

EMAIL

NEWSLETTER

TIPS + BEST PRACTICES
FOR NONPROFITS



INTRODUCTION

Developing an effective email marketing strategy



NEWSLETTER TIPS

Designing an enticing email newsletter



BEST PRACTICES

Tags, Groups, and Automations... oh my!

BUILDING YOUR EMAIL LIST

Broad Reach

1 Whether it's word of mouth or an article in print, people are hearing about you.

Social Media Followers

2 People may seek out your social media profiles, scroll by a shared posts, or see one of your ads.

Website Visitors

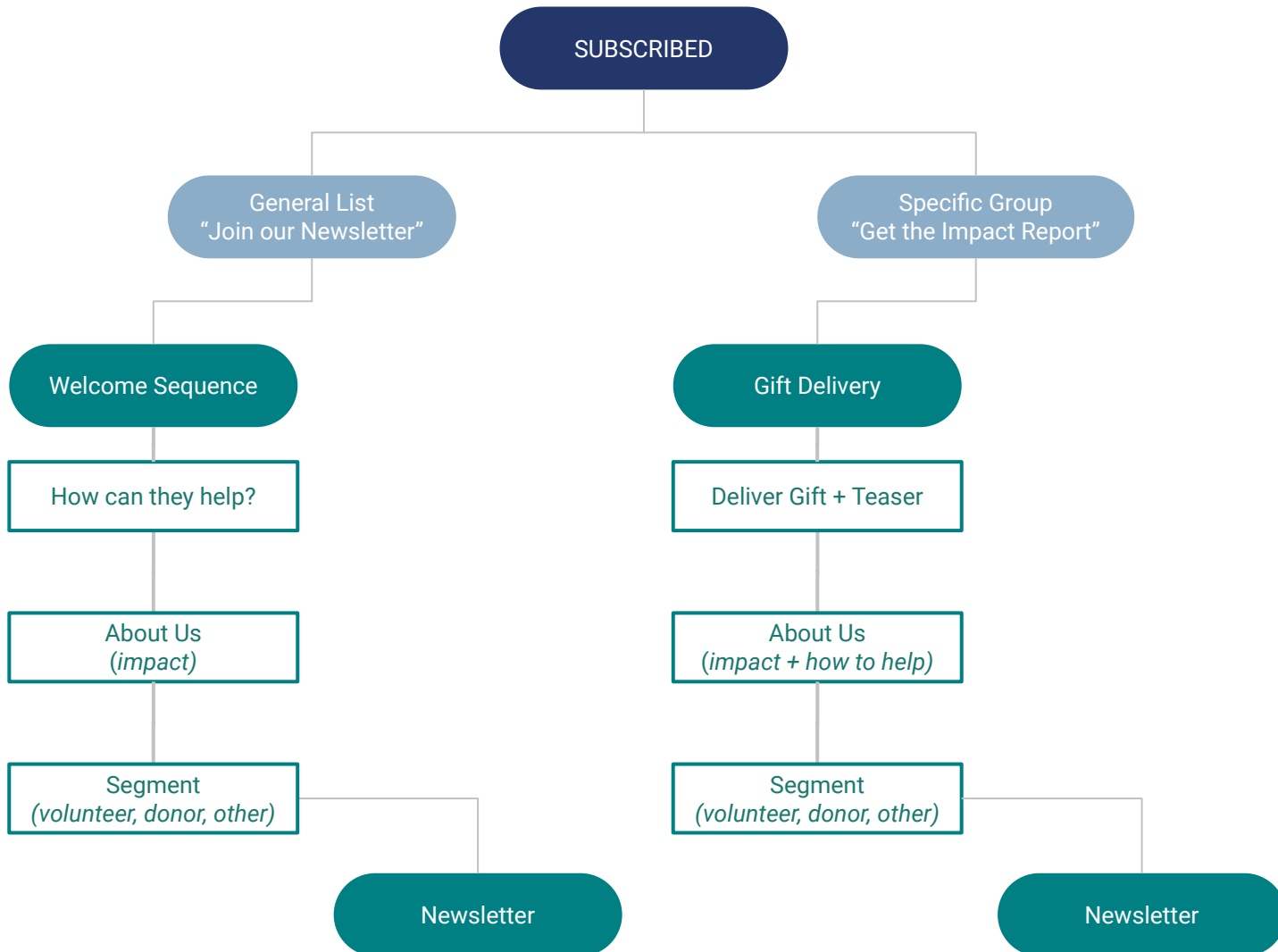
3 People are visiting your website to get more information.

SUBSCRIBED

General List
"Join our Newsletter"

Specific Group
"Get the Impact Report"

EMAIL SEQUENCE



EMAIL CAMPAIGNS

Newsletter

Annually, quarterly or monthly. Include seasonal and holiday greetings. Send to entire newsletter list.

Event Registration

Promote upcoming events to your general list and send registration confirmation emails to attendees using tags.

Supporter Outreach

Create a segment of your list that will support you on social media!

Volunteers Needed

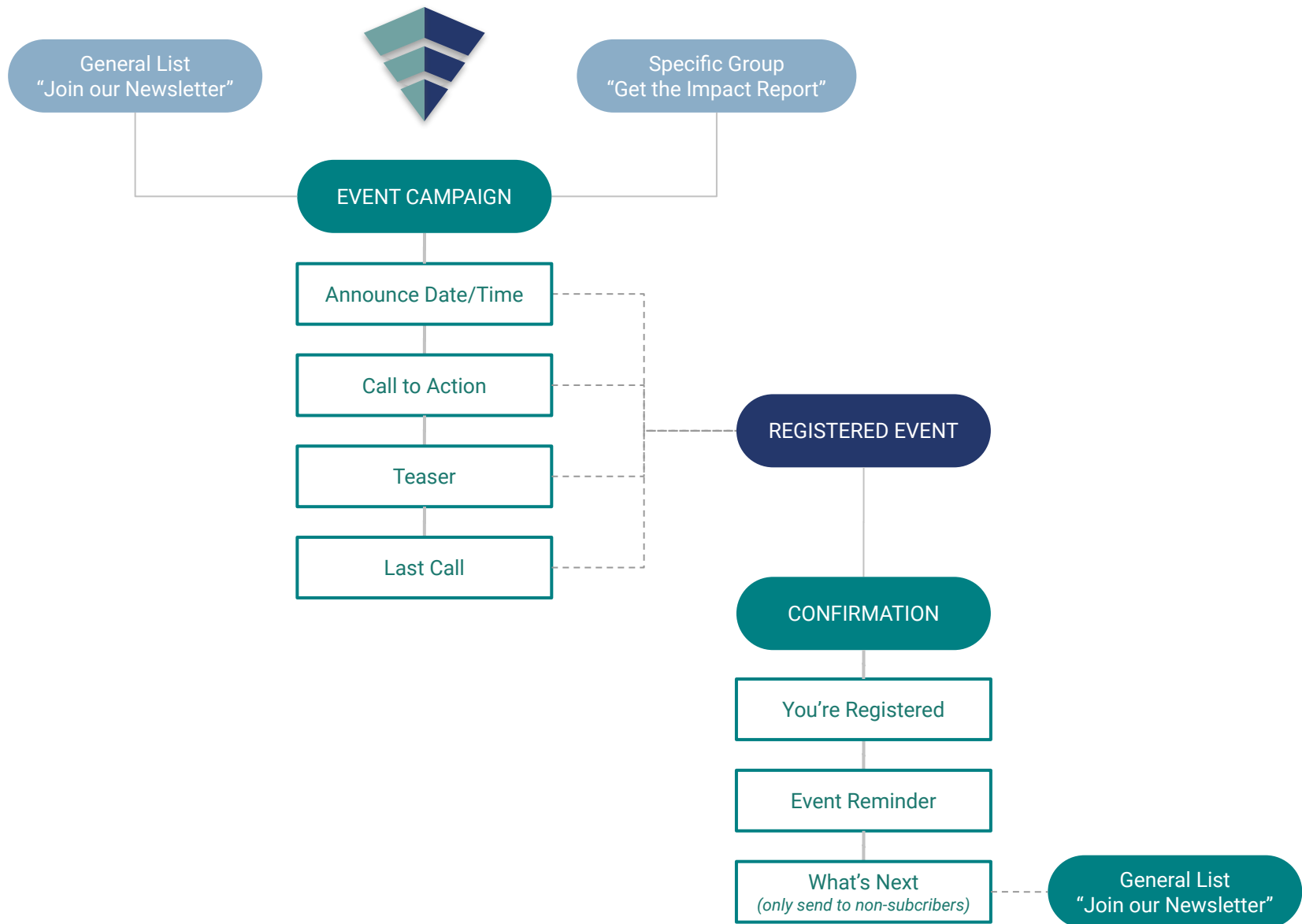
Tag email subscribers as volunteers or create a separate volunteer list.

Donation Requests

Plan an annual email campaign to ask for donations.



EMAIL SEQUENCE



MAILCHIMP

Getting Started

Signing up for the first time?

Use our referral link: eepurl.com/hrfIGr

1. How to open an account
2. How to put sign up forms on your website
3. How to set up your audience

[Click here for Getting Started](#) Articles
or visit mailchimp.com/resources/mailchimp-101/

Mailchimp offers a 15% discount to verified nonprofit organizations and charities.

To request a nonprofit discount, visit the [contact form](#) and select **Billing**. Under Billing, select **Non-profit Discount Requests**, and click **Access the contact form**.



Contact Mailchimp

Topic

Billing ▼

What kind of billing question do you have?

Non-profit Discount Requests (US) ▼

Popular guides & tutorials

[About Mailchimp Discounts](#)

Didn't find what you're looking for?

[Access our contact form](#)

UNDERSTANDING TERMINOLOGY

Lists

Separate accounts.

Subscribers on different lists will be counted twice on your payment plan.

Groups

Create checkboxes on sign up forms.

Allow subscribers to **self-segment** when they sign up or update their profile.

Tags

Segment on Import.

Admin tags contacts to segment lists.

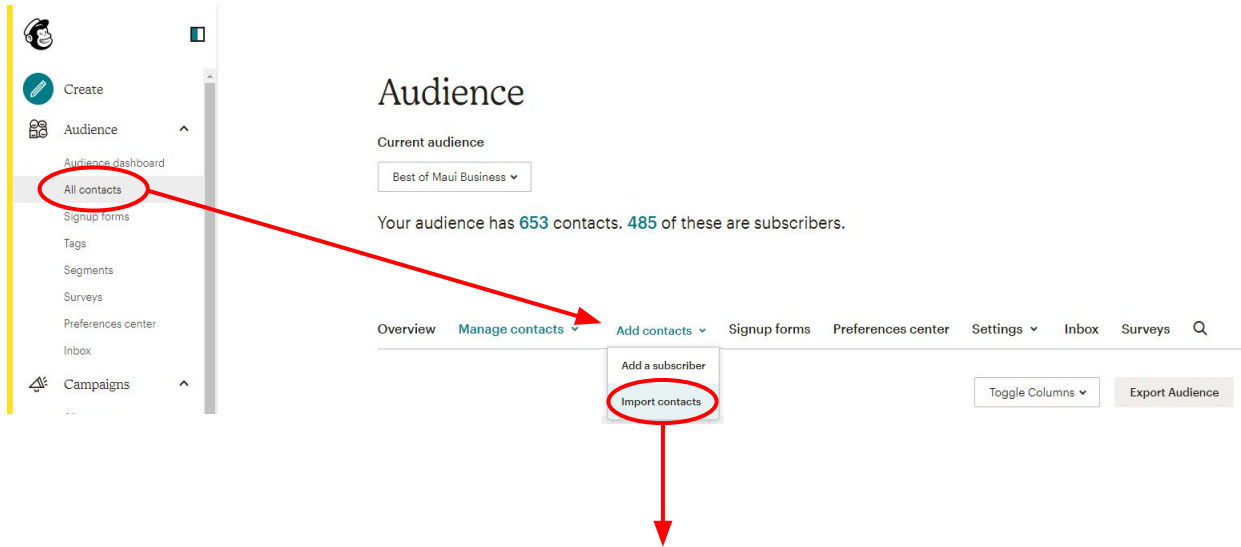
Example:

List = HandsOn Maui

*Groups = Newsletter, events
What do you want to hear about?*

*Tags = Registered for event,
Agency / Volunteer*

HOW TO ADD CONTACTS (part 1)



****IMPORTANT****
Do not use third party lists. Get proper permissions.

How would you like to add contacts?

Build your Mailchimp audience by adding or importing contacts you already have permission to market to. [Learn how consent impacts email delivery](#).

Import from another service
Add contacts automatically from tools you already use.

Upload a file
Import contacts from a CSV or tab-delimited TXT file. [More info](#)

Copy and paste
Directly paste in new contacts from a spreadsheet or similar list.

Continue

Organize your contacts

Select an audience
Newsletter Subscribers ▼

Select a status
Subscribed ▼

When you choose the "Subscribed" status for your contacts, it indicates that you've gained permission to market to them. [Learn more about the Importance of Permission.](#)

Select groups

☐ Select your interests:

☐ Update any existing contacts
If any imported contacts are already in your audience, we'll automatically replace their information with the data from your import. This option may make the import process take longer.

Continue to Tag

HOW TO ADD CONTACTS (part 2)

Organize your contacts

Select an audience

Newsletter Subscribers

Select a status

Subscribed

When you choose the "Subscribed" status for your contacts, it indicates that you've gained permission to market to them. [Learn more about the importance of Permission.](#)

Select groups

☐ Select your interests:

☐ Update any existing contacts

If any imported contacts are already in your audience, we'll automatically replace their information with the data from your import. This option may make the import process take longer.

Continue to tag

Tag your contacts

Easily organize your contacts using simple words or phrases that make the most sense to you.

Search for or create tags

Choose from popular tags

Customer 2021 Staff Influencer

Member

Start typing to add a custom tag

Continue To Match

Match column labels to contact information

69 contacts were recognized in this file

Timestamp	Email Address	Agency
9/7/2022 16:10:10		
9/12/2022 9:58:39		
9/8/2022 8:01:36		

4 columns will be imported, 1 column will not be imported.

Finalize Import

HOW TO CREATE AN EMAIL CAMPAIGN

The image illustrates the process of creating an email campaign in Mailchimp through three sequential screenshots, with red annotations highlighting key steps.

Screenshot 1: Campaigns Overview
The left sidebar shows the 'Campaigns' menu with 'All campaigns' circled in red. The main area displays 'Current audience' as 'Newsletter Subscribers' and states 'Your audience has 4,942 contacts. 4,124 of these are subscribers.' The 'Create Campaign' button is circled in red at the top right.

Screenshot 2: Campaign Builder
This screen shows options to 'Try building one of these': 'Regular email', 'Landing page', and 'Embedded form'. The 'Regular email' option is selected, and the 'Design Email' button is circled in red.

Screenshot 3: Campaign Setup
The 'Untitled' campaign setup screen shows fields for 'To', 'From', 'Subject', and 'Content'. The 'Design Email' button is circled in red next to the 'Content' field.

HOW TO ADD RECIPIENTS

Let's get started! Draft email [Finish later](#) [Schedule](#) [Send](#)


Untitled
[Edit name](#)

☒ To
Who are you sending this campaign to? [Add Recipients](#)

☒ From
Who is sending this campaign? [Add From](#)

☒ Subject
What's the subject line for this campaign? [Add Subject](#)

☒ Content
Design the content for your email. [Design Email](#)



☒ To
Who are you sending this campaign to?

Audience Segment or Tag

Newsletter Subscribers Group or new segment

[New Segment](#) [Paste Emails](#) [Update Recipient Count](#)

Contacts match any of the following conditions:

Date Added is after the last campaign was sent - 10/03/2022

[+ Add](#)

☐ Personalize the "To" field Recommended for you

Add merge tags to display your recipient's name to make it more personal and help avoid spam filters. For example, *|FNAME|* *|LNAME|* will show as "To: Bob Smith" instead of "To: bob@example.com."

[Save](#) [Cancel](#)

HOW TO DESIGN AN EMAIL

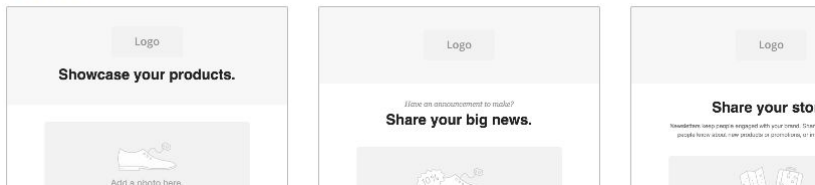


[Action Needed] Implementation Survey

Select a template

[Layouts](#) [Themes](#) [Saved templates](#) [Campaigns](#) [Code your own](#)

Featured



[Action Needed] Implementation Survey

Preview ▼ Template ▼ [Continue](#)

[View this email in your browser](#)

Blocks

Style

Comments

Text

Boxed Text

Divider

Image

Image Group

Image Card

Image + Text

Share

Social Follow

Button

Footer

Code

Video

Need a refresher? [Take a quick tour.](#)

Logo

It's time to design your email.

Now that you've selected a template, you'll define the layout of your email and give your content a place to live by adding, rearranging, and deleting content blocks.

You can create unique layouts by placing a variety of content blocks in different sections of your template.

Drop an image
or
[Browse](#)

Creative Assistant

Input caption text here. Use the block's Settings tab to change the

Drop an image
or
[Browse](#)

Creative Assistant

Input caption text here. Use the block's Settings tab to change the

HOW TO DELETE AN EMAIL CAMPAIGN

Campaigns

Create Campaign

Current audience

Newsletter Subscribers ▼

Your audience has **4,937** contacts. **4,120** of these are subscribers.

TIP: To delete, first check the box that appears when you hover your mouse over an email campaign.

List View Calendar View

View by Status

1 campaign selected

Deselect All

Move To ▼

Delete

All

You can also search by [all audiences](#).

Ongoing

Draft

Completed

October, 2022 (2)



Untitled

Draft

Edit

▼

Regular · Newsletter Subscribers

Edited Mon, October 3rd 6:48 AM by you

View by Type

Emails

Automations

Landing Pages

Ads

Postcards

Social Posts

Surveys



Event Email 4 - Training tomorrow!

Draft

Edit

▼

Regular · Newsletter Subscribers

Unsaved segment

Edited Mon, October 3rd 6:59 AM by you

September, 2022 (9)



Event Email 3 - Newsletter Training

Sent

40.5%

2.7%

View Report

▼

RESOURCES

HandsOn Maui

1. Register as an agency
2. Read through Agency Training
3. Post volunteer opportunities

Maui Volunteers Facebook group:

<https://www.facebook.com/groups/mauivolunteers/>

