**Setting Up a New MailChimp Account** (by Charles Boyle, Phoenix Team)

[www.Mailchimp.com](http://www.Mailchimp.com)

Create new account using your ISI email account

For “Tell Us About Your Business” you can use International Students, Inc.

For your website you can use [www.isionline.org](http://www.isionline.org) or your Weebly website so people may donate easily

Add your home address

You don’t sell, I don’t recommend connecting social media

You can subscribe to weekly newsletter...not recommended

Create account

On home page, go to the tab “Lists” and click “Create List”

List Name: Ministry Partners – Financial Givers

Remind people how they signed up to your list: “You are receiving this ministry update because you expressed an interest in my ministry.”

Form Settings: No need to add anything.

Notifications: click the “One-by-one”

Import Contacts: CSV is easiest…Just need First name(s), Last name, and email address

Save “Columns Names” one at a time

Import names as “subscribed”

You are ready to send them an electronic newsletter!

On home page, click on the “Create Campaign” button

Click on “Create an email” and name the campaign (i.e. “June 2018 newsletter”)

Click on the “Add Recipients” and choose your list (group of emails); click “Save”

Confirm your name and address in the “From” section

Add a short, catchy subject (think email message) Save

Click on “Design Email”

Choose a template, begin a simple one, and customize for your needs.



You can save the ISI logo to your computer and then replace the sample logo with this one.

Change the photo and text blocks to communicate about your ministry.

When you think you are finished, enter preview mode and see how it looks. If it looks good, send a test email to yourself and a friend for additional proofing. It’s also recommended that you check to see how it will look on a mobile device since lots of people will only see it on their phone.

Double check everything one last time and then you’re ready to SEND to all recipients 😊

**ADDING A BUTTON FOR ONLINE GIVING** (from JaNae Guzmán, Twin Cities Team)

If you use MailChimp to produce and distribute your newsletters, here is how I have created a "give" button for easy donor access:

1. Once logged in, click "create campaign" in the top right corner.

2. Then click "create email."

3. Make a campaign name and press "begin."

4. Go through the checklist of who you want to send to, and other specifications, and press "save" after each one.

5. The last on the checklist is "design email," so click on that and it will bring you to a page of different templates from which to choose. I normally choose "1-column-full width," but I'm not sure what looks the best of the options.

6. Click on the template you want to use.

7. Now you are on the design page. You will see multiple content options to drag and drop into the email. The "button" option is in the second to last row of the content options.

8. After you drag and drop the button, you can edit it.

9. Under "button text," type the name you want to give your button so people will know what they're clicking on.

10. Then make sure the "link to" step says, "web address."

11. Next, type or copy and paste the website URL you want your readers to go to. (your ISI Weebly page is a good option)

12. Click "save and close" to finish.