



QUICK TIPS FOR Mailchimp

Subject Lines: Choose your words wisely. People quickly scan subject lines before deciding what messages in their inbox to open. Use all capitalized words in the subject line.

Personalization: Merge tags for email name, subject, or body helps increase open rate. People like to be identified, acknowledged and thanked.

Urgency: People response to a sense of urgency or important. Keywords to try: Urgent, Breaking, Important, Alert. Skip: Last Chance, Cancelled Event, or vague references to Sign Up.

Structure & Design: Use a one-column format: image > headline > paragraph > call to action. Pick/adjust a color palette. Color attracts, black informs. Select a neutral color for better readability. Images should extend the width of the copy area (about 600 pixels). Use divider lines for white space between featured announcements.

Tone: Write in a friendly tone. Share important details. Give teasers, and then refer to your website or point of contact.

Buttons: Clickable buttons and links allow you to track and see what is important to your reader. Make it easy for them to click and respond (on their phone) by using buttons.

Build Your List: Offer many opportunities for new members, current members, and friends of your organization to join your email list. Integrate a subscription box into your website.

Use Groups: Keep a master list of contacts, and then divide the master list into interest groups (women, children, families, students, committee members, etc.) This allows you to send targeted messages when needed.

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