

# USING MAIL CHIMP: HOW TO CREATE & WRITE A NEIGHBORHOOD E-NEWSLETTER

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Presented by: Building Stronger  
Neighborhoods Committee



# Setting Up an Account with Mailchimp

- Setting up an Account with Mail Chimp is easy and free! [Click Here](#) to sign up for your free account.
- [The Mail Chimp site](#) will walk you through each step to get you on your way to creating a newsletter for your neighborhood!
- Getting Started with Mailchimp article:  
<https://mailchimp.com/help/getting-started-with-mailchimp/>

# Creating A List Of Contacts

- Having a list of email contacts for your neighborhood is important. If you do not currently have an email list for those attending your neighborhood council meetings we recommend having a sign in sheet where folks can leave their email address.
- Once you create a Mail Chimp account it is easy to add emails to the newsletter distribution list. If you have an existing email list you can import that list per the Mail Chimp directions [listed here.](#)

# Design An Email Campaign In Mailchimp

- MailChimp gives you tools to easily design a reader friendly campaign. Once you create an account you choose one of many template options to boost neighborhood engagement.
- You will have many options for layout, themes, font styles, etc.
- You can view a “preview” of your template in Desktop and Mobile mode, allowing you to see how your design looks across different platforms.

# E-Newsletter Best Practices & Content

- Use relevant information that you think your neighborhood residents will be interested in.
- Content should highlight neighborhood events & deadlines, education pieces and personal interests.
- Be consistent, send your newsletter weekly, monthly, quarterly, etc.
- Include links to your social media sites to make it easy for subscribers to share your content and grow your subscriber list.
- Keep it short and sweet, don't overwhelm the reader.
- Have a call to action
  - Ex: Invite people to come participate in a neighborhood council meeting or provide input on meeting agenda items.

# Need Additional Assistance?

- The Building Stronger Neighborhoods (BSN) Committee is committed to assist neighborhood councils in engagement opportunities.
- We recommend that you participate in the BSN.
  - BSN Meeting Information: Meets the 4<sup>th</sup> Monday of every month from 12:00pm to 1:00pm.