

During PrideHacks 2020, Doyle — doyle.michael.james@gmail.com — added 2 Mailchimp things to the sexedtoolkit.com Wordpress site.

These do ****not**** use the “MC4WP” plugin. That plugin requires an ongoing subscription fee to use things like colours and buttons.

Mailchimp can do colours and buttons through Custom HTML and CSS.

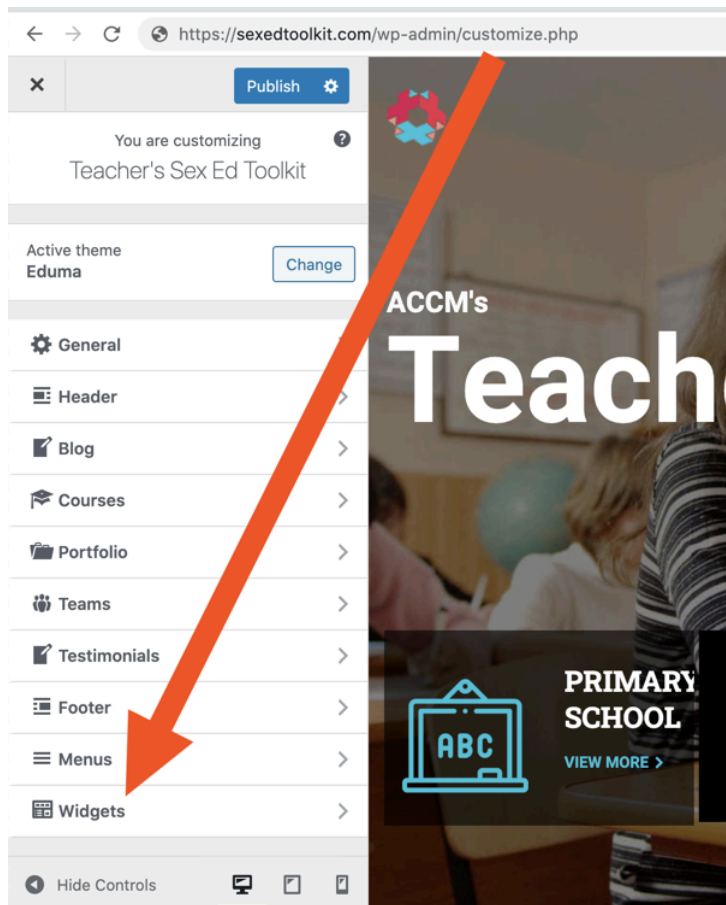
Footer

Site Footer newsletter sign-up is added with a Mailchimp HTML block.

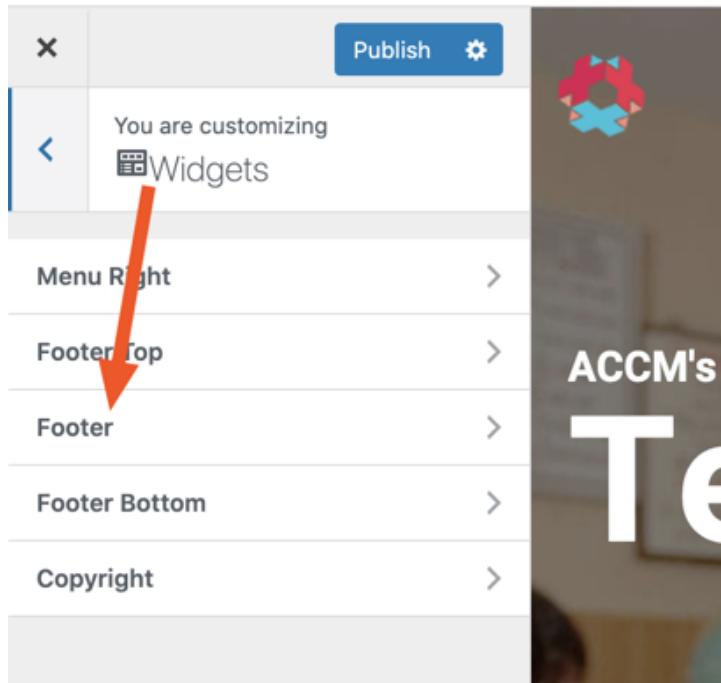
- It lives in Appearance > Customize > *Widgets* > Footer

First, visit **Customize** <https://sexedtoolkit.com/wp-admin/customize.php>

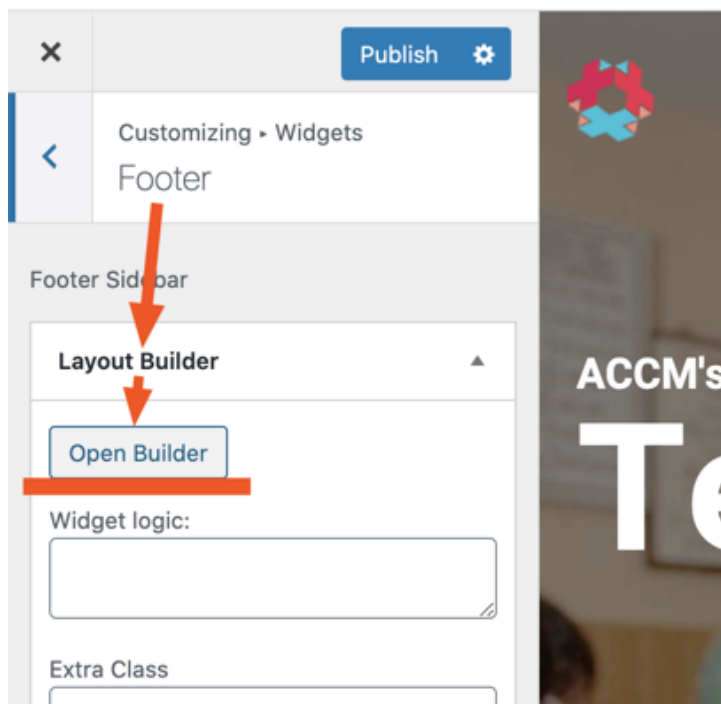
When in Customize, click **Widgets**

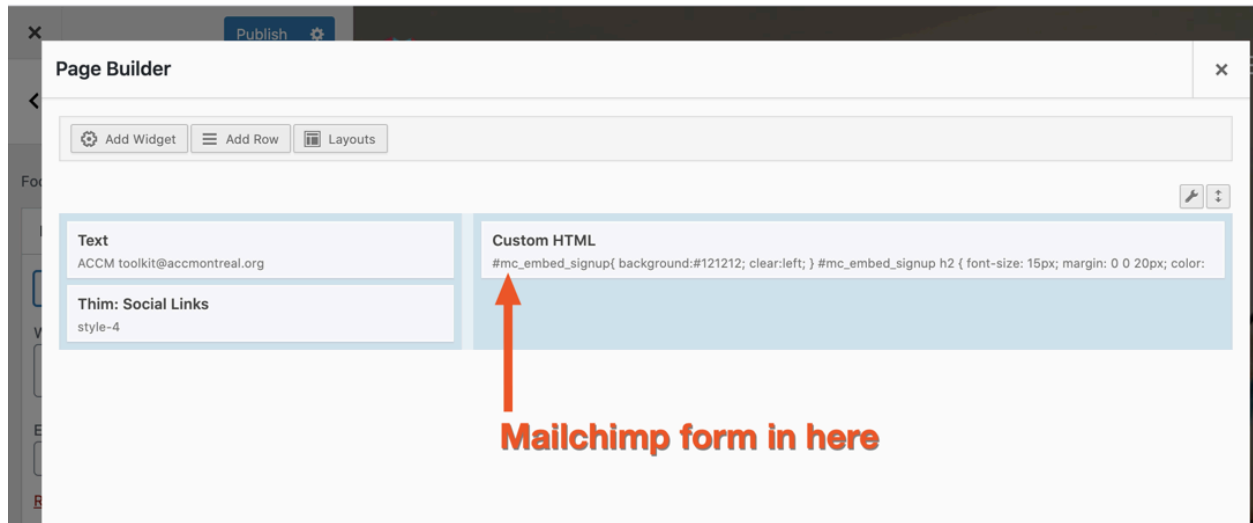


When inside Widgets, click **Footer**



When inside Footer, click **Layout Builder > Open Builder**





The baseline HTML embed code was copied from here in Mailchimp:

<https://us17.admin.mailchimp.com/lists/integration/embeddedcode?id=1063594>

- And then some unnecessary fields like Birthday were removed from the HTML
- But a special default hidden field is still in there. A real person will never see that field. A spambot *will* see that field, and then Mailchimp will block their spam submission. This hidden-field security mechanism is sometimes called a “honeypot”.

This Custom HTML block also uses some CSS to include the fonts Roboto and Roboto Slab (like the rest of the site), and to make the button the on-brand blue. This is Mailchimp’s info on how their CSS works: <https://mailchimp.com/help/css-hooks-for-customizing-forms/>

- Doyle also followed some advice from this other tutorial: <https://uhurunetwork.com/customizing-mailchimp-form-design/>
- This is the upper-limit of Doyle’s CSS skills. If you have questions in the future, doyle.michael.james@gmail.com could help to assess what’s possible with some basic tweaks.

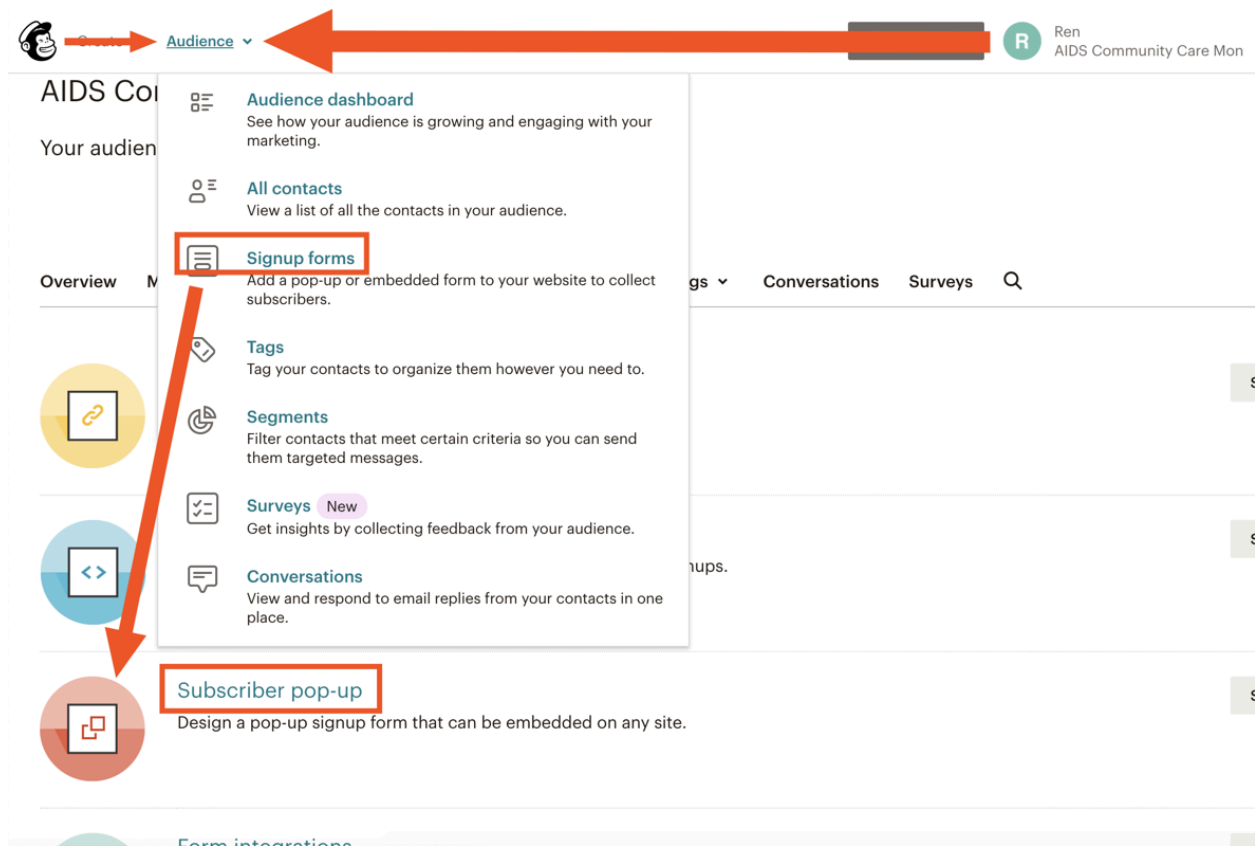
Pop-up

The “Subscribe to our quarterly sex ed newsletter” pop-up happen because of a block of JavaScript in the site <head>

- Mailchimp JavaScript starts like **<script id="mcjs">**
- Removing this JavaScript is one way to stop the pop-up.
- Editing the JavaScript will ****not**** customize the pop-up
- Editing the Mailchimp **CSS** in the Wordpress HTML block can change colours, fonts, button sizes. See above

You can change the pop-up's form fields inside of Mailchimp, in Audience > Signup Forms > Subscriber pop-up — like to ask for only email and not name:

- <https://us17.admin.mailchimp.com/signup-forms/popup-forms/editor?id=52778>



Mailchimp has some tutorial info on how it can be edited:

<https://mailchimp.com/help/add-a-pop-up-signup-form-to-your-website/>

- there are only a few customization options

It will appear for a visitor at least once per year (this can't be customized, as of 2020-08-08).

- It uses browser cookies to recognize a visitor. So if someone uses a different device, they would see it again. Or, if they fully clear their [cached browser cookies](#), they would see it again.
- Cookies also mean that you can re-see and test the pop-up by visiting the site in a private browsing session, like Google Chrome [Incognito mode](#).