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
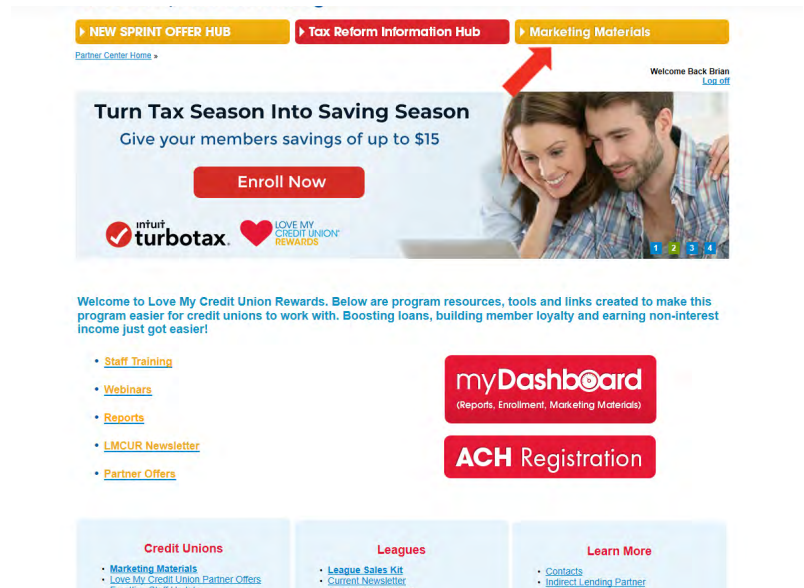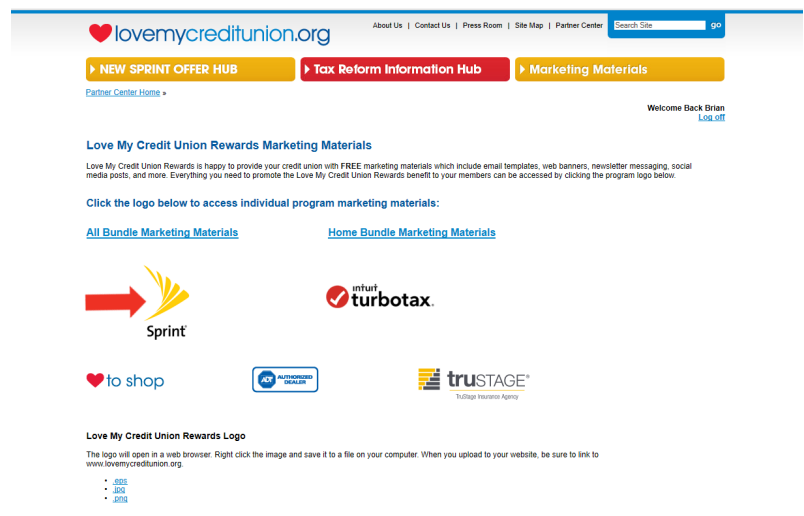buttons, links and other items.

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 Cam-
paigns" accordion**.

Next, click the **"Paul Campaign"** accordian.

Next click the **Paul Email link**.

The Paul email web page will appear.

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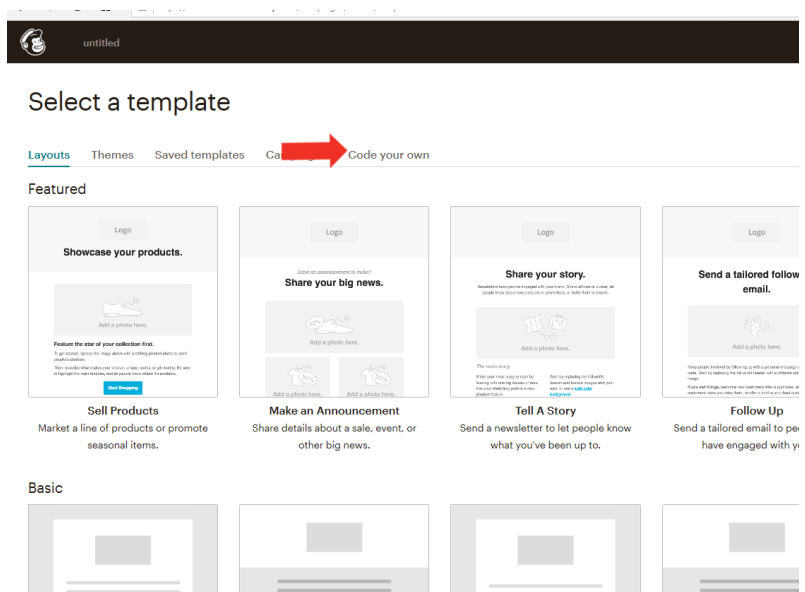
Go to https://login.mailchimp.com/ and enter your ID and password to log into MailChimp.

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

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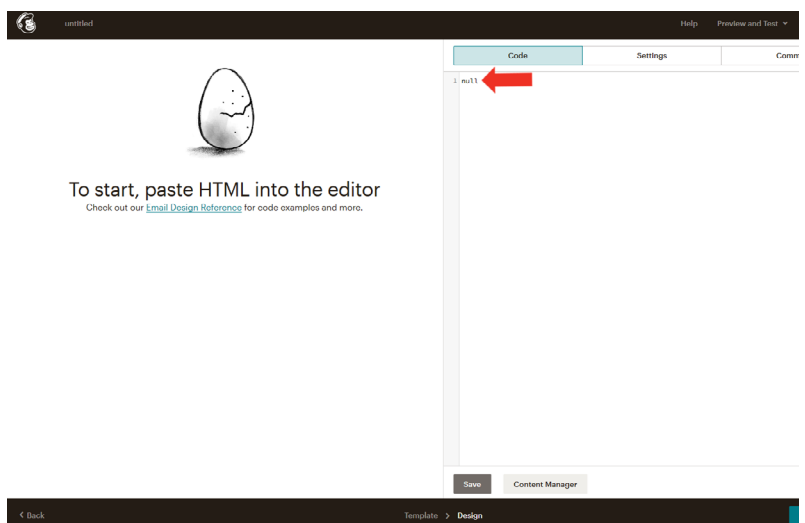
Return to the web browser tab that had the Paul email open.

Click the **Copy Text to Clipboard** button to copy the HTML for the Paul email to your computer's clipboard.
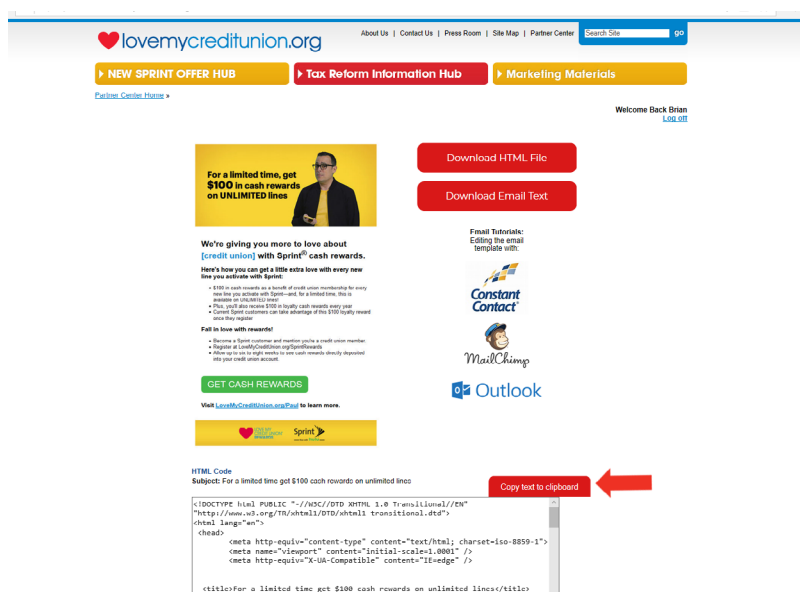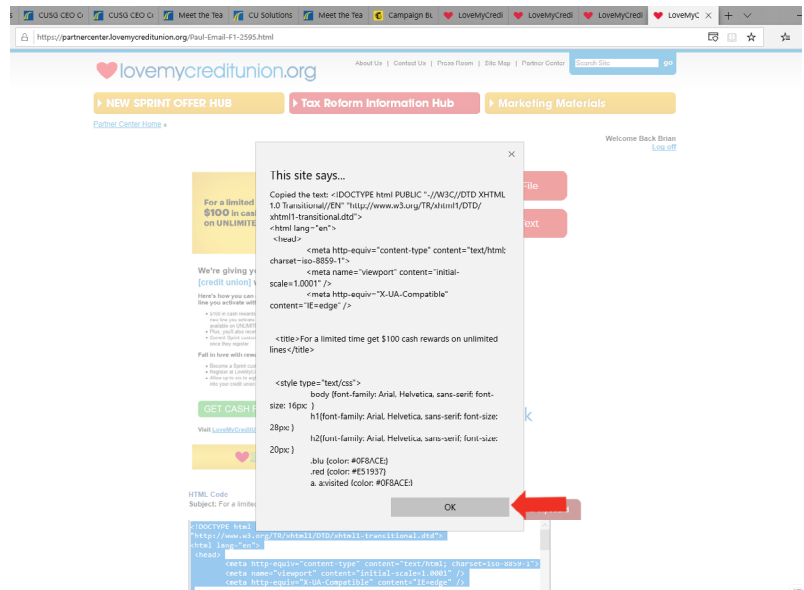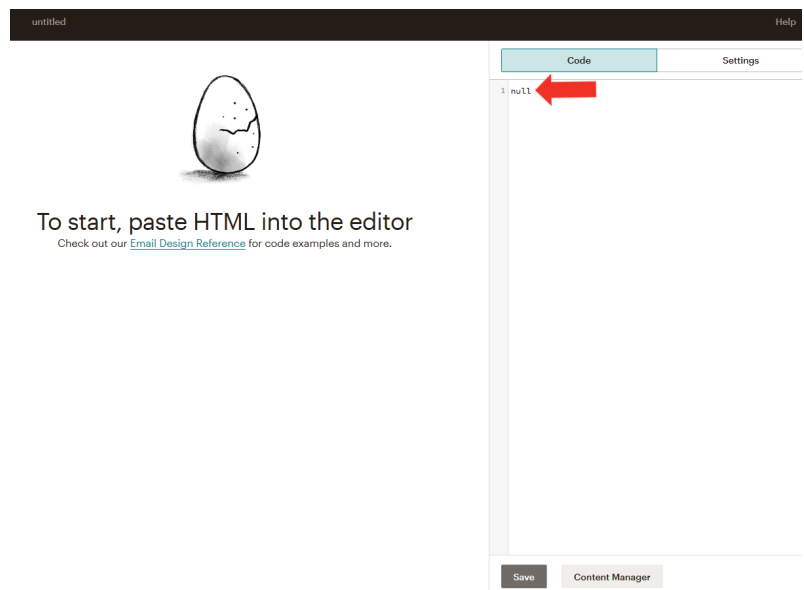
Next, confirm that you want to copy the HTML to the clipboard by clicking the **OK button**.

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.

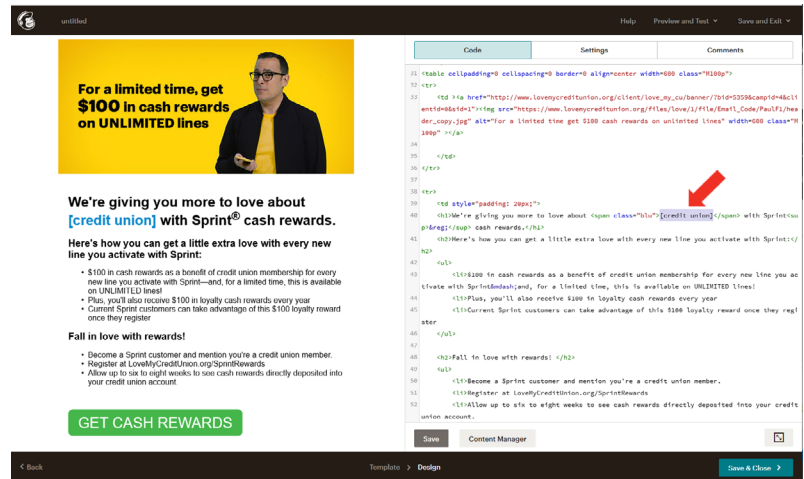The HMTL that you paste will appear in the right pane of the window and a preview of the email will appear in the left pane of the browser window.
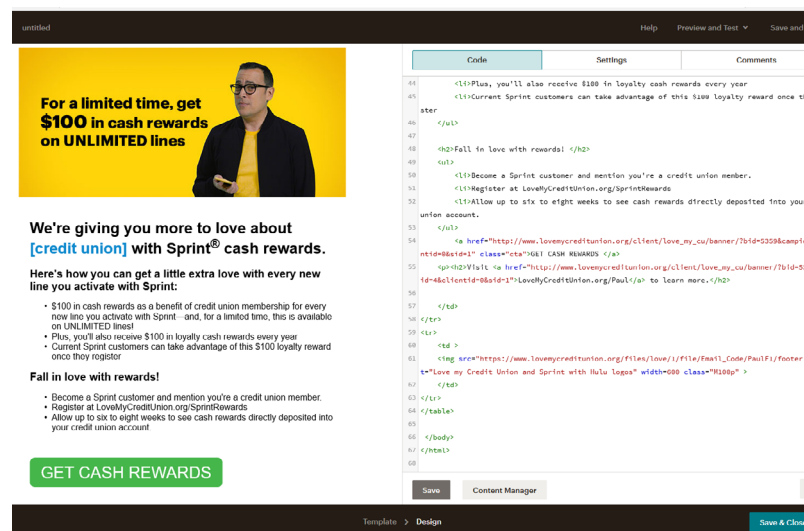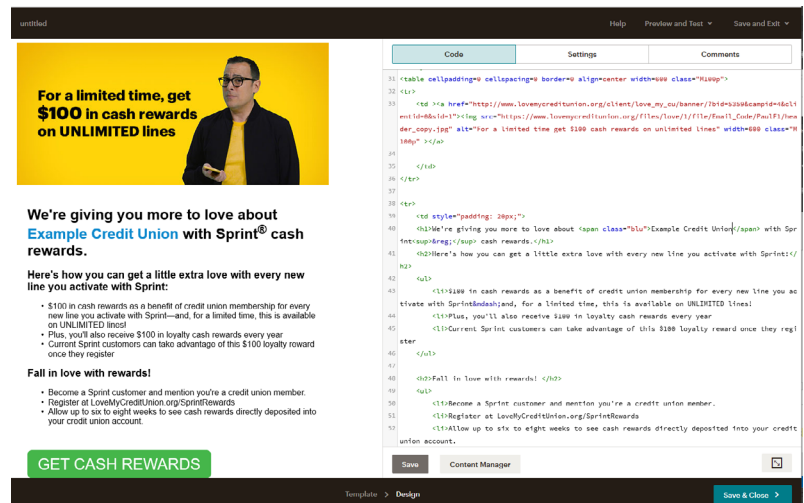
EDITING THE HTML

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

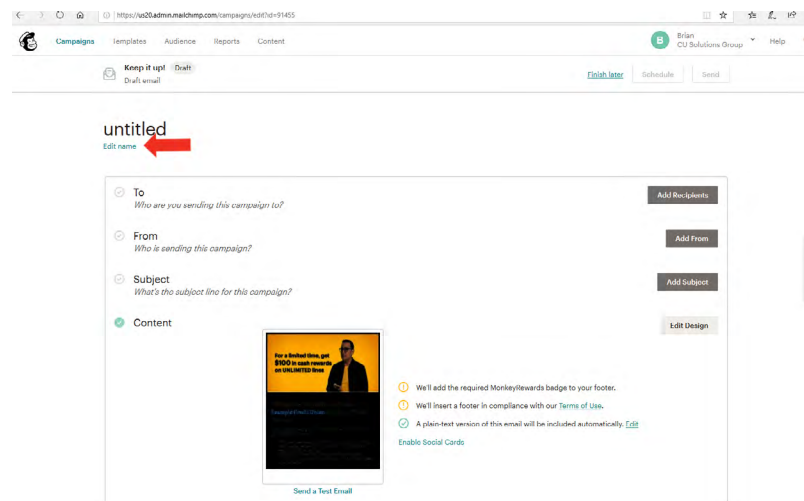For this example, "Example Credit Union" is being used for the name of the credit union.

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.

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.

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.

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

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

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.