Mailchimp

Mailchimp is a very user friendly emailing service. It lets you send regular emails to lots of contacts, or newsletters. Scotland's Gardens Scheme has made the switch to Mailchimp for two key reasons:

- Due to the new changes in General Data Protection (GDPR): ensuring that emails are kept under password controlled Mailchimp keeps them safe. It also means that anyone using these emails to send newsletters is under Scotland's Gardens Scheme data protection umbrella.
- 2. Mailchimp can be colourful and boosted with pictures.

The only thing you need to worry about on Mailchimp is creating your email, or 'campaigns'. For the time being only SGS office staff can upload contacts lists. We've also set it up so that only SGS office staff can actually hit send on your campaigns, so you don't have to worry about accidentally sending it before you're ready.

Campaigns.

1. Log in

Need a MailChimp account? Create an account		
Username		
Password	۲	Show
Log In		

Keep me logged in

2. Select 'Campaign' in the top left hand corner of the screen



3. Select the grey button near the middle of the screen that says 'Create campaign'

6	Campaigns Te	emplates Li	sts Reports		1	Imogen Scotland's Gardens Sc	▶ Help	С
Ca	impaigns						Create Campaign	D
()	Recent		Q Find a campaigr	n by name, type, or list		Sort by	Last updated 🛛 🗸	
>	Ongoing	Thi	This Week (4)					
	Draft							
✓ Completed		E	Aberdeenshire Monthly Newsletter -	Draft				

Once you're hit 'create campaign' you'll see a pop up which gives you three options. Select 'Create email'.

What do you want to create?	
We know all the shortcuts because we live here!	
We'll help you find and create the campaigns you need.	

You are now asked to create campaign name. A campaign name is NOT the subject line of the email. Please name it with the appropriate district + month + detail. E.g. Aberdeenshire + March + daffodil gardens.

It's very important you note your district as every district campaigns appear in the same space and you might end up losing yours!

Then hit the 'Begin' button

Ø	To Who are you sending this campaign to?	Add Recipients	ĺ
0	From Who is sending this campaign?	Add From	ĺ
\odot	Subject What's the subject line for this campaign?	Add Subject	
	Content Design the content for your email.	Design Email	

Now we run through the different stages shown above:

- ✓ To: choose your district list via the 'Add recipients' button
- ✓ From 'Add From' grey button on the right hand side.
 - Name: either the appropriate Scotland's Gardens Scheme district or your personal name from Scotland's Gardens Scheme, whatever seems most appropriate to you, you know your contacts best.
 - "Scotland's Gardens Scheme Edinburgh"

"Mary from Scotland's Gardens Scheme Edinburgh"

- Email: use the district email.
- ✓ Subject: (the re. line in an email)
 - For example if you were hosting a drinks party: Invite to Stirling drinks party & gardens to visit in March
 - E.g Scottish Snowdrop Festival begins!
- ✓ Content: this is where you design the email
 - Click the grey 'Design Email' button
 - Choose 'Saved Templates': third option along under 'Select a Template'
 - It will give you options of different newsletter templates, choose the ones marked 'district'. There are newsletters set up to promote one, two or three gardens

Editing content

On the right hand side of the screen you'll see the newsletter layout. The white left hand section of the screen is where you change the text.



To edit the text and change the pictures you just need to click on the thing you want to change.



Now you can edit the wording for Winton House to any garden you like. The edit side of the page works just like Word, so you can change the font, type size, add hyperlinks etc. You can also change the font colour by selecting the 'style' button at the top of the edit box.



To change a picture, click on the current image. On the edit side, you click on Replace (in blue)

If you need to edit the image, the size of anything, click Edit (again in blue).

Don't forget to change the date in the top left hand corner

Everything automatically saves in mailchimp but to get rid of the edit side, click the grey 'Save & Close' button

Once you've finished you can see a preview through the dropdown box 'Preview and Test' in the top left hand corner.

When you're happy with the newsletter hit save and close. Then let Imogen know you're happy for the newsletter to be sent.

See, that wasn't so hard!