



# MAILCHIMP FOR CHURCHES

*MailChimp*



a guide for churches

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# INTRODUCTION

MailChimp makes it fun and easy to send email newsletters, manage subscriber lists and track newsletter performance—but what does that have to do with you? Why should churches be concerned with email?

Chances are, your church has been sending newsletters, either physically or digitally, for a long time. Newsletters provide a great way to keep your congregation informed about news, events, schedules and more. You may have close relationships with many of your church's members, but newsletters provide structure, keeping people informed about everything your church is offering in a way that may not otherwise be available.

In this guide, we'll cover all the basic features that MailChimp offers for churches, and how you can use them effectively. We'll talk about building your mailing list, creating newsletters and using social sites to connect with your congregation and promote everything your church has to offer.

And did we mention that you can send up to 3,000 emails per month completely free? That's right, **FREE**. No credit card, no expiring trial and no hidden fees or commitments. You get access to our amazing features—including powerful reports, list management, awesome templates and more integrations than you can shake a stick at. Plus, we provide a 15 percent discount to nonprofit organizations, so when you're ready to start sending more emails, you'll enjoy a low price. Sounds pretty good, doesn't it? We think so.

Please note that this document is intended to serve as an introductory guide to MailChimp's features for churches. There's a lot more we can do, and you may have questions about some of our other features. If your questions aren't addressed here, feel free to contact our support staff at [mailchimp.com/support](https://mailchimp.com/support). We'll be happy to assist you.

# BUILDING YOUR MAILING LIST

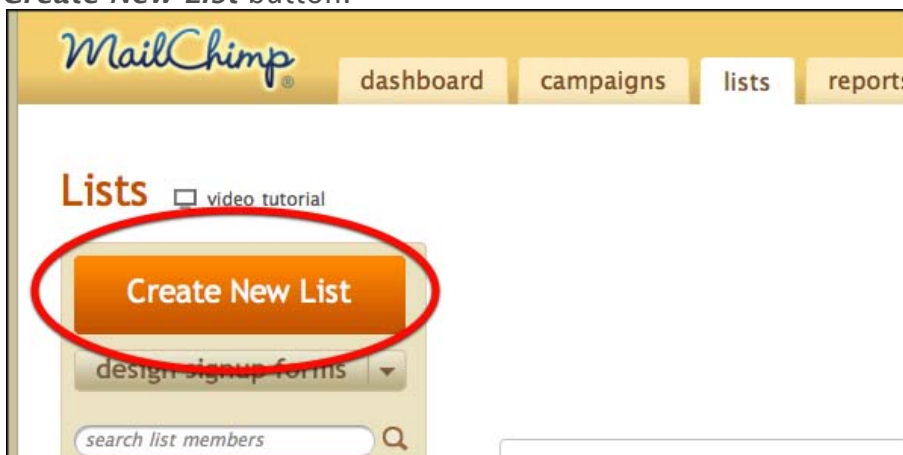
There are several ways to build your mailing list. MailChimp only allows permission-based sending, but that doesn't mean you have to collect your list online. Lots of churches have cards in their pews or at events that can be used as signup forms. As long as everyone on your mailing list has, in some way, said "Yes, I would like to receive email from you," then you've got permission. It can mean checking a box on a card at church or filling out a subscribe form on your website.

MailChimp offers several ways to build your mailing list by allowing you to present your readers with opportunities to sign up and receive email updates. Let's begin with setting up your list in MailChimp and adding interest groups, and then we'll look at the different ways you can add new subscribers to your list.

When you log in to MailChimp, the first screen you see is the dashboard. From there, click the **Lists** tab.



If you've never created a list before, don't worry. Just click the big orange **Create New List** button.



Next, we'll ask you to fill out some basic information about your list. Note the list reminder field: You must provide this for your subscribers to remind them why they're receiving email from you.

The screenshot shows a form titled "set up your new list" with the following fields and content:

- Use groups for smarter list management:** A blue banner with the text "Rather than creating lots of lists, it might be smarter to create sub-groups in an existing list. [tell me more](#)".
- list name \*:** Text input field containing "Imaginary Church Mailing List".
- default from name \*:** Text input field containing "Imaginary Church".
- default reply-to email \*:** Text input field containing "info@imaginarychurch.net".
- default subject:** Text input field containing "Imaginary Church News".
- remind people how they got on your list \*:** A text area containing "You subscribed to receive news from Imaginary Church on our website, or you filled out a card at church." Below this is an example: "Example: 'You are receiving this email because you opted in at our website...' or 'We send special offers to customers opted in at...'"
- Is this the correct contact info for this list? [why is this necessary?](#)** A section containing the address: "Imaginary Church, 123 Church Way, Suite 8A, Atlanta, GA 30318" and an "edit" button.

After you set up and save this information, you should set up **interest groups**. Interest groups allow you to segment your list and send emails to your subscribers based on their preferences. For example, you probably have lots of different ministries at your church, like nursery, music, prayer and youth group. You may want to include basic information about everything that's happening at the church in the general newsletter that goes to everyone, but if you create interest groups, you can also send more detailed information about the various ministries only to the people that are involved in them and have asked to receive updates.

To set up interest groups, click **Groups** on your list (on the main **Lists** page).



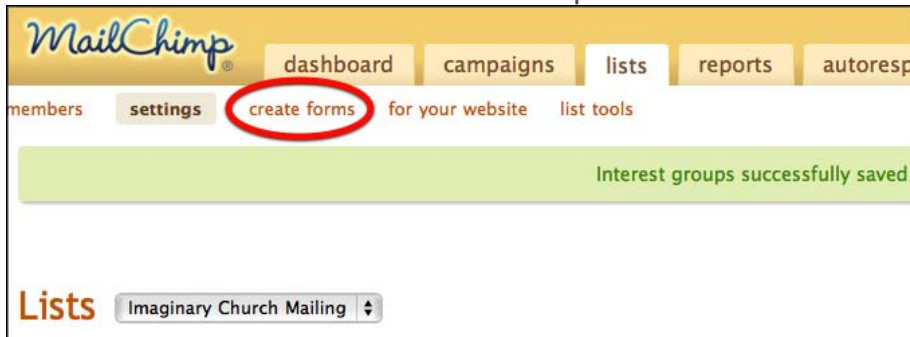
Check the "add groups to my list" box, and add the appropriate interest groups

for your list (you can add up to 30 of them). Note that the title you give the group will be displayed on your signup form, so make sure it's descriptive. For **Field Type**, use checkboxes, because they allow your subscribers to choose more than one interest group.



The screenshot shows a form titled "add groups to my list" with a checked checkbox. Below is a "group title" field containing the text "I'm interested in receiving information about..." and an example: "I'm interested in ..." or "Subscribe me to these mailing lists". The "field type" is set to "Checkboxes" with an "info" icon. A list of groups is shown, each with a red 'X' icon and a text label: "News", "Sermons", "Music Ministry", "Children's Ministry", and "Youth Group". At the bottom is a green "+ add group" button.

Once the groups are successfully saved, you can begin creating forms for your website. Click **Create Forms** near the top of the **Lists** screen.



On the form creation page, there's a lot you can do:

1. The form that's shown above is the signup form, but there are several other forms you can customize as well, including a thank-you page, confirmation email, unsubscribe form and more.
2. You can design all your forms to look however you want. It's best to make them look as much like your church website as possible. You can use the same color palette and upload an image to replace the text header.
3. You can place the link to your subscribe form on your website, so that when people click the link, they're taken to the signup form and given and opportunity to sign up for your mailing list.
4. As an alternative to placing a link to your subscribe form on your site, you can also embed the form directly onto your site. It may take a little more technical expertise to pull this off. (see link in **Resources**)
5. The form above only asks for a few pieces of information, but you can add more fields if you want to capture addresses, phone numbers and more. Just click the field type in the right column and add a field.
6. You can change the settings for each field, too. You can decide which fields are required for signup.
7. Notice that your interest groups have been added to the signup form.

Once you complete your form and place a link to it on your website, you're all set. When people fill out the form and submit it, they'll be automatically added to your mailing list.

## Uploading Contacts

If you collect email addresses physically at church, you can easily upload them to MailChimp. Here's how to do it.

First, transcribe the contents of the cards you collected at church to a program on your computer, like Microsoft Excel. You can include the same interest groups on the cards, and upload them along with the email addresses.

Email Address	First Name	Last Name	Interests
<a href="mailto:john@imaginarychurch.net">john@imaginarychurch.net</a>	John	Smith	Sermons, News, Music Ministry
<a href="mailto:sally@imaginarychurch.net">sally@imaginarychurch.net</a>	Sally	Smith	Sermons, News, Youth Group, Children's Ministry, Music Ministry
<a href="mailto:tom@imaginarychurch.net">tom@imaginarychurch.net</a>	Tom	Bennett	Youth Group, News
<a href="mailto:dave@imaginarychurch.net">dave@imaginarychurch.net</a>	Dave	Tolley	Music Ministry, News, Children's Ministry
<a href="mailto:monica@imaginarychurch.net">monica@imaginarychurch.net</a>	Monica	Martinez	Prayer Ministry, Sermons, Youth Group

Head back to the main *Lists* screen and click *Import* on the list where you want to add your subscribers.



Choose *Copy and Paste from Excel* in the list of import options.





Paste your list into MailChimp. If you want to update existing contacts on your list with new information, just check the **auto-update** box above the copy/paste section.

**Auto-update my existing list (takes longer)** [? about](#)

**copy/paste your list**

We'll **automatically clean** duplicates from the list. Importing does **not** see permission. [? tell me more](#)  show me how to copy/paste import

**paste your list**

Email Address...	First Name...	Last Name...
Email Address...	First Name...	Last Name...
Email Address...	First Name...	Last Name...
Email Address...	First Name...	Last Name...
Email Address...	First Name...	Last Name...

List too large? [Upload file instead](#)

**import list**

When your list import is done, you'll be asked to verify the columns on your list. Note that MailChimp automatically recognizes your interest groups.

name this column	First Name	Last Name	I'm interested in receiving information about...
Email Address <input type="text" value="Email Address"/> <a href="#">delete</a> <input type="button" value="ok »"/>	text field <a href="#">edit</a>   <a href="#">delete</a>	text field <a href="#">edit</a>   <a href="#">delete</a>	checkboxes field <a href="#">edit</a>   <a href="#">delete</a>
Email Address	First Name	Last Name	Interests
john@imaginarychurch.net	John	Smith	Sermons, News, Music Ministry
sally@imaginarychurch.net	Sally	Smith	Sermons, News, Youth Group, Children's Ministry, Music Ministry
tom@imaginarychurch.net	Tom	Bennett	Youth Group, News
dave@imaginarychurch.net	Dave	Tolley	Music Ministry, News, Children's Ministry

That's it! Now you've got an official MailChimp list and you're ready to send your first campaign.

	Email Address	First Name	Last Name	I'm interested in receiving information about...	member rating	date added	
<a href="#">view</a>	john@imaginarychurch.net	John	Smith	News, Sermons, Music Ministry	★★★★★	02/22/2010 01:24pm	✘
<a href="#">view</a>	sally@imaginarychurch.net	Sally	Smith	News, Sermons, Music Ministry, Children's Ministry, Youth Group	★★★★★	02/22/2010 01:24pm	✘
<a href="#">view</a>	tom@imaginarychurch.net	Tom	Bennett	News, Youth Group	★★★★★	02/22/2010 01:24pm	✘
<a href="#">view</a>	dave@imaginarychurch.net	Dave	Tolley	News, Music Ministry, Children's Ministry	★★★★★	02/22/2010 01:24pm	✘
<a href="#">view</a>	monica@imaginarychurch.net	Monica	Martinez	Sermons, Youth Group	★★★★★	02/22/2010 01:24pm	✘

## Can my subscribers choose to receive emails in formats besides HTML?

Yes. By default, we include a preference in your subscribe form that allows your subscribers to choose how they want to receive email. HTML includes all your images, links and formatting; text strips out everything but the text in your email; and mobile reduces image sizes and stacks your content into a single column for easy reading on a mobile device.

MailChimp is the *only* email service provider that offers a mobile format, and we think it's a great option for on-the-go subscribers who prefer to read email on their phones. It preserves the images and links from your HTML campaign but presents them in a way that's suitable for mobile reading. For example, here's a regular HTML email campaign and its mobile counterpart, shown side by side:

### Standard HTML



### Mobile



If you want to remove this option from your subscribe form, go to **Lists** → **Settings** → **List Name & Defaults** and uncheck the “Let your subscribers pick an email format?” box.

# CREATING A NEWSLETTER

Now that your list is set up, you're ready to send your first newsletter.

From the MailChimp dashboard, click the big orange **Create Campaign** button and choose "regular ol' campaign."



The first step in creating your newsletter is deciding where you want to send it. You can either send it to your entire mailing list or to a segment of the list.



If you choose **Send to Entire List**, you'll go immediately to the next step. If you choose **Send to Segment of List**, you'll enter the criteria for the segment. You can segment the date subscribers were added to your list, where they're located and more. In this case, we'll send our newsletter to everyone interested in receiving information about the youth group. After you select your segment, click **Send to Segment**.

The screenshot shows the Campaign Builder interface. At the top, it says "Campaign Builder" with a "video tutorial" link. On the right, there are "save as draft" and "cancel & exit" buttons. Below that, it says "Untitled" and has "back" and "next" navigation arrows. The main heading is "which list would you like to send this campaign to?". Underneath, there's a section for "Imaginary Church Mailing List (5 recipients)" with "cancel segment" and "send to entire list" options. The "send to entire list" option is selected. Below this, it says "match any of the following:". There's a dropdown menu for "Is Interested In" and another for "one of". A list of categories is shown: "News", "Sermons", "Music Ministry", "Children's Ministry", and "Youth Group". The "Youth Group" option is selected. There's a "+ add condition" button and a "show me how to segment lists" link. On the right, a blue box displays "Campaign will go to 3 in this segment" with "view segment" and "refresh count" buttons. At the bottom right, there are "cancel segment" and "send to segment" buttons.

In the next step, you'll set up the details of the newsletter.

**Campaign Builder** video tutorial save as draft cancel & exit

Imaginary Church News back next

**campaign info** \* indicates required

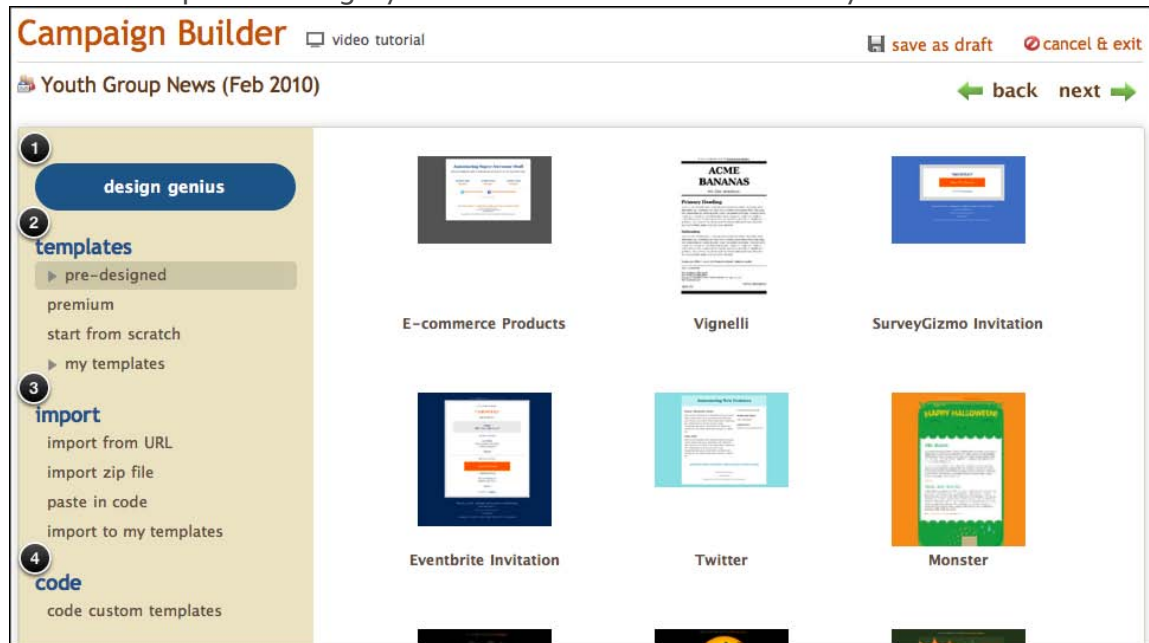
- 1 name your campaign**  
Youth Group News (Feb 2010)  
Internal use. Ex: "Newsletter Test#4"
- 2 message subject \***  
Imaginary Church Youth: February 2010  
Keep it relevant and non-spammy to avoid spam filters. info  
research subject lines
- 3 from name \***  
Imaginary Church  
Use something they'll instantly recognize, like your company name.
- 4 reply-to email \***  
info@imaginarychurch.net  
Their replies will go to this email address.
- 5**  personalize the "To:" field info  
specify \*|MERGETAGS|\* for recipient name  
\*|FNAME|\*

**tracking, authentication, and more**

- 6 email tracking**  
 track opens  
Learn how open tracking works, and how accurate it is.  
 track HTML clicks  
We'll show you which links people clicked on, and how often.  
 track plain-text clicks  
Don't click this unless you're comfortable with people seeing "MailChimp" in your links. info  
 add Google Analytics™ tracking to all URLs  
Monitor traffic from campaigns to your site. info
- 7 authentication**  
 authenticate the campaign  
Proves the email is not a forgery and helps avoid spam filters. info
- 8**  send to Twitter  
 automatically post to Twitter after campaign is sent  
advanced tracking options

1. This is the name of your newsletter internal to MailChimp, so make sure it's descriptive.
2. This is what will appear in the subject line when people receive your email.
3. The "from name" is the person or organization that sends the email. It's generally best to use your church's name instead of your own.
4. If people click "reply" on your email, this is the default address where their replies go.
5. If you want to personalize your email with your subscribers' first names, keep this box checked. \*|FNAME|\* is the basic merge tag that dynamically inserts first names.
6. You can track who opens your emails and what links they click by checking these boxes. Tracking is helpful for analyzing how effective your newsletters are.
7. MailChimp authenticates newsletters by default, which means that we insert a bit of code that acts like a license plate, letting spam filters know that we're playing by the rules.
8. If you use Twitter, MailChimp can automatically tweet your newsletter for you. The first time you check this box, we'll authenticate your Twitter account, and after that, you're connected forever. When we automatically post to Twitter, we include the subject line from your newsletter and a link to the web version of it.

The next step is to design your email. There are several ways to do it.



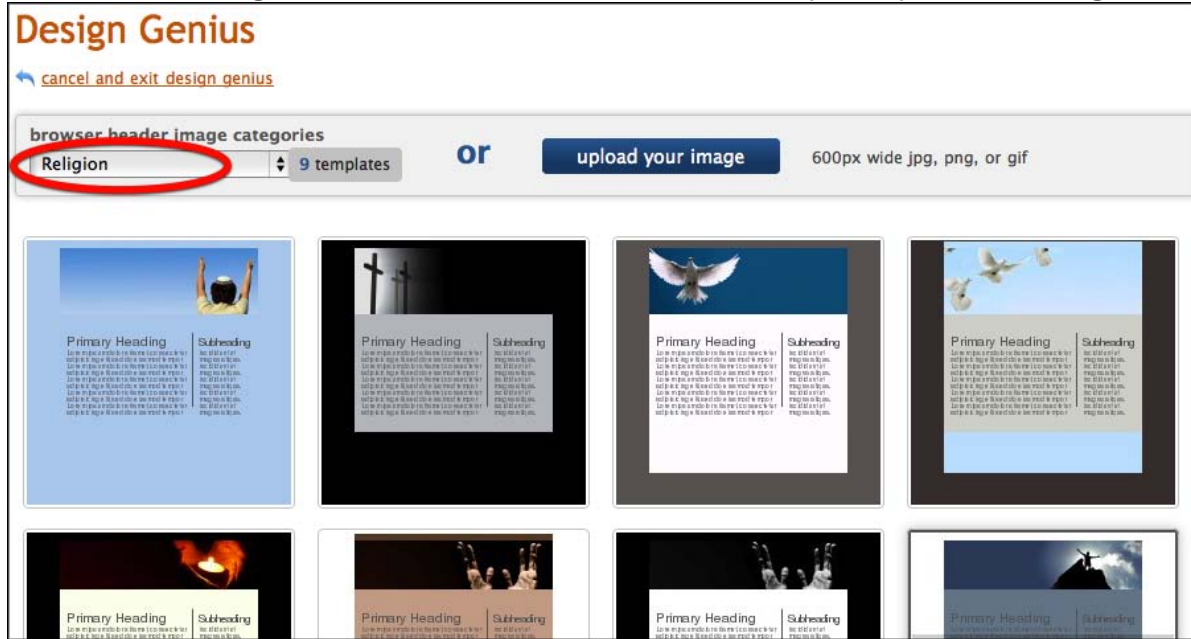
1. Design Genius is an easy way to put together your own template. We'll walk through Design Genius in the next step.
2. You can also choose one of our pre-designed or premium templates, but for general church newsletters, you're more likely to find something that suits you with Design Genius.
3. If you or someone on your staff is a web designer, you can create your own templates and import them into MailChimp.
4. Similar to importing, you can code your own templates if you're tech-savvy.

If you choose Design Genius, MailChimp will take you step-by-step through your newsletter design.

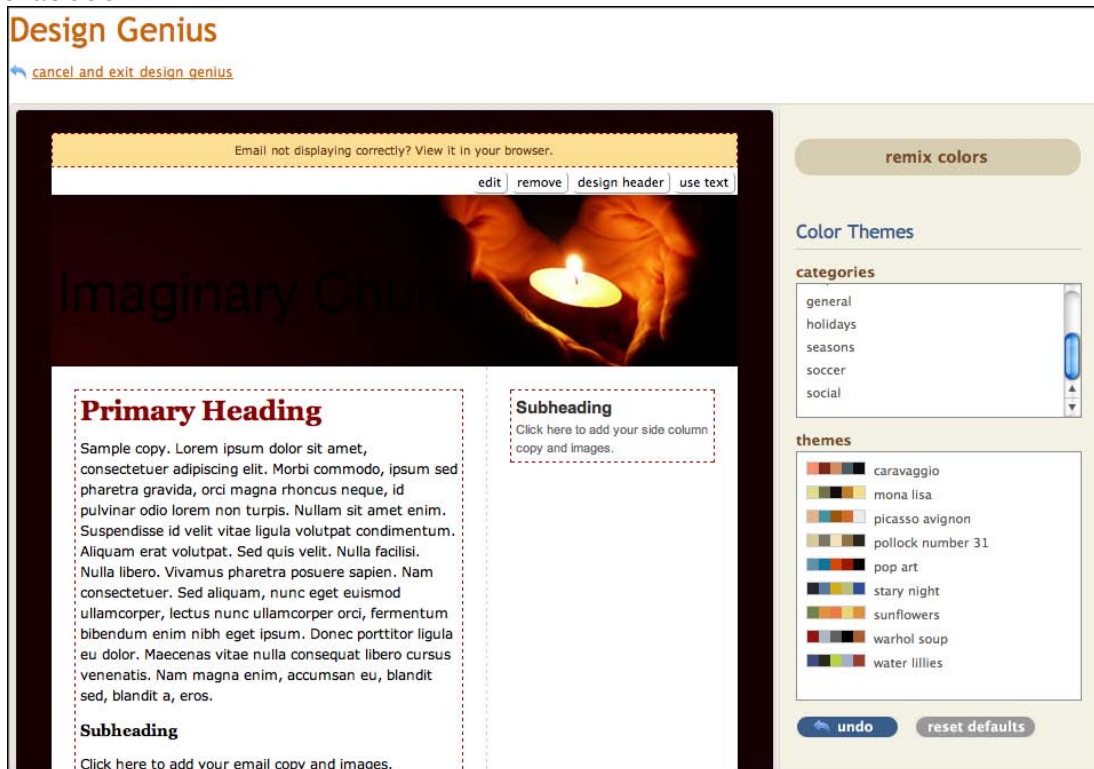




The first step in Design Genius is to choose a category. Select **Religion** and you can choose among several basic headers. You can also upload your own image.



In this step, choose the basic color palette for your newsletter. You can refine it later if you want. Don't worry about editing the text right now, either. We'll do that soon.



The final step in Design Genius is to choose the layout for your newsletter.

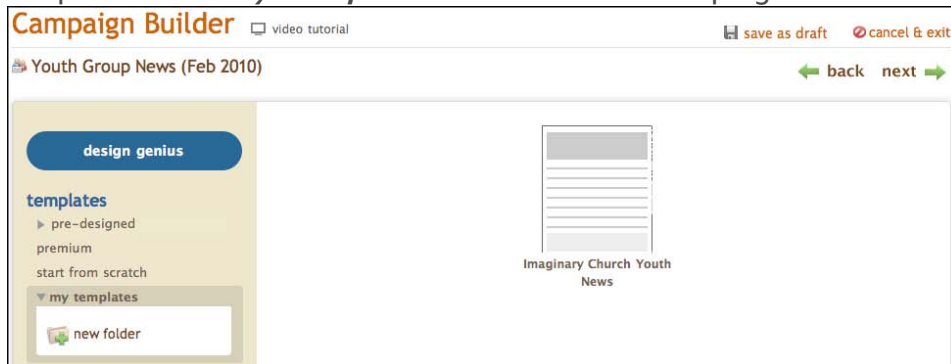
The screenshot shows the 'Design Genius' interface. On the left, there are four layout options: 'Left Column', 'Right Column' (which is highlighted), 'Postcard', and 'Basic'. The main area displays a preview of a newsletter template with a dark background and a lit candle. The preview includes a yellow banner at the top with the text 'Email not displaying correctly? View it in your browser.' Below this is the title 'Imaginary Church'. The main content area is divided into two columns: a 'Primary Heading' column with sample text and a 'Subheading' column with a link to add content. At the bottom, there is a footer with subscription information, an unsubscribe link, mailing address, and copyright notice. A blue button labeled 'save & add content »' is located at the bottom right of the preview area.

When you click **Save & Add Content**, we'll ask you to give your template a name.

The screenshot shows a dialog box titled 'save to my templates'. It has a close button (X) in the top right corner. Below the title, there is a text input field labeled 'template name' with the text 'Imaginary Church Youth News' entered. At the bottom of the dialog, there are two buttons: 'save then add content' (in blue) and 'cancel' (in orange).



The next time you want to send an email with the same template, you'll find this template in the *My Templates* section of the campaign builder.



When you finish using Design Genius, the next step is to add content to your newsletter. You can also change all the visual elements of your newsletter in this step.



1. Clicking on *Style Editor* opens an editor that allows you to change all the visual elements of your campaign, including colors, borders and links.

2. If you want a quick look at what your newsletter will look like when your subscribers receive it, click **Popup Preview**.
3. Each text section of the newsletter is editable. Just click on the section you want to edit, and add your content.

The next step is to create a text-only version of your campaign. This is required for all campaigns because some people don't have HTML-enabled email clients, and others read email on phones that don't support HTML email. Click **Copy Text from HTML Email**, and MailChimp will grab all the content from your HTML newsletter and reformat it as text.

The screenshot shows the MailChimp Campaign Builder interface for a campaign titled "Youth Group News (Feb 2010)". At the top, there are navigation options: "save as draft" and "cancel & exit". Below the campaign title, there are "back" and "next" buttons. A message states: "This text part was automatically generated from your HTML content. Please look it over and make sure everything was converted correctly." Below this, a box prompts the user to "Enter your plain-text message below" and explains that this text is displayed if recipients can't display the HTML email. A button labeled "copy text from HTML email" is circled in red. Below the button is a text area containing the plain-text version of the newsletter content, including a link to an archive, a report on a zoo trip, and a list of upcoming events. At the bottom of the interface, there are buttons for "popup preview" and "send plain-text test", along with a link to a "merge tag cheatsheet for list Imaginary Church Mailing List".

The final step in the newsletter-building process is to confirm everything you've already done. If there are any issues with the newsletter, we'll let you know on this page. If you want to edit any part of the newsletter, just click on the relevant **Edit** button. There are more tools here to help you finalize the email on this page, too.

**Campaign Builder** video tutorial save as draft cancel & exit

Youth Group News (Feb 2010) back next

- List:** MailChimp will deliver this to a segment of the Imaginary Church Mailing List list ([3 recipients](#)) edit
- Subject Line:** "Imaginary Church Youth: February 2010" edit
- Replies:** All replies will go to Imaginary Church <info@imaginarychurch.net> edit
- Tracking:** You chose to track clicks and opens in the HTML email edit
- HTML Email:** You're sending an HTML email from the Imaginary Church Youth News template edit
- Plain-text Email:** You included a plain-text version edit
- Email Authentication:** Automatic email authentication will be enabled for this message edit
- MonkeyRewards:** A MailChimp affiliate link is included in your template footer edit

**1 Test With Delivery Doctor** beta  
Delivery Doctor tests your campaign with many common spam filters and consumer ISPs, giving you insight into exactly what parts of your campaign might cause delivery issues. Available for all [monthly and pay-as-you-go accounts](#).

**2 Test With Inbox Inspection**  
[Inbox Inspection](#) lets you see your campaign in 30+ email clients which will help you deliver a consistently beautiful email to all recipients.  
buy 3 for \$14 run inbox inspection  
You currently have **3** inbox inspections.

**3** Popup Preview **4** Send Test **5** Schedule Delivery **6** Send Now

back next

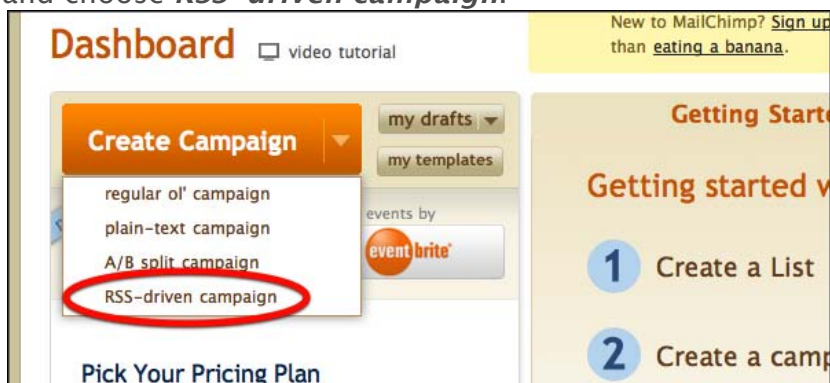
1. Delivery Doctor sends your newsletter through common spam filters and will let you know if there are any specific problems. If so, you'll want to fix them to make sure the newsletter is delivered successfully to all your subscribers. (Note that Delivery Doctor is only available for paid accounts.)
2. Inbox Inspector shows you what your newsletter will look like in more than 30 different email clients. Since different services will render your newsletter in different ways, it's helpful to see ahead of time.
3. Preview the final version of your newsletter.
4. Send a test to yourself or a friend to see how the newsletter will look when it shows up in your inbox.
5. Schedule delivery if you don't want the newsletter to go out right away.
6. If everything looks good and you're ready to go, send your newsletter!

# CREATING RSS-TO-EMAIL CAMPAIGNS

RSS stands for “really simple syndication,” and if your church has a blog or uses a content-management system to update its website, then people can use RSS to follow site updates without having to check in all the time. MailChimp provides a way to automatically send newsletter updates for sites that have RSS. It’s easy to set up, and it provides your subscribers with another way to learn about what’s happening at your church.

For example, if you post sermons on your site every week, there may be different ways people can hear them. They can go to your website and download them, and maybe people can subscribe as a podcast in iTunes. You may also consider setting up an RSS-to-Email campaign in MailChimp. That way, whenever you post new sermons to your site, MailChimp will automatically send an email with a link to download the sermon to the folks who want to receive it. Here’s how it works.

From the MailChimp dashboard, click the big orange **Create Campaign** button and choose **RSS-driven campaign**.



Enter the URL of the site (or section of the site) you want to use. You can give us the URL of your RSS feed, but it's not necessary—we can usually find it for you.

Choose the frequency for your updates. If you're sending sermons, then you might want to send the newsletter every Monday morning. If you're sending blog updates, and you don't update your site very often, then you may consider sending a newsletter once a month.

The screenshot shows the 'Campaign Builder' interface for configuring an RSS feed. At the top, it says 'Posts from \*|RSSFEED:TITLE|\* for \*|RSSFEED:DATE|\*'. Below this is a section titled 'RSS feed' with a 'video tutorial' link. The 'RSS Feed URL \*' field contains 'http://www.trinityanglicanmission.org/sermons/feed'. A note explains that RSS feeds often have an icon and that the system will try to find the URL if not sure. There is a link to 'ChimpFeedr' for combining feeds. The 'when should we send?' section has dropdowns for 'every week', 'Monday', '10:00AM', and 'Eastern Time'. A note states 'We'll only send if there is new content.' On the right, there is a 'Quick Help' section with links to 'RSS to email tutorial' and 'Video overview of...', and a 'Frequently Asked Questions' section with several questions listed.

Choose the list and/or segment that will receive the campaign. Click **Next**.

The screenshot shows the 'Campaign Builder' interface for selecting a list and segment. At the top, it says 'Posts from \*|RSSFEED:TITLE|\* for \*|RSSFEED:DATE|\*'. There are 'save as draft' and 'cancel & exit' buttons. Below this is a section titled 'which list would you like to send this campaign to?'. The selected list is 'Imaginary Church Mailing List (5 recipients)'. There are 'cancel segment' and 'send to entire list' buttons. The 'match any of the following:' section has a dropdown for 'Is Interested In' and a dropdown for 'one of'. A list of segments is shown: 'News', 'Sermons', 'Music Ministry', 'Children's Ministry', and 'Youth Group'. The 'Sermons' segment is selected. A blue box on the right says 'Campaign will go to 3 in this segment' with 'view segment' and 'refresh count' buttons. At the bottom, there is a 'show me how to segment lists' checkbox, a 'cancel segment' button, and a 'send to segment' button.



Name your campaign, give it a subject and review additional options on the preferences screen, just like we did in the first campaign.

**Campaign Builder** video tutorial save as draft cancel & exit

Posts from \*|RSSFEED:TITLE|\* for \*|RSSFEED:DATE|\* back next

**campaign info** \* indicates required

**name your campaign**  
Imaginary Church Sermon Updates  
Internal use. Ex: "Newsletter Test#4"

**message subject \***  
New Sermon|from \*|RSSFEED:DATE|\*  
Keep it relevant and non-spammy to avoid spam filters. info  
research subject lines

**from name \***  
Imaginary Church  
Use something they'll instantly recognize, like your company name.

**reply-to email \***  
info@imaginarychurch.net  
Their replies will go to this email address.

**tracking, authentication, and more**

**email tracking**

track opens  
Learn how open tracking works, and how accurate it is.

track HTML clicks  
We'll show you which links people clicked on, and how often.

track plain-text clicks  
Don't click this unless you're comfortable with people seeing "MailChimp" in your links. info

add Google Analytics™ tracking to all URLs  
Monitor traffic from campaigns to your site. info

**authentication**

authenticate the campaign  
Proves the email is not a forgery and helps avoid spam filters.

Choose a template for your campaign. Again, you can design the template yourself or let MailChimp help you.

MailChimp uses merge tags to create RSS-to-Email campaigns. Use our handy merge tag cheat sheet (see *Resources* section) if you want to customize how your RSS feed is displayed in your campaign. You can use the “pop-up preview” tool to pull in live content and see exactly what your campaign will look like when it’s delivered. When you’ve completed the template, click **Next**.

**Campaign Builder** video tutorial save as draft cancel & exit

Imaginary Church Sermon Updates back next

change template hide style editor popup preview save to "my templates" show me how to use this

RSS merge tag reference

Page Header Body Footer MonkeyRewards

background color border link style

**background**  
#ffffff  
Tips: Choose a color for your HTML email's background. You might choose one to match your company's branding.

Email not displaying correctly? View it in your browser.

**SERMONS**  
from imaginary church

\*|RSS:POSTS\_HTML|\*

**Color Themes**

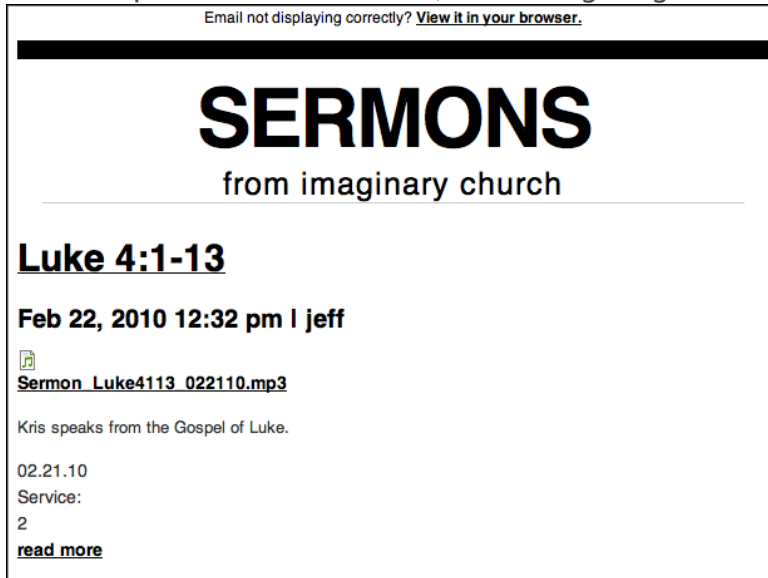
**categories**

- art
- colleges
- corporate
- general
- holidays

**themes**

- caravaggio

Here's what an RSS-to-Email campaign looks like by default when the content is added. You can customize all the elements of the email (text colors, size, different pieces of information) with merge tags.



Next, create the text version of your campaign for readers who use mobile devices or have HTML disabled. Click **Next**.



Confirm the details of your campaign, send a test, and if everything looks good, click **Start RSS Campaign**. Your first campaign will be delivered after the next time you update your site and at the frequency you determined in step 3.

**Campaign Builder** video tutorial save as draft cancel & exit

Imaginary Church Sermon Updates back next

- RSS Feed:** Campaign will be weekly sent using <http://www.trinityanglicanmission.org/sermons/feed> edit
- List:** MailChimp will deliver this to a segment of the Imaginary Church Mailing List list ([3 recipients](#)) edit
- Subject Line:** "New Sermon from \*|RSSFEED:DATE|\*" edit
- Replies:** All replies will go to Imaginary Church <info@imaginarychurch.net> edit
- Tracking:** You chose to track clicks and opens in the HTML email edit
- HTML Email:** You're sending an HTML email from the **Vignelli** template edit
- Plain-text Email:** You included a plain-text version edit
- Email Authentication:** Automatic email authentication will be enabled for this message edit
- MonkeyRewards:** A MailChimp affiliate link is included in your template footer edit

**Test With Delivery Doctor** beta  
Delivery Doctor tests your campaign with many common spam filters and consumer ISPs, giving you insight into exactly what parts of your campaign might cause delivery issues. Available for all [monthly and pay-as-you-go accounts](#).

**Test With Inbox Inspection**  
[Inbox Inspection](#) lets you see your campaign in 30+ email clients which will help you deliver a consistently beautiful email to all recipients.  
buy 3 for \$14 run inbox inspection  
You currently have **3** inbox inspections.

Popup Preview Send Test **Start RSS Campaign** back next

## Frequently Asked Questions

### My RSS feed isn't working. Am I doing something wrong?

Our application generally cooperates well with RSS feeds, but every once in a while, customers have issues with their feeds not working correctly. Check to make sure you've added the correct URL for your feed (especially if you're having problems when you just add your blog's URL). If it still doesn't work, we recommend running your feed through Feedburner and giving us that feed instead.

To do that, just go to [feedburner.google.com](http://feedburner.google.com) and create a feed for your blog. Once you've completed the simple steps there, copy and paste your new Feedburner feed into the Feed URL field in the MailChimp campaign builder.



### **Will my old posts be emailed out in my first campaign?**

No, we'll start sending email when new content is added to your feed.

### **Will my campaign go out if I haven't posted anything?**

Nope. We only send campaigns when there's new content in your feed. So if you've got your campaign set to go daily but didn't post anything today, a campaign won't go out tomorrow.

### **How can I update, edit and pause my RSS-to-Email campaigns?**

To update your campaign, go to *Campaigns* from the dashboard. In the left column beneath *Create Campaign*, you'll see folders containing all your campaigns. Navigate to the RSS-to-Email folder, and you'll see a list of all those campaigns. Click on the one you want to update, and the "parent"—the template for your all your emails—will be the top item in the folder. Click *Edit Email* to make changes.

# SOCIAL SHARING

Social networking sites are excellent ways to connect with your congregation and promote your church. If you use sites like Twitter and Facebook, check out how you can integrate them with your newsletters using MailChimp.

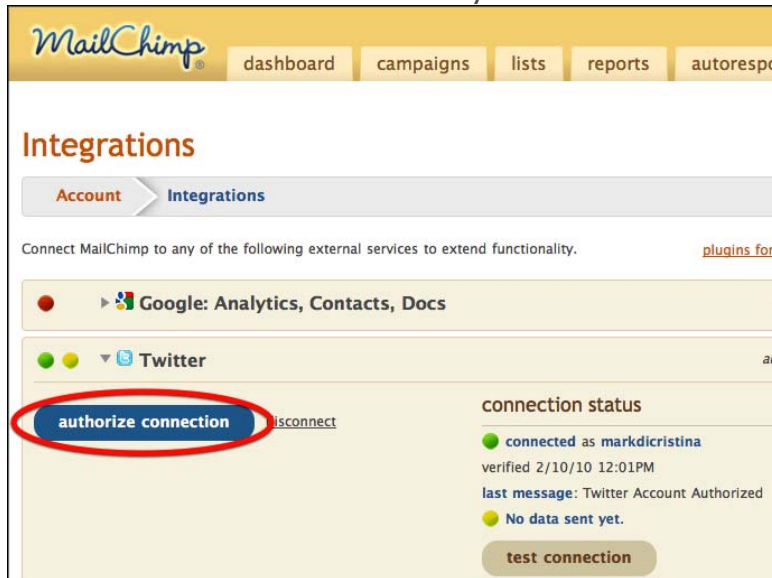
## Auto-Tweet

Like we discussed in the *Creating a Newsletter* section, you can automatically send your newsletter to Twitter. Just check the “Automatically Post to Twitter” box on the campaign preferences tab when you’re setting up the campaign. If you haven’t set up a Twitter account in MailChimp, you’ll have an option to do that instead. Once the account is set up, you won’t have to re-authorize it every time.



MailChimp will automatically send a tweet with your subject line and a link to the online version of your email. We also shorten the URL using our own shortening tool, so you don’t have to worry about having your tweet cut short.

If you want to change which Twitter account you use to tweet your campaign, click on **Account** in the top-right corner of your screen, then click on **Integrations**. Choose “Twitter,” and then **Authorize Connection** to authorize a different account. You can only authorize one Twitter account at a time.



## Twitter Stats

MailChimp not only lets you tweet your email campaigns; we also make it easy to track how many *other* people are tweeting them. If you click on the **Reports** tab in your MailChimp dashboard, you'll be taken to a screen that lists all your email campaigns. Click on the name of one of your campaigns to view its overview report. From there, click **EepURL Stats** to see how many times your campaign has been tweeted and retweeted, who did the tweeting and a timeline of all tweets. Note that only tweets that include the automatically generated EepURL for your campaign are included in this report.



## Social Share Button

If you decide you want to tweet your campaign after it's been sent or you want to promote your campaign on a social network other than Twitter, use the Social Share button that appears beside your sent campaign in the Campaigns dashboard. When you click ***Social Share***, you'll be directed to a screen where you can share your campaign on Twitter, Facebook, MySpace, StumbleUpon, Digg and Delicious.



## Social Share Merge Tag

In addition to sharing your own campaign, MailChimp allows you to offer your *readers* a way to share your campaigns. When you place the `*|MC:SHARE|*` merge tag in your template, MailChimp will add links to more than 20 social networks. If you want to limit the networks in the Social Share merge tag, you can use `*|SHARE:SITE_NAME1,SITE_NAME2|*` to specify which sites are included. For example, `*|SHARE:Facebook,Twitter,Digg|*`.

# RESOURCES

## **Signup Form Plugins**

<http://www.mailchimp.com/plugins/>

## **Customizing Signup Form Embed Code**

<http://www.mailchimp.com/articles/embed-code-css-reference/>

## **Wufoo Form Integration**

<http://www.mailchimp.com/blog/wufoo-form-integration-with-mailchimp/>

## **Formspring Form Integration**

<http://www.mailchimp.com/blog/formspring-integration-with-mailchimp/>

## **Segmentation Overview**

[http://www.mailchimp.com/features/power\\_features/segmentation](http://www.mailchimp.com/features/power_features/segmentation)

## **ChimpFeedr (Combines Multiple RSS Feeds into One)**

<http://chimpfeedr.com/>

## **Merge Tags Cheat Sheet**

<http://www.mailchimp.com/resources/merge/>

## **MailChimp Academy Support Videos:**

<http://www.mailchimp.com/support/videos/>

## **Webinars:**

<http://www.mailchimp.com/support/webinars/>

## **Free Email Marketing Guides and Articles:**

<http://www.mailchimp.com/articles/>

## **Benchmark Reports:**

<http://www.mailchimp.com/charts/>

## **MonkeyWrench Newsletter:**

<http://www.mailchimp.com/page/monkeywrench/>