

# SEND AWESOME CLASSROOM NEWSLETTERS WITH MAILCHIMP



## WHAT IS MAILCHIMP?

MailChimp is an email marketing service provider. It helps businesses and individuals manage email lists, build email campaigns, and review the results of their campaigns.

## WHY USE A BUSINESS TOOL FOR CLASSROOM NEWSLETTERS?

MailChimp and other similar email marketing service providers specialize in helping their users easily create effective emails, which makes them a perfect resource for teachers who want to send newsletters that parents will read!

- Easy-to-use drag and drop templates, so you can set up your newsletter format quickly and reuse the same template each time you write.
- Mobile-friendly so parents can read from their phones.
- Parents can view in their browser and click a button to translate text to other languages or view previous newsletters.
- Flexible format: You have the option to include links, images and video.
- You can view a summary to see which parents read your newsletters.
- It's FREE, FAST and EFFICIENT !

*Note: For this tutorial, I'm using MailChimp because it's user-friendly and many features are included in their free accounts. Other email marketing service providers would also work.*

# STEP 1

# CREATE YOUR EMAIL LIST

GET STARTED BY VISITING [WWW.MAILCHIMP.COM](http://WWW.MAILCHIMP.COM). SET UP A FREE ACCOUNT, THEN CHECK YOUR EMAIL TO VERIFY YOUR ACCOUNT.

## BASIC NEWSLETTER SETUP

1. After you log in, navigate to your main dashboard by clicking on the chimp face in the upper left of your screen.
2. Select the "LISTS" tab.
3. Select "CREATE LIST" from the options.
4. Fill in your information. Use your school address and email since those will be visible on the newsletter.
5. Save. (After saving your list, you'll see two links. ("IMPORT SUBSCRIBERS" or "SETUP A SIGNUP FORM" to either import your class list or get a sign up link to share with parents.)

## IMPORT OR GATHER EMAIL ADDRESSES

1. Once you've created your list, MailChimp automatically creates a sign up form for you. To use this option, click the "SETUP A SIGNUP FORM" link. You can use this form to have parents sign up for your newsletter. This is handy so you don't have to enter names and email addresses. You simply provide them with the link, and they click to add their name and email address.
2. If you already have a list of names and email addresses, you can choose the "IMPORT SUBSCRIBERS" link to quickly add them.

**NOW YOU'RE READY FOR THE FUN PART!**

## CREATE YOUR NEWSLETTER TEMPLATE

1. Navigate to your main dashboard by clicking on the chimp face in the upper left of your screen.
2. Select the TEMPLATES tab.
3. Select CREATE TEMPLATE.
4. Choose one of the basic templates; use a MailChimp premade theme; [or purchase one of my newsletter template packets on Teachers Pay Teachers, which include themes designed for MailChimp, already tested and ready to go!](#)
5. Drag and drop the sections you would like to use, delete sections you don't like, and insert your own text, images, links and buttons to customize your template. Use the DESIGN tab to set fonts, colors, borders, etc. for the whole document, or edit each section individually by clicking on the pencil icon above each content box.
6. Want to design your own fancy titles and images? [This link shows which image sizes work best for each content section.](#)  
I like [www.picmonkey.com](http://www.picmonkey.com) for making images. The basic service is free but you do get a few more bells and whistles with the paid plan.  
(affiliate link)
7. Save your template.

## CREATE YOUR CAMPAIGN

1. Navigate to your main dashboard by clicking on the chimp face in the upper left of your screen.
2. Select the CAMPAIGNS tab.
3. Select CREATE CAMPAIGN. (Each time you send a newsletter, it's known as a CAMPAIGN.)
4. Select the list to send it to.
5. Click SETUP and just fill in the name and subject line. (I leave everything else alone.)
6. Click TEMPLATES and SAVED TEMPLATES. Click the template you just created.
7. Type your newsletter text, proofread and save!

## SEND YOUR NEWSLETTER

1. Click PREVIEW AND TEST in the upper right section of the screen.
2. Select ENTER PREVIEW MODE to see what your newsletter looks like in a browser and on a phone. You can also select RUN INBOX INSPECTION if you want to check how it looks for various email providers.
3. Click SEND A TEST EMAIL to triple check. I highly recommend this. Occasionally images can look fine in all of the views mentioned above, but they still end up distorted in some versions of Outlook. If you can, test by sending your newsletter to yourself or someone who is using Outlook version 2007-2010.
4. Click CONFIRM, review your work and click SEND!