



How to Use Orange Resources with Mailchimp

Let's take a look at how to use Orange resources with Mailchimp.

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First off, what is Mailchimp?

MailChimp provides users with an easy way to design, schedule and send beautiful emails, manage your audience, and track an email's performance. MailChimp wants to make the complicated part of managing and sending emails an easier task for their clients. Their services range from simple email marketing to more in-depth marketing campaigns such as mobile phone apps, social media connects, or automated responders for email messages.

This free service can help you send out creative and great looking emails by plugging information into easy-to-use templates. Your ministry can use MailChimp to communicate with volunteers, families, or the church community at large.

Customizing a Template

In this video, we're going to go through some basic ways to customize our Mailchimp templates.

Now if you don't have a Mailchimp account yet, be sure to follow the steps in our Mailchimp Quick Start Guide. Mailchimp also offers an in-depth "New User Orientation" video on their YouTube channel. Since I have a Mailchimp account, I'm going go ahead and log in and then return back to my Orange dashboard to find a template link we provide.

At Orange, we create ready-made, pre-designed email templates for you that you can customize for your ministry. And because we design them in Mailchimp, it makes having your own free Mailchimp account totally worth it. Our templates are given to you in the form of a link inside a PDF like this one.

1. Let's start by clicking the link in one of the Template Links found in our curriculum. Since I'm already logged into my Mailchimp account, I'm going to click the template link in the PDF, and this template design will be automatically imported into my account.
2. Next, I'll click on Edit and it will open the editor. On the left side, you'll see the email design and hover it, you'll see that each section of the design is what's called a content block that can be easily moved, edited, replicated or deleted.
3. To add more content blocks to your email, you'll use your selection of content blocks on the right. You can add text blocks, image blocks, videos, and much more. Each block has its own editor that will appear on the right once you select it.

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4. To replace an existing image, you can click on it click Replace. You'll be taken to your Content Studio where you can store all of your graphics and documents. It's as simple as taking a file from your desktop and dragging it directly into your Content Studio.
5. Alternatively, you could even drag an image directly into your template to add or replace it.
6. To attach files like your Parent Cues or discussion guides, you'll need to either link them to a piece of text, image, or a button. To do this, you'll select where you want the file attached, and then click "Link to" and choose "File". Again, your Content Studio will open and either choose or upload your file to link.
7. To add a video, select the video block and drag it to your desired location in the template. Now, since video files are typically very large, Mailchimp does not support dropping video files directly into its system. Instead, you'll need to link the video from a YouTube or Vimeo account. A preview tile will appear in your email and when your audience receives your email, they will be redirected to site where the video is hosted.
8. Once you have customized your template to your liking, you will save it and then create your campaign. You'll give your campaign a name and select your audience. You'll have one more chance to make any final tweaks and then you can either send or schedule the campaign.

And that's how to customize an Orange template in Mailchimp.