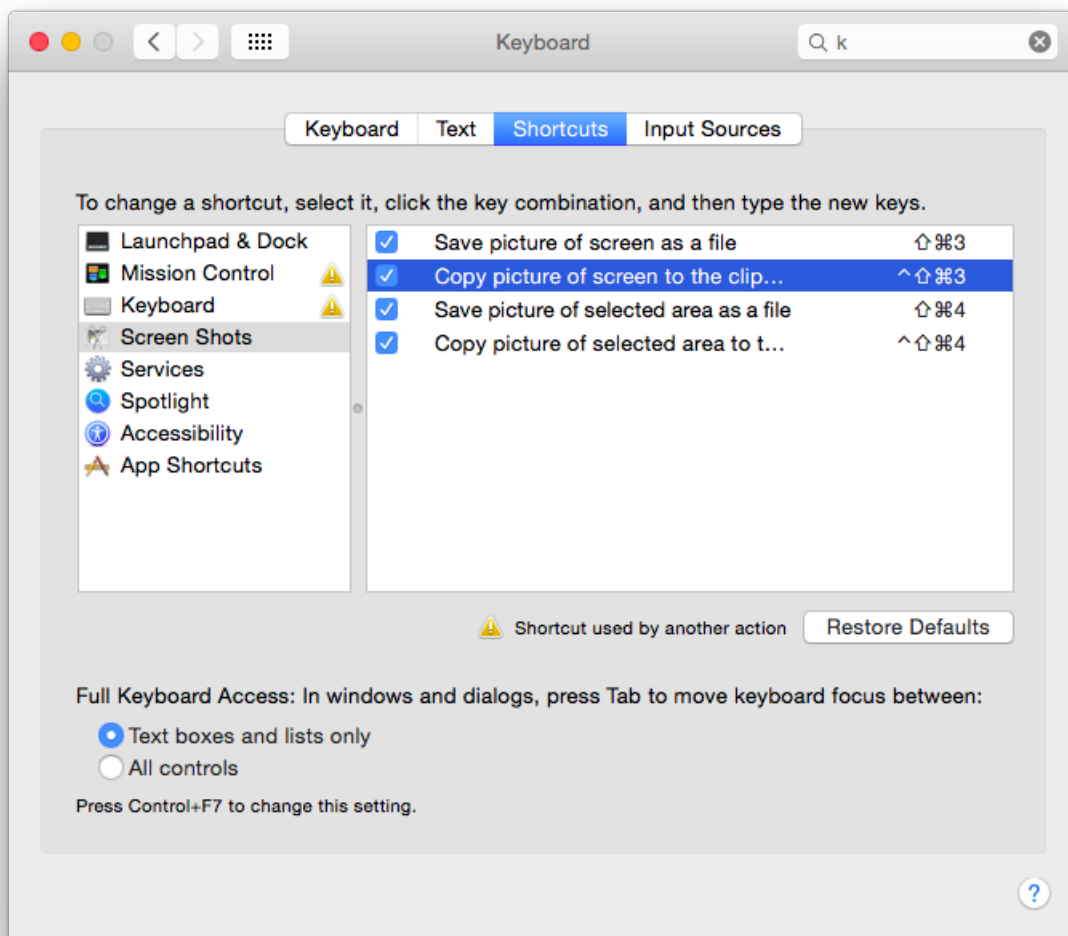
Option 2: (fake it)

1. Screenshot video “image”
2. Input into campaign design
3. Link to video URL

TIP: Get a screenshot tool.

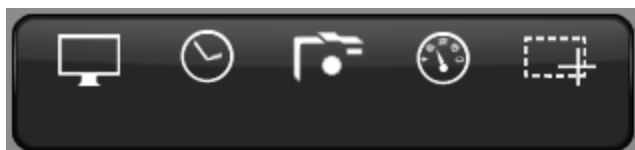
Apple computers have at least one native screenshot capability in keyboard shortcuts.

1. System Preferences > Keyboard > Shortcuts > Screen Shots
 - a. Spelled out:
 - i. Save picture of screen as a file: Shift + Command + 3
 - ii. Copy picture of screen to the clipboard: Option + Shift + Command + 3
 - iii. Save picture of selected area as a file: Shift + Command + 4
 - iv. Copy picture of selected area to the clipboard: Option + Shift + Command + 4
 - b. If you start to select the wrong area, just hit Escape and type the shortcut again.

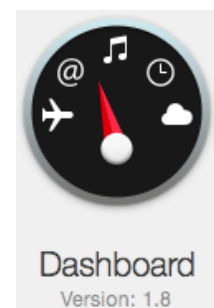


2. My Mac came with a widget in the dashboard for screenshots which has a few there aren't native shortcuts for: (1) Timed full screen grab, (2) Grab a window, and (3) Grab and widget. I used to use the widget a lot until I discovered the shortcuts, especially the "selected area" ones.

Widget Front:



Widget Back for settings (info button):





Here's another idea of something I'd use a screenshot shortcut on. Instead of saving each individual picture and uploading and resizing them into my campaign, grab it with a "selected area" grab.



Analytics

- Opens, Bounces, Clicks, etc.
- Social Shares

Who Will Drive This Thing?

Especially if you plan to create daily campaigns, work hard to find a layperson to update and schedule them.

Here's a snapshot of how my volunteer and I share the load of Trinity's Daily Bible Reading Campaigns:

- 3-4 months prior to the new Bible Reading Plan,



- I solicit feedback (Survey Monkey or Google Form) from the members about the daily Bible readings and if they have suggestions for next year.
- I solicit feedback and suggestions from our Board of Elders and run any ideas I have by them for the next year's plan.
- 2-3 months prior:
 - I choose a template and come up with a prototype design.
 - I compile a Bible Reading Plan for the next year and design a document for electronic and hard copy distribution.
- 1-2 months prior:
 - I meet with my volunteer who updates and schedules daily readings. We go through the prototype and play around with how it will look. We practice updating and scheduling a few campaigns to make sure he's comfortable.
 - I publish some of the positive feedback in the church newsletter and weekly emails.
 - I publish and promote hard copies and e-copies of the new plan.
 - At this time we also publish some of the positive feedback we received from surveys to build buy-in, excitement, and participation.
- January 1, it rolls out.

Elements of Good Design & Marketing

White Space (Negative Space)

Simple / Minimalistic

Fonts

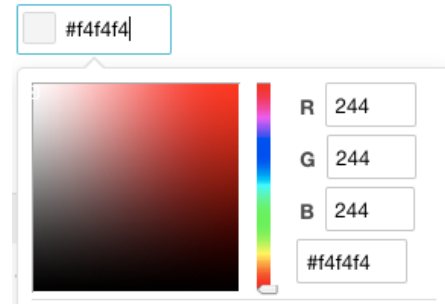
- Typeface
- Size
- Color

Color Scheme

Want to match your design to your logo colors or a branding color scheme? Find out from your logo's designer what exact colors are in your scheme according to: "RGB" and/or "CMYK" shades.

MailChimp lets you change template colors in the "Design" menu:

Page	>
Header	>
Body	>
Footer	>
MonkeyRewards	>



Images

Dollar bill test on paper newsletters. (Diahann Lohr)

Quantity

Less is more.

Good Subject Lines

- Straightforward
- Not too long
- Don't promise and not deliver.
- Use "[VIDEO]" when you can.
- Emoji or Nomoji?

MailChimp Article: [Tips for Writing Subject Lines & Subject Line Researcher Tool](#)

Email subject 150 characters remaining

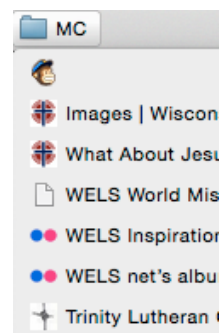
[How do I write a good subject line?](#)

Finding Content & Images

TIP: Create a folder in your bookmarks bar which includes all the sites you usually use for content and images in MC campaigns. Cmd-Click (Ctrl-Click) to open all the tabs at once.

My Bookmarks Folder for "Partners Weekly Update" Campaigns

- www.mailchimp.com
- www.wels.net
- www.wels.net/streams-media/images
- whataboutjesus.com/worship/worship-helps
- [WELS World Missions Clipart Albums](#)



- [WELS.NET Flickr Photo Sets](#)
- [Archive of Campaigns on Church Website](#) (reminder to move campaign to archive folder)

Other Sources/Ideas for Content for Congregation Communication

- Practical or Humorous Takeaways from Sermon, Bible Studies (e.g. [How to Gird Up Your Loins](#); [Conquerors Through Christ Videos](#))
- CPH/NPH Videos - (e.g. [What Is Lent?](#))
- Articles from WELS.NET or other WELS blogs
- Church/School Calendar - Upcoming Events
- [Logos/Biblia Verse of the Day](#) graphic

Bible Reading Campaigns

- www.biblegateway.com - Text and Audio Link
- [Whole Bible Project](#) - NPH
- [CPH: My Prayer Book](#)

Clip Art & Photos

- www.paramentics.com - Ian Welch (WELSTech presenter on Church Branding & Technology)
- www.lightstock.com - Sign up for a free photo and vector each week.
- believers4ever.com/
- [Religious Facebook Covers](#)
- [Christian Facebook Covers](#)
- [Bible Pic Custom Background for Verses](#)
- www.freebibleimages.org/
- www.freepik.com/
- [Pitts Theology Library Images](#)
- <http://biblical-art.com/>
- <http://www.ltp.org/p-1651-clip-art-for-year-c.aspx>
- <http://www.visualbiblealive.com/index.php>
- <http://pixabay.com/>
- <http://pics4learning.com/>
- <http://www.mycutegraphics.com/backgrounds/backgrounds.html>
- <http://etc.usf.edu/clipart/>
- <http://thebiblerevival.com/>
- <http://bibleillustration.blogspot.com/>
- http://commons.wikimedia.org/wiki/Main_Page
- <http://sundaygraphx.blogspot.com/>
- <http://www.bible-history.com/>
- <http://www.clker.com/>
- <https://1200pics.com/>
- Article: [8 Places to Find Free Photos](#)

- Article: [Copyright Free Image Sources](#)

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