

Go to <http://mailchimp.com> to create your own Mailchimp account.

To access your reusable eblast template:

- Download this file:
https://us7.admin.mailchimp.com/templates/share?id=19027723_60a0dff43913899eb89f_us7
- Log into your Mailchimp account
- This should install the Template called “KAY Licensees”
- Choose “Campaigns” on the left-hand side → “Create Campaign” → Regular ol’ Campaign
- Select a List to send your eblast to or create a New List
- Next will bring you to the “Campaign Info” – This is where you will name your own campaign. Fill out the fields with the correct information and make your selections.
- Next will be “Select a Template” – Here you will choose “Saved Template” and select “KAY Licensees”

Design Page

The eblast is laid out in sections. You can edit sections by clicking them. You can add text, pictures, and links.

Creating More Eblasts Using The KAYL Template

- Top Menu – Click “Campaigns”
- Click “Replicate” under the last campaign you created using the template

Guidelines – Do’s and Don’ts of eblasts

- Don’t add someone’s email address that didn’t subscribe or give you permission to sign them up. It is against the law and if you are reported as spam or have a high volume of unsubscribers, your account will shut down and your email address will be blacklisted
- Don’t use purchased mailing lists – they are not allowed
- Must stick to KAY colors and the existing format
- No profanity or indecent photos
- All information must be KAY related
- If you have any questions about what is and is not appropriate, please consult the KAY office for guidance