

TUTORIAL

HOW TO:

- Edit Email Template & Send Email with MailChimp

Program used for example images: Microsoft Edge web browser using Microsoft Windows

A red arrow will appear in most screenshots to point out the location of important buttons, links and other items.

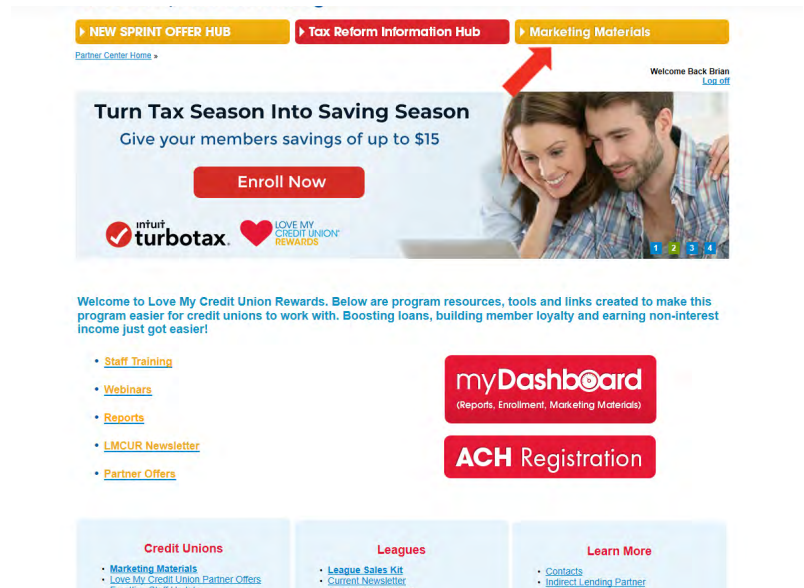


Open your web browser and go to:

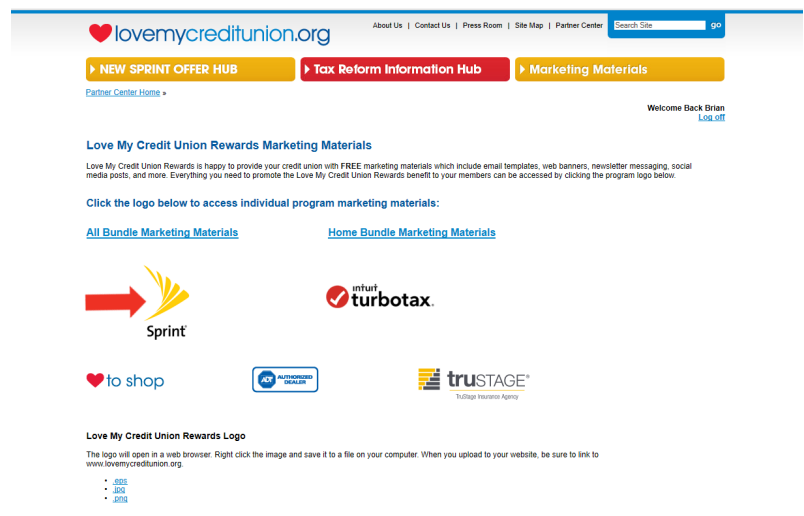
lovemycreditunion.org/partner-center-main

Using your id and password, log into the [Love My Credit Rewards Partner Center](#).

Go to the [Marketing Materials section](#) by clicking the orange Marketing Materials button in the top right area of the web page.



Click the marketing materials program link that you wish to use. For this example, we will use the **Sprint Marketing Materials** link.



Click on the yellow “Non-Seasonal Campaigns” accordion.

lovelymycreditunion.org

About Us | Contact Us | Press Room | Site Map | Partner Center

NEW SPRINT OFFER HUB | Tax Reform Information Hub | Marketing Materials

Partner Center Home

Welcome Back Brian

Log off

\$100 CASH REWARD WITH EACH NEW LINE

* Restrictions Apply

LOVE MY CREDIT UNION REWARDS

Sprint

1 2 3

Sprint Credit Union Member Cash Rewards Program Marketing Materials

As of November 21, 2018, the existing Sprint Credit Union Member Cash Rewards offer has been enhanced. [Please click here for details.](#)

Seasonal Campaigns	+	Non-Seasonal Campaigns	+
Spanish Marketing Materials	+	Sprint Promotional Assets	+
Staff & Program Training	+	Local Sprint Partnerships	+
Logos	+	Sprint Coverage & Support	+

Next, click the “Paul Campaign” accordion.

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NEW SPRINT OFFER HUB | Tax Reform Information Hub | Marketing Materials

Partner Center Home

Welcome Back Brian

Log off

\$100 CASH REWARD ANNUAL LOYALTY REWARD

LOVE MY CREDIT UNION REWARDS

Sprint

1 2 3

Sprint Credit Union Member Cash Rewards Program Marketing Materials

As of November 21, 2018, the existing Sprint Credit Union Member Cash Rewards offer has been enhanced. [Please click here for details.](#)

Seasonal Campaigns	+	Non-Seasonal Campaigns	—
Spanish Marketing Materials	+	PAUL CAMPAIGN	+
Staff & Program Training	+	MELVIN CAMPAIGN	+
Logos	+	Sprint Promotional Assets	+
		Local Sprint Partnerships	+
		Sprint Coverage & Support	+

Next click the Paul Email link.

lovelymycreditunion.org

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Partner Center Home

Welcome Back Brian

Log off

\$100 CASH REWARD ANNUAL LOYALTY REWARD

LOVE MY CREDIT UNION REWARDS

Sprint

1 2 3

Sprint Credit Union Member Cash Rewards Program Marketing Materials

As of November 21, 2018, the existing Sprint Credit Union Member Cash Rewards offer has been enhanced. [Please click here for details.](#)

Seasonal Campaigns	+	Non-Seasonal Campaigns	—
Spanish Marketing Materials	+	PAUL CAMPAIGN	—
Staff & Program Training	+	<ul style="list-style-type: none">• Sprint Paul Web Banner• Paul Email• Paul Newsletter (Local + Remote)• Paul Newsletter Aug 8, 2017 (No Cores) Native Files• Paul Newsletter Aug 8/2017 Native Files	
Logos	+	Digital Lobby Display Assets:	

- Digital Display: 1280x720 | Native Files
- Digital Display: 1024x768 | Native Files
- Digital Display: 1600x1200 | Native Files
- Digital Display: 1920x1080 | Native Files
- 45 Second MP4 - 1280x720 | 1500x1080 | 600x600
- 45 MP4 with Subtitles: 1280x720 | 1500x1080 | 600x600
- 45 Second MP4 - 1280x720 | 1500x1080 | 600x600
- 45 MP4 with Subtitles: 1280x720 | 1500x1080 | 600x600

The Paul email web page will appear.

The screenshot shows the homepage of lovemycreditunion.org. At the top, there's a navigation bar with links: About Us, Contact Us, Press Room, Site Map, Partner Center, and a search bar. Below this are three main buttons: NEW SPRINT OFFER HUB, Tax Reform Information Hub, and Marketing Materials. A 'Partner Center Home' link is also present. On the right, a welcome message for 'Brian' is shown with a 'Log off' link. The main content area features a large yellow banner for a Sprint promotion: 'For a limited time, get \$100 in cash rewards on UNLIMITED lines'. Below the banner, text explains the offer: 'We're giving you more to love about [credit union] with Sprint® cash rewards. Here's how you can get a little extra love with every new line you activate with Sprint:'. It lists three bullet points: 1. \$100 in cash rewards as a benefit of credit union membership for every new line you activate with Sprint—and, for a limited time, this is available on UNLIMITED lines. 2. Plus, you'll also receive \$100 in loyalty cash rewards every year. 3. Current Sprint customers can take advantage of this \$100 loyalty reward once they register. A 'GET CASH REWARDS' button is below the text. At the bottom, it says 'Visit LoveMyCreditUnion.org/Paul to learn more.' To the right of the main content, there are two red buttons: 'Download HTML File' and 'Download Email Text'. Below these are logos for 'Constant Contact' and 'MailChimp', with the text 'Email Tutorials: Editing the email template with:' above them. At the bottom right, there's an 'Outlook' logo.

EDITING THE EMAIL IN MAILCHIMP

Open a new tab in your web browser. Do not close the tab that has the Paul email open. You will return to the tab with the Paul email later in the tutorial.

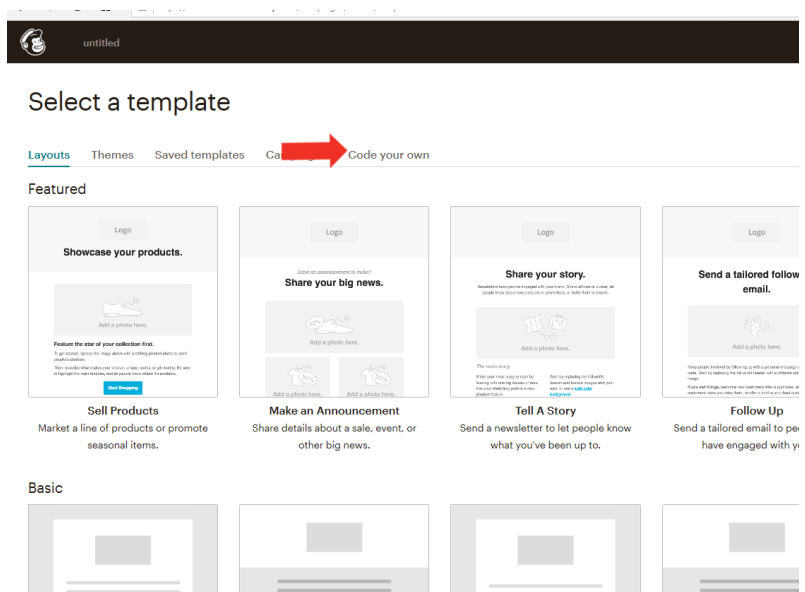
Go to <https://login.mailchimp.com/> and enter your ID and password to log into MailChimp.

The screenshot shows the MailChimp login page. On the left, there's a login form with the MailChimp logo at the top. Below the logo is the text 'Log In'. A link 'Need a Mailchimp account? Create an account' is below that. The form has fields for 'Username' and 'Password'. The password field is masked with dots. Below the fields is a 'Log In' button. There's a checkbox for 'Keep me logged in' and links for 'Forgot username?' and 'Forgot password?'. At the bottom, there's a copyright notice: '©2001-2019 All Rights Reserved. Mailchimp® is a registered trademark of The Rocket Hub, LLC. All other trademarks are the property of their respective owners.' On the right, there's a purple banner with the text 'You already have all the data you need to start segmenting' and 'Learn how to start sending targeted campaigns in just a few minutes'. Below this is a 'See Our Guide' button. At the bottom of the banner is an illustration of a person holding a large, glowing heart.

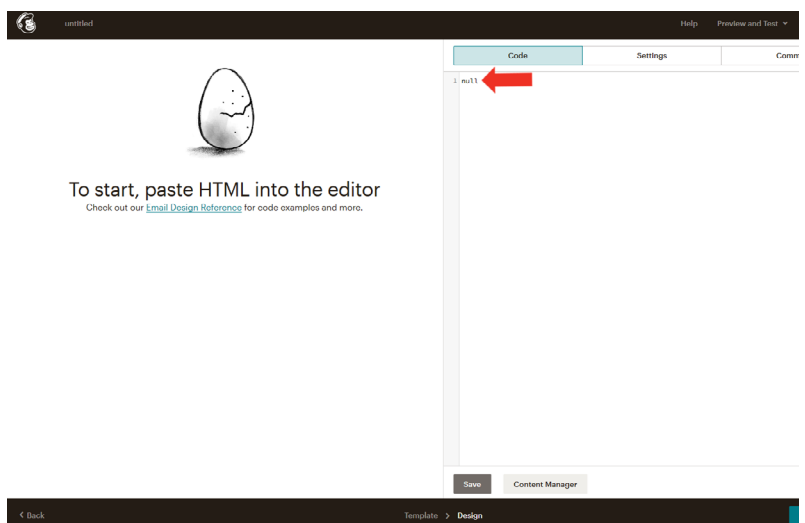
Click "Start from scratch" to start a new email.

The screenshot shows the MailChimp 'Let's get started' setup page. At the top, there's a progress bar showing '25% complete'. Below the progress bar, there's a list of steps: 'Finish account setup' (completed with a green checkmark), 'Start designing your first email' (current step), 'Add your contacts', and 'Send your first email'. Under 'Start designing your first email', there are three options: 'Start from an Instagram post' (with an Instagram logo), 'Start from scratch' (with a plus sign and a red arrow pointing to it), and 'Simple layout' (with a document icon). A link 'I'll do this later' is below the 'Start from scratch' option. On the right, there's a link 'View all templates >'. At the top right, there's a 'Create' button and a user profile icon.

Click the **Code your own link**.

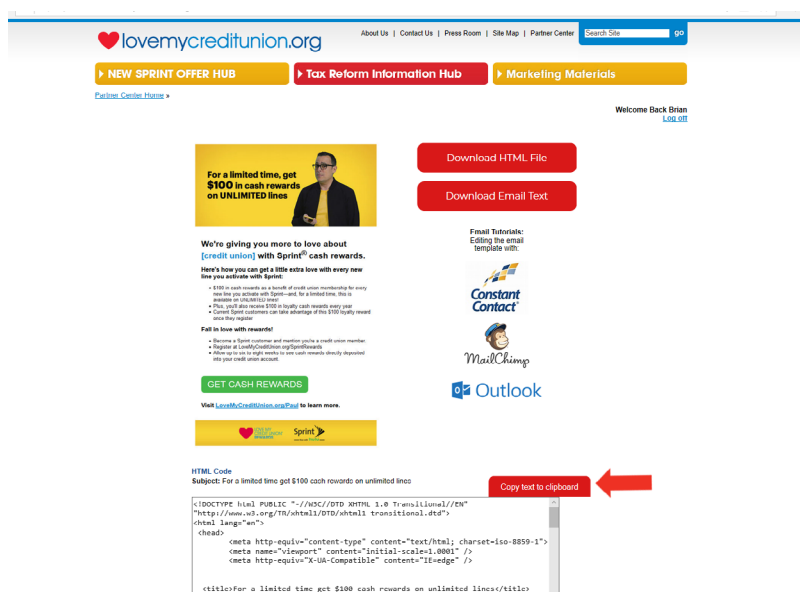


The HTML editor in MailChimp will open. The HTML editor window will appear. The HTML is in the right pane of the window.

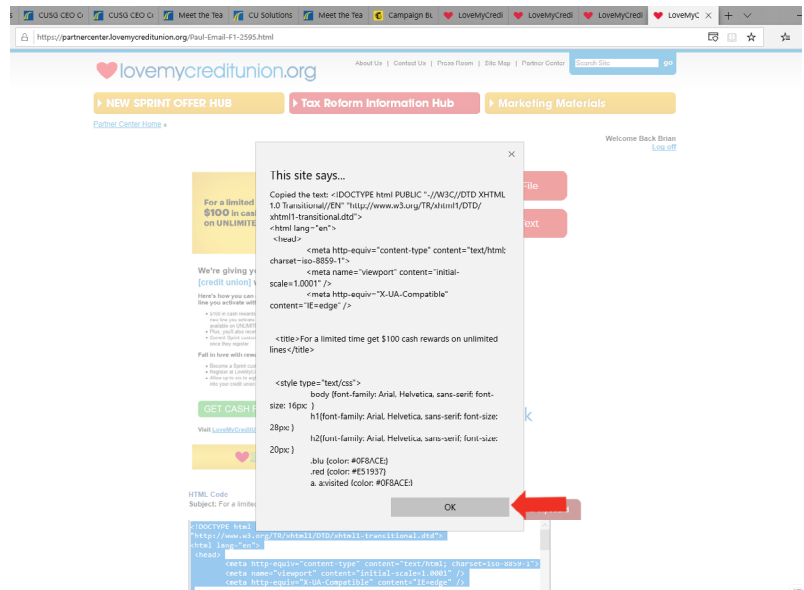


Return to the web browser tab that had the Paul email open.

Click the **Copy Text to Clipboard** button to copy the HTML for the Paul email to your computer's clipboard.

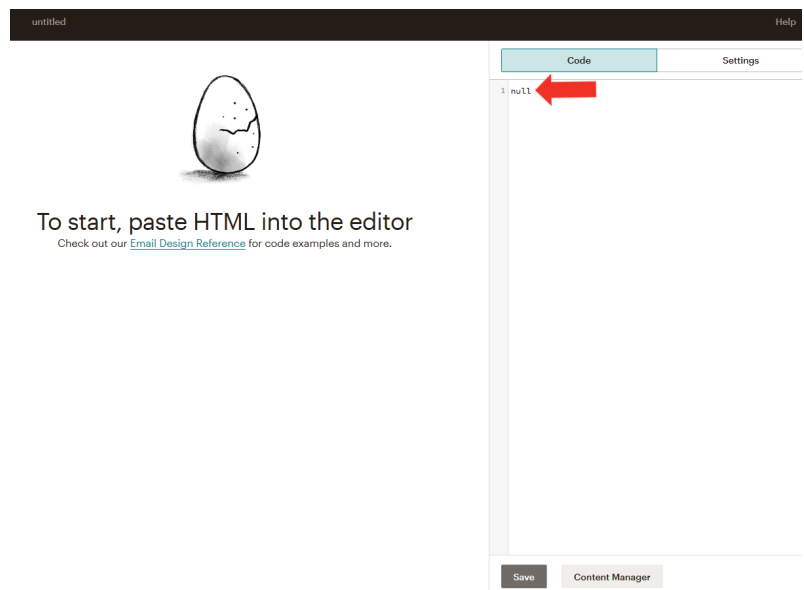


Next, confirm that you want to copy the HTML to the clipboard by clicking the **OK** button.

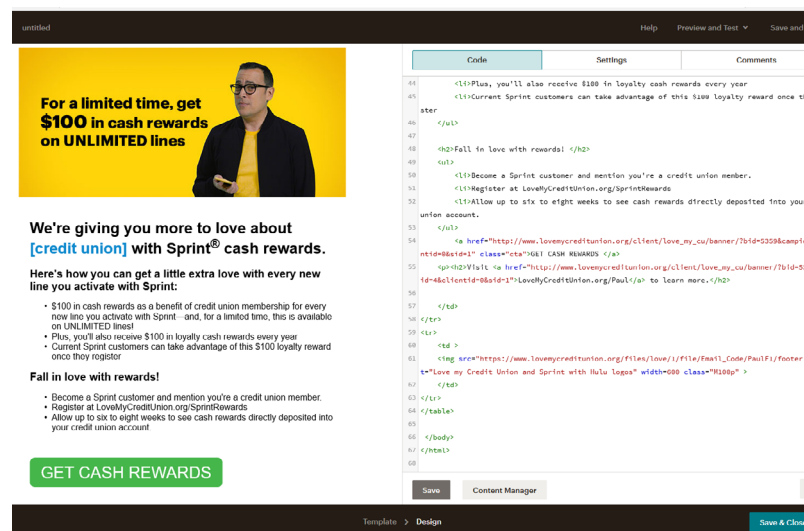


Next, return to the browser tab that had MailChimp open.

In the right pane of the window, put the mouse cursor at the end of “null” and then hit the backspace button a few times to delete “null”. Next, paste the HTML that you previously copied on to your computer’s clipboard.



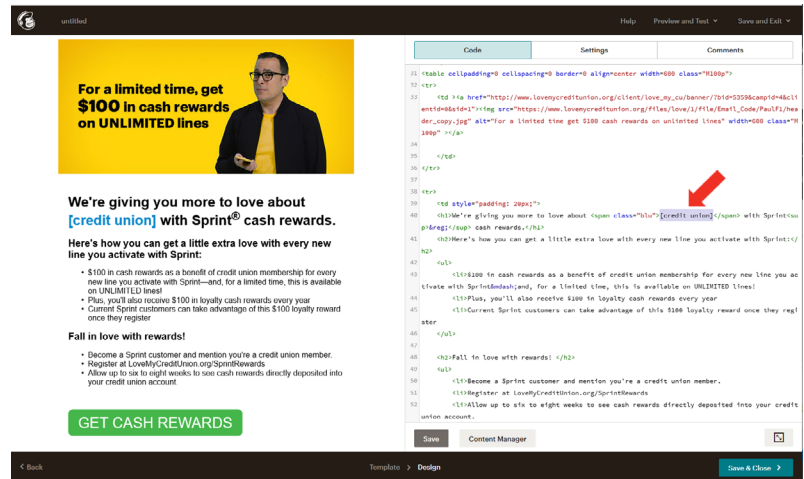
The HTML that you paste will appear in the right pane of the window and a preview of the email will appear in the left pane of the browser window.



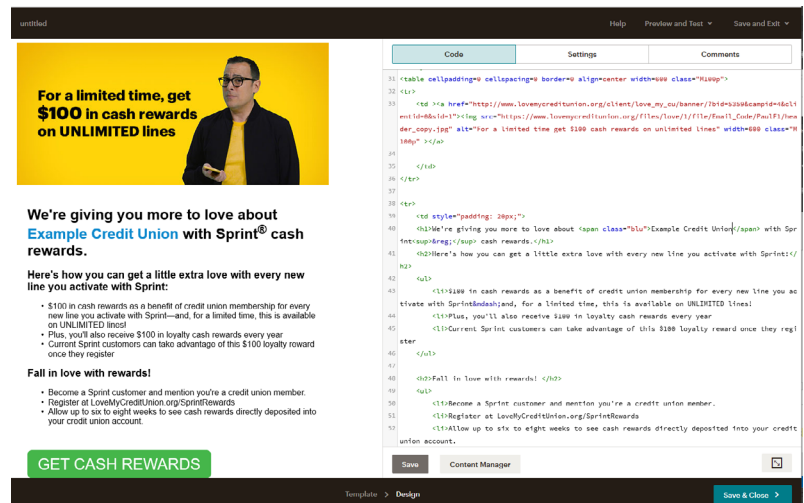
EDITING THE HTML

Using your mouse, find the [CREDIT UNION] placeholder text and then replace it with the name of your credit union.

For this example, “Example Credit Union” is being used for the name of the credit union.

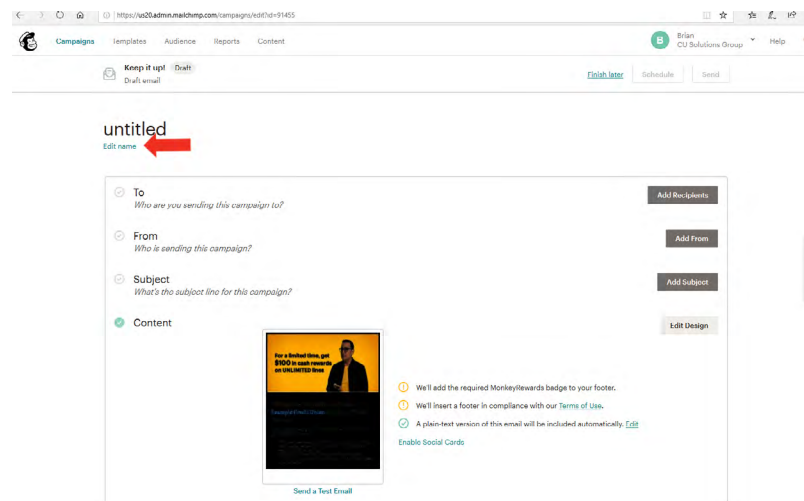


Next, click the teal **Save & Close** button to continue.



Next, set the name of your email in MailChimp.

Click the **Edit name** link.



Enter the name that you want to save the email as. For this example, enter Sprint Paul Email and click the Save button.

The screenshot shows the Mailchimp campaign editor interface. At the top, there's a navigation bar with 'Campaigns', 'Templates', 'Audience', 'Reports', and 'Content'. Below this, there's a status bar with 'Keep it up!', 'Draft', and 'Draft email'. The main content area has a search bar with 'Sprint Paul Email' and a 'Save' button highlighted with a red arrow. Below the search bar, there's a list of fields: 'To' (Who are you sending this campaign to?), 'From' (Who is sending this campaign?), 'Subject' (What's the subject line for this campaign?), and 'Content' (checked). To the right of the 'Content' field, there's a preview of the email content and a list of notes: 'We'll add the required MonkeyRewards badge to your footer.', 'We'll insert a footer in compliance with our Terms of Use.', and 'A plain-text version of this email will be included automatically. Edit'. There's also a link to 'Enable Social Cards'.

Next, you want to enter the "To:", "From:", and "Subject:" for the email. Click the **Add Recipients** button to select who to send the email to.

Sprint Paul Email

Edit name

The screenshot shows the Mailchimp campaign editor interface. At the top, there's a navigation bar with 'Campaigns', 'Templates', 'Audience', 'Reports', and 'Content'. Below this, there's a status bar with 'Keep it up!', 'Draft', and 'Draft email'. The main content area has a search bar with 'Sprint Paul Email' and a 'Save' button highlighted with a red arrow. Below the search bar, there's a list of fields: 'To' (Who are you sending this campaign to?), 'From' (Who is sending this campaign?), 'Subject' (What's the subject line for this campaign?), and 'Content' (checked). To the right of the 'Content' field, there's a preview of the email content and a list of notes: 'We'll add the required MonkeyRewards badge to your footer.', 'We'll insert a footer in compliance with our Terms of Use.', and 'A plain-text version of this email will be included automatically. Edit'. There's also a link to 'Enable Social Cards'.

You will need to choose the mailing list of email addresses that you want to.

If you do not already have a mailing list created for who you want to send the email to, you will want to click the Finish Later link that is at the top right of the screen. You will need to create an email list (not part of this tutorial) and then return to this email to finish sending it to your recipients.

Sprint Paul Email

Edit name

The screenshot shows the Mailchimp campaign editor interface. At the top, there's a navigation bar with 'Campaigns', 'Templates', 'Audience', 'Reports', and 'Content'. Below this, there's a status bar with 'Keep it up!', 'Draft', and 'Draft email'. The main content area has a search bar with 'Sprint Paul Email' and a 'Save' button highlighted with a red arrow. Below the search bar, there's a list of fields: 'To' (Who are you sending this campaign to?), 'From' (Who is sending this campaign?), 'Subject' (What's the subject line for this campaign?), and 'Content' (checked). To the right of the 'Content' field, there's a preview of the email content and a list of notes: 'We'll add the required MonkeyRewards badge to your footer.', 'We'll insert a footer in compliance with our Terms of Use.', and 'A plain-text version of this email will be included automatically. Edit'. There's also a link to 'Enable Social Cards'.

Next, you will want to add the From information for your email and click the **Save** button.

The screenshot shows the 'Sprint Paul Email' draft form. At the top, there are buttons: 'Keep it up!', 'Draft', 'Finish later', 'Schedule', and 'Send'. The 'From' section is active, asking 'Who is sending this campaign?'. It has a 'Name' field (100 characters) and an 'Email address' field. Below these fields is a note: 'Use something subscribers will instantly recognize, like your company name.' There are 'Save' and 'Cancel' buttons. The 'Subject' and 'Content' sections are also visible but not yet filled out. The 'Content' section shows a preview of the email content with a video thumbnail and some text.

Next, you will want to enter the Subject for the email, as well as a short preview sentence, and then click the **Save** button.

The screenshot shows the 'Sprint Paul Email' draft form. At the top, there are buttons: 'Your email campaign is ready to send!', 'Draft', 'Finish later', 'Schedule', and 'Send'. The 'Subject' section is active, asking 'What's the subject line for this campaign?'. It has a 'Subject' field (96 characters) and a 'Preview text' field (6 characters). Below these fields is a note: 'How do I write a good subject line? - Email support'. There are 'Save' and 'Cancel' buttons. The 'Content' section is also visible, showing a preview of the email content with a video thumbnail and some text.

When you have finished entering the "To:", "From:" and "Subject:" information, you can send your email by clicking the **Send** button on the top right of the screen.

The screenshot shows the 'Sprint Paul Email' draft form. At the top, there are buttons: 'Your email campaign is ready to send!', 'Draft', 'Finish later', 'Schedule', and 'Send'. The 'Send' button is highlighted with a red arrow. The 'To' section is active, showing 'All subscribed contacts in the list CU Solutions Group. 1 recipient'. The 'From' section shows 'Brian • brian.werkoczek@cusolutionsgroup.com'. The 'Subject' section shows 'We're giving you more to love with Sprint cash rewards'. The 'Content' section shows a preview of the email content with a video thumbnail and some text.