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NCDEMOCRATS TRAINING series

MAILCHIMP WIZARDRY!

THURSDAY, APRIL 22, 2021

MOMENT OF SILENCE

NCDP Chair Bobbie Richardson released the following statement following the officer killing of Andrew Brown in Elizabeth City yesterday:

"The killing of Andrew Brown is yet another horrific case of the violence Black men face in America every single day -- a heartbreaking reminder just hours after the guilty verdict of Derek Chauvin that the path toward true justice is long and winding. We extend our strength and love to the family of Andrew Brown. Know that we will not rest. We will keep seeking justice and accountability by demanding answers, fighting to end police brutality in our communities, and standing up against the institutional racism embedded in our society."

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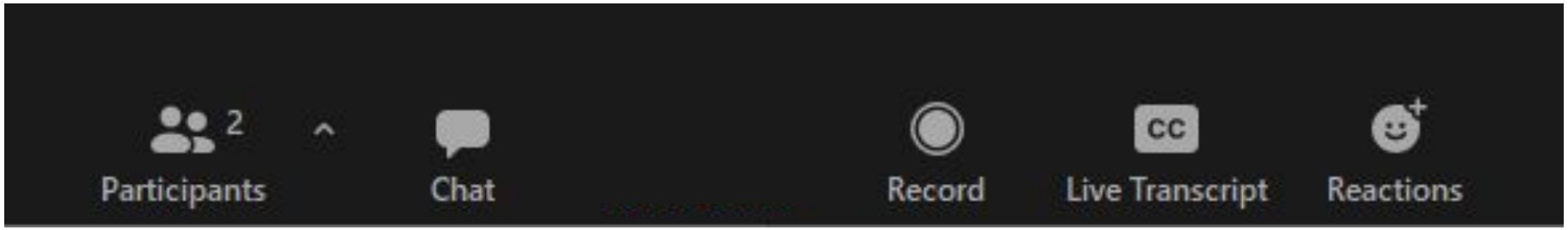
RAISING YOUR HAND ON COMPUTER

STEP ONE: Click on the **"Reactions"** button at the bottom of your Zoom screen.



STEP TWO: A menu that looks like this will appear. Click **"Raise hand"**

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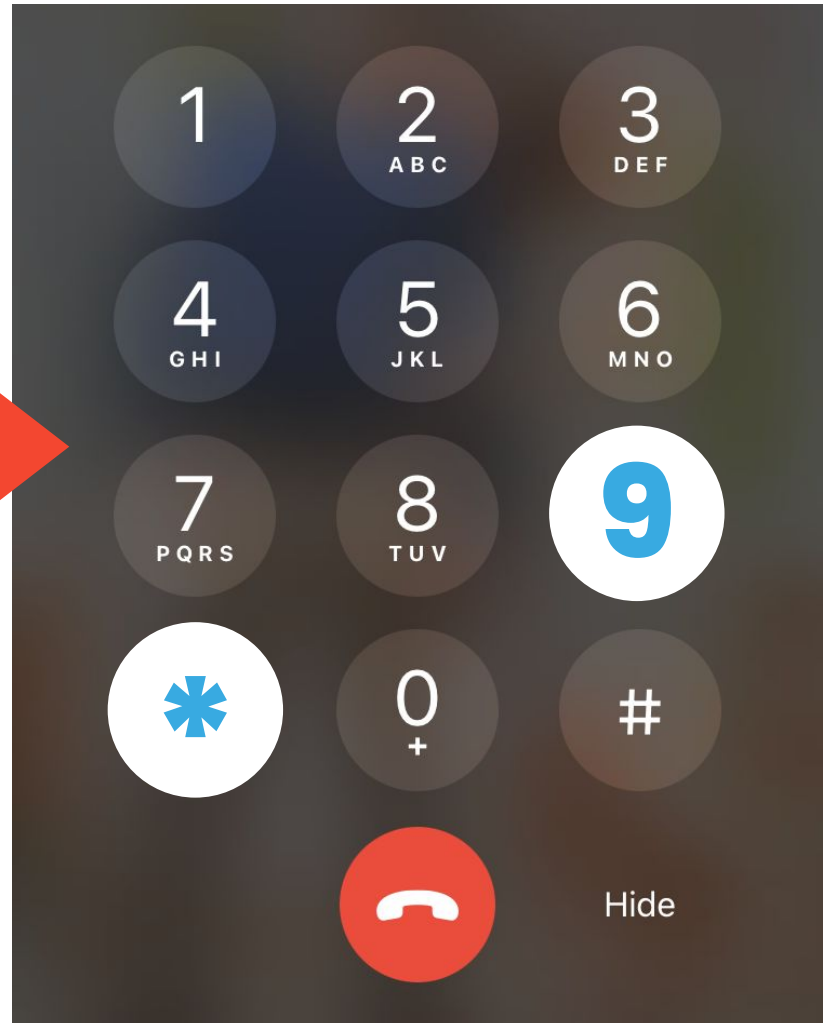
RAISING YOUR HAND ON YOUR PHONE

STEP ONE: Press ***9** on your phone's keypad



TOGGLE MUTE/UNMUTE

Press ***6** on your phone's keypad

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- Be Respectful
- Be Present
- Ask Questions
- Use the Chat

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MEET YOUR DEMOCRATIC FAMILY

Where are you from and how did you hear about this training?

OUR AGENDA:

1. MailChimp Introduction
2. Free Plan Overview
3. How to Create a Campaign in Real Time
4. Closing Remarks & Next Steps
5. Thank You

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MAILCHIMP

What it is?

MAILCHIMP

WHAT IS IT?

- **They call themselves an** “All-In-One integrated marketing platform for small businesses, to grow your business on your terms.
- AKA-- a useful emailing platform

WHY SHOULD I USE IT?

- User-friendly
- FREE
- Allows you to organize your contacts
- Gives you access to some premade templates

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FREE PLAN BENEFITS

and drawbacks

WHAT DO I GET OUT OF THE FREE PLAN?

Number of contacts allowed:

- up to **2,000**
- **Contact-** an individual member of your audience who can receive or view your marketing
  - Subscribed, unsubscribed, and non-subscribed contacts all make up your contact count.
  - Archived, cleaned, and deleted contacts do not count toward the price of your plan.

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WHAT DO I GET OUT OF THE FREE PLAN?

Number of sends allowed per month:

- up to **10,000** with a daily send limit of **2,000**
- **Send-** the number of email campaigns you send
  - Each email sent to an individual contact counts as one send.
    - For example- 1 campaign sent to 2,000 contacts = 2,000 sends
  - Test and transactional emails count toward your monthly sending limit.

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WHAT DO I GET OUT OF THE FREE PLAN?

Free features:

- 1 audience
  - **Audience-** made up of all of your contacts
- 1 seat with owner permission
  - **Seat-** the available number of individual users who have access to your account
- Limited selection of basic, featured, and themed pre-made email templates
- “Abandoned cart” email - optional
- Automate welcome email - optional
- Basic reporting of analytics

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NOW I'LL WALK YOU THROUGH IT

all of this will be recorded and emailed to you

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NEED SOME EXTRA HELP?

Utilize MailChimp trainings and articles on their website!

- Don’t know how to do something? Chances are they have an article on it. https://mailchimp.com/resources/mailchimp-101/
- Still need help? Check out youtube videos. Know and utilize your resources.

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QUESTIONS?

BUILDING BLUE TRAINING: UPCOMING DATES

- **We're excited to introduce our 2021 NCDP Building Blue Training & Organizing Series!** With tracks for Citizen Advocates, Party Leaders, Candidates, and Electeds, our year-round training and organizing initiative will build on the strengths we have and engage our volunteer leaders in each of our 100 counties.

- **April 27:** My Precinct is Organized, Now What?
- **April 29:** Social Media & Digital Tools Training
- **May 4:** My Precinct is Organized, Now What?
- **May 13:** Votebuilder 101

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THANK YOU!

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