

## WELS Ed Tech Lead Summit – Sectional 8.6T – How to use MailChimp

In a lecture style format, participants will be shown step-by-step how to setup a MailChimp account and design campaigns that automatically send your encouraging message to a list of emails. We will be demonstrating how the Ministry Leadership Institute's 30 day encouragement email program works. The session is intended for beginners.

### Outline:

1. Introduction
  - a. Where we are going
  - b. Why I am here
  - c. Tools we are using
2. Discovering email marketing services
  - a. Convenience
  - b. Compliance
  - c. Security
  - d. Analytics
3. Automating emails
  - a. Set it up once
  - b. Always working for you
  - c. Ideas for ministry use
4. Using MailChimp
  - a. Set up the Account
  - b. Make an Audience (mailing list)
  - c. Build a Single Campaign
  - d. Create an Automated Campaign
5. Questions and Next Steps

Presentation slides and handouts are available for download at <https://accomplishingsuccessllc.com/resources/>