

MAILCHIMP *guide* FOR

NON PROFITS





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HELLO.

MailChimp makes it easy to design and send eye-catching emails, manage subscriber lists and track campaign performance. More than 300,000 companies, from startups to Fortune 500 corporations, enjoy MailChimp's powerful features. We offer resources for beginners, tech-savvy users and specific industries, and we're constantly exploring new technology to help our customers create more effective newsletters.

So how can MailChimp help your nonprofit? For starters, you've probably got a staff, members, volunteers, maybe a board of directors—and they all need to hear from you. Sometimes you'll want to send everyone the same message, but sometimes you'll want to specialize your email campaigns—like sending an internal company newsletter to staff only, budget reports to the board only, or a general update to your nonprofit's entire mailing list. MailChimp makes it easy to do that.

MailChimp offers loads of integrations that will help you do your job. If you accept donations on your website via PayPal, you can automatically add customers to your MailChimp list anytime they make a payment. With our social sharing options, you can get the word out about your nonprofit and events by sharing your email campaigns through Facebook, Twitter and more—and you can allow your subscribers to do the same. The list goes on.

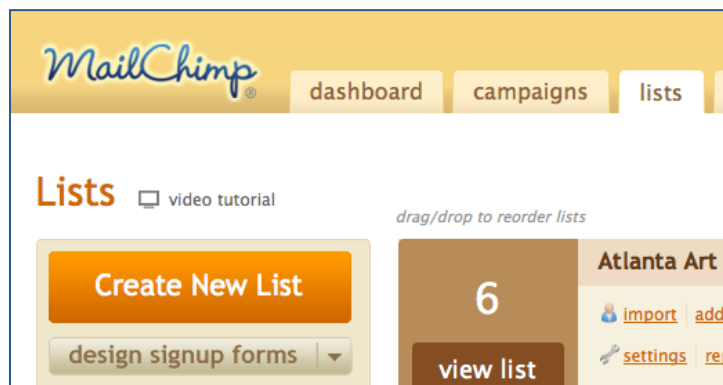
Plus, MailChimp is completely free for lists with up to 500 subscribers. That's right, FREE. You'll have access to our powerful features, including social sharing, advanced reports and integrations with PayPal, Salesforce and more.

This guide will explain the basics of MailChimp and the ways we can help you as a nonprofit. If you have any questions that aren't addressed here, feel free to contact our support staff at mailchimp.com/support. We'll be happy to assist you.

CREATE A LIST

Creating a list is the first thing you'll do in your MailChimp account, so we create one for you when you fill out your account information on your first login. You can use the list we created for you, or you can follow these steps to create a new list.

Step 1: Go to the **Lists** tab, then click the orange **Create New List** button on the left.



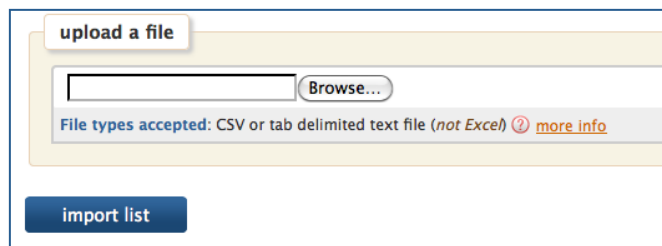
Step 2: Fill out the setup details, then scroll down and click **save** to finish setting up your list.

A screenshot of the 'set up your new list' form in MailChimp. The form has a title 'set up your new list' in a yellow box. Below the title, there's a blue box with the text 'Use groups for smarter list management' and a link 'Rather than creating lots of lists, it might be smarter to create sub-groups in an existing list. tell me more'. The form contains several input fields: 'list name *', 'default from name *', 'default reply-to email *', and 'default subject'. Below these, there's a section for 'remind people how they got on your list *' with a dropdown menu labeled 'copy permission reminder from other list' and a 'choose a list' dropdown. At the bottom, there's a text area for 'Write a short reminder about how the recipient joined your list.'

IMPORT YOUR LIST

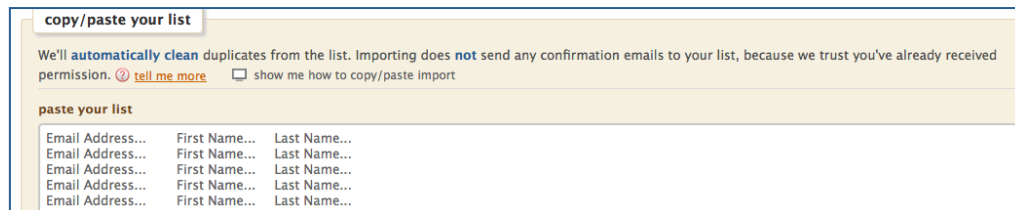
Now that your list is set up, it's time to get your subscribers into that list. You might have a spreadsheet or Google doc with a list of people that signed up for your nonprofit's newsletter, and you can easily import them into MailChimp. If your nonprofit is just getting off the ground and you're starting a list from scratch, that's okay too (just make sure you have permission from all the new subscribers). There are four ways to import a list:

1. Upload a CSV file



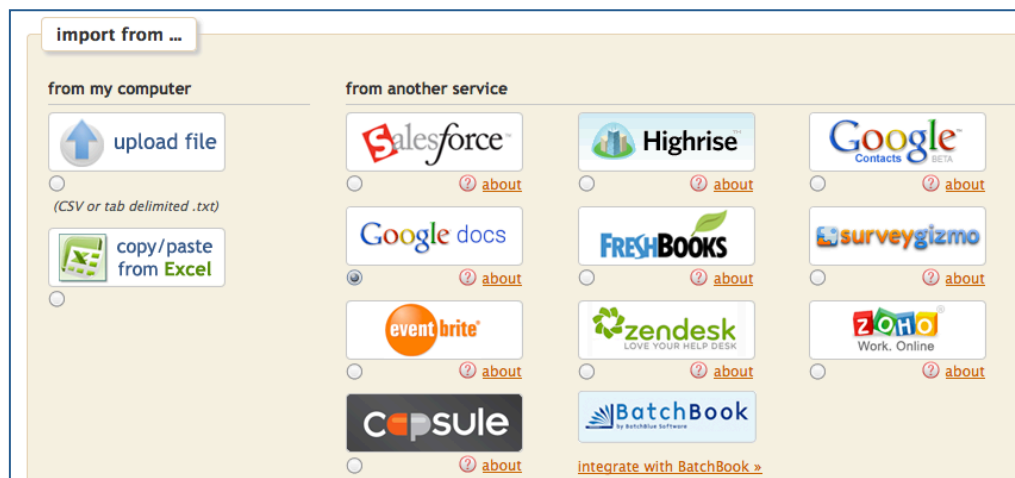
The screenshot shows the 'upload a file' section of the MailChimp interface. It features a text input field with a 'Browse...' button next to it. Below the input field, a message states: 'File types accepted: CSV or tab delimited text file (not Excel)'. There is a small question mark icon and a link to 'more info'. At the bottom of the section is a blue button labeled 'import list'.

2. Copy/paste from Excel



The screenshot shows the 'copy/paste your list' section. At the top, it says 'copy/paste your list'. Below this, a message explains: 'We'll automatically clean duplicates from the list. Importing does not send any confirmation emails to your list, because we trust you've already received permission.' There are links for 'tell me more' and a checkbox for 'show me how to copy/paste import'. Below this is a table with the header 'paste your list' and three columns: 'Email Address...', 'First Name...', and 'Last Name...'. The table contains five rows of placeholder text.

3. Import directly from other apps like Google Docs, Salesforce, Highrise and more.



The screenshot shows the 'import from ...' section. It is divided into two main categories: 'from my computer' and 'from another service'. Under 'from my computer', there are two options: 'upload file' (with a blue arrow icon) and 'copy/paste from Excel' (with a green Excel icon). Under 'from another service', there is a grid of logos for various services: Salesforce, Highrise, Google Contacts, Google docs, FreshBooks, SurveyGizmo, Eventbrite, Zendesk, Zoho, Capsule, and BatchBook. Each logo has a radio button and an 'about' link. At the bottom right, there is a link to 'integrate with BatchBook »'.

4. Start a list from scratch. Set up your list with the email address in one column, and any other data you want to include in separate columns. Like this:

Email address	First name	Last name	
tawanda@mailchimp.com	Tawanda	Lee	
brutus@mailchimp.com	Brutus	Ellis	
judy@mailchimp.com	Judy	Jetson	

Just select the import option you'd like and follow the steps.

Now that your list is imported, we'll help you set the name and content type for each column—we call it **mapping**. Use the pull-down menu above each column to set the field name and type. Once you've mapped your fields, click the **All done** button to complete the import.

Match Columns in Imported List to [Atlanta Art Museum](#)

Success! Your list has been uploaded. Bad news about that grilled cheese, though. I got hungry :(.
Now let's match the columns in your uploaded list to your MailChimp list!

[all done](#)

name this column Email Address delete ok »	unnamed column edit delete	unnamed column edit delete
tawanda@mailchimp.com	Tawanda	Lee
brutus@mailchimp.com	Brutus	Ellis
judy@mailchimp.com	Judy	Jetson

[« cancel and re-upload list](#)[delete unnamed columns](#)

After the import, you'll get to review all of the emails that were or were not added to your list. Just click on the links to view more details.

3 emails added to your list.

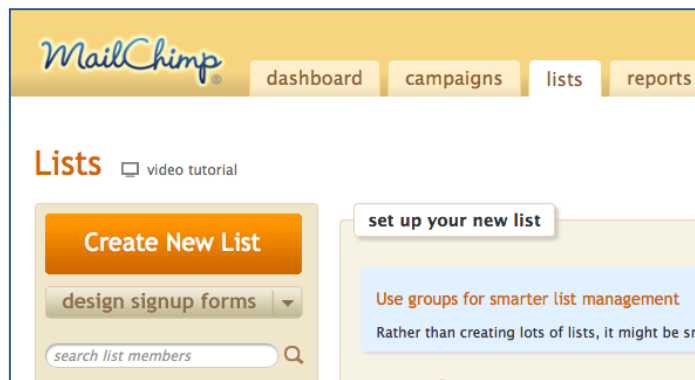
[1 email](#) was already subscribed or a duplicate.

CREATE GROUPS

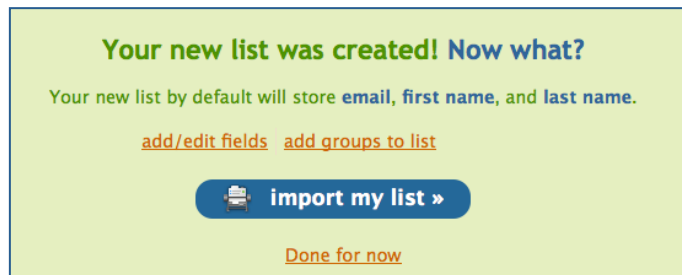
Chances are you have many different types of people on your MailChimp list. You might have staff members, volunteers, donors, a board of directors and more. When you send a campaign, you can send it to specific groups on your list. That way, you won't have to bother donors with a volunteer shift schedule, and you won't bother the entire mailing list with a monthly budget report. Sure, sometimes you'll have content that's relevant to your entire mailing list (maybe a letter from the president, general news, or announcement of an exciting grant your center received)—in that case, click **Send to entire list**, and you're all set. But for the times when your content is only relevant to certain groups on your list, you should take advantage of MailChimp's groups. Here's how:

Adding groups

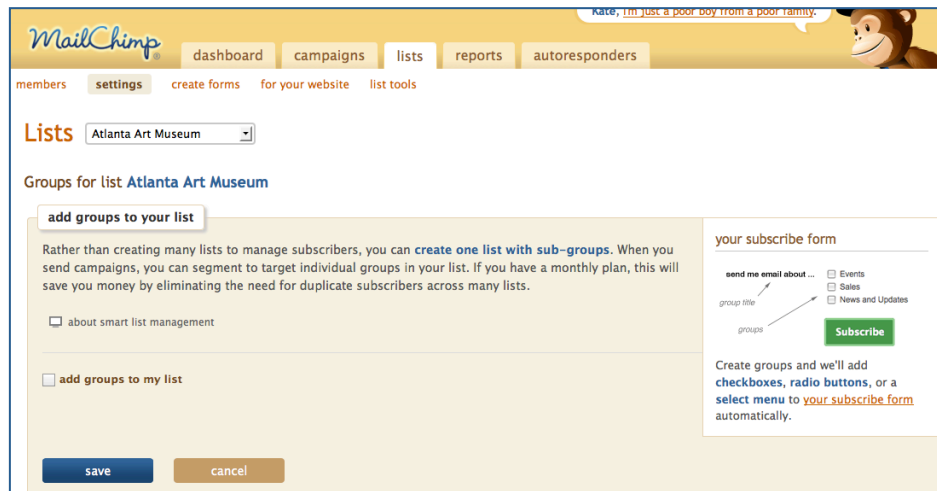
If you haven't created any lists in MailChimp, go to your **Lists** tab and click **Create New List**.



After entering your list settings information, you'll go to the next screen. Choose **Add groups to my list**. Set up the Groups field here before importing your list with existing groups.

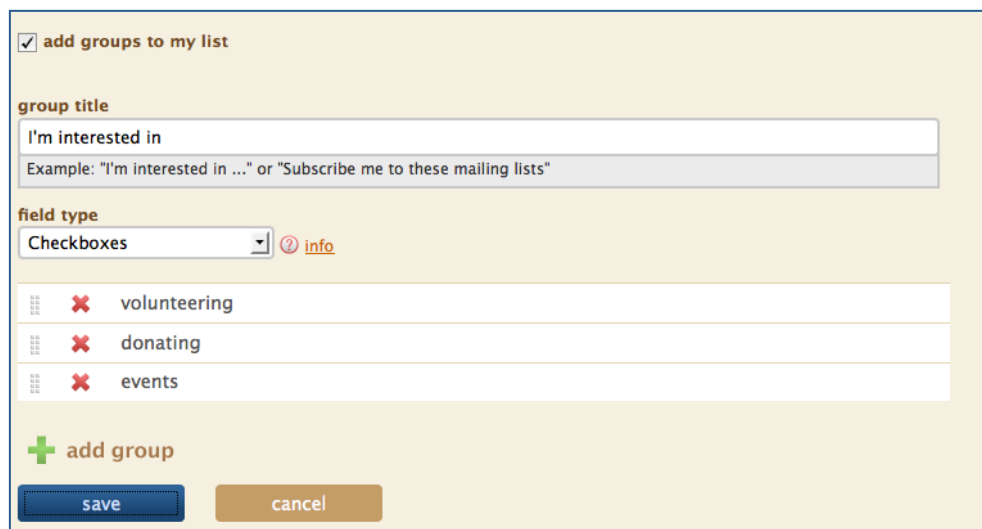


If you already have a list created in MailChimp and want to add groups to your existing signup form, go to your **Lists** tab, then click **Settings > Groups For Segmentation > Add groups to your list**, and then add your Group field title and the choices you'd like to give. Remember, only after setting up this groups field would you want to import the interest groups.



The screenshot shows the MailChimp interface for adding groups to a list. The top navigation bar includes 'dashboard', 'campaigns', 'lists', 'reports', and 'autoresponders'. The 'lists' tab is active, showing a dropdown menu with 'Atlanta Art Museum' selected. Below this, the section 'Groups for list Atlanta Art Museum' is visible. A button 'add groups to your list' is highlighted. To the right, a preview of the 'your subscribe form' is shown, featuring a 'Send me email about...' section with checkboxes for 'Events', 'Sales', and 'News and Updates', and a 'Subscribe' button. The main content area explains that creating one list with sub-groups is more efficient than many lists. It includes checkboxes for 'about smart list management' and 'add groups to my list'.

Here, you'll add your interest groups. When you create groups, MailChimp can automatically add checkboxes, radio buttons or a select menu to your signup form. For example, if someone checks the box that says "I'm interested in volunteering" on the signup form for your list, you can send them targeted emails for prospective volunteers later. Now's your chance to add any other groups you'd like.



This screenshot shows the 'Add groups to my list' form. The checkbox 'add groups to my list' is checked. The 'group title' field contains 'I'm interested in', with an example below: 'Example: "I'm interested in ..." or "Subscribe me to these mailing lists"'. The 'field type' dropdown is set to 'Checkboxes'. Below this, there is a list of groups to be added, each with a red 'X' icon and a text input field: 'volunteering', 'donating', and 'events'. At the bottom, there is a green plus icon and the text 'add group', followed by 'save' and 'cancel' buttons.

Sending to groups

When you're ready to send your campaign (we'll explain how to create your campaign in the next section), choose **Send to segment of list** and then choose your group by selecting **Is interested in | one of | group**.

which list would you like to send this campaign to?

Atlanta Art Museum (6 recipients)

match **any** of the following:

Is Interested In **one of** **volunteering** **donating** **events** ✖

+ add condition

[show me how to segment lists](#)

You can segment by location the same way. Say you're announcing an event that will be held at your facility in Atlanta, but you have people from all over the world on your nonprofit's mailing list. Segment by location, and your campaign will only go to subscribers near Atlanta.

Atlanta Art Museum (6 recipients)

match **any** of the following:

Location **is within** **50** miles of **Atlanta GA USA** ✖

[about geo-data accuracy](#)

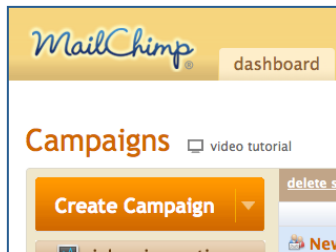
+ add condition

[show me how to segment lists](#)

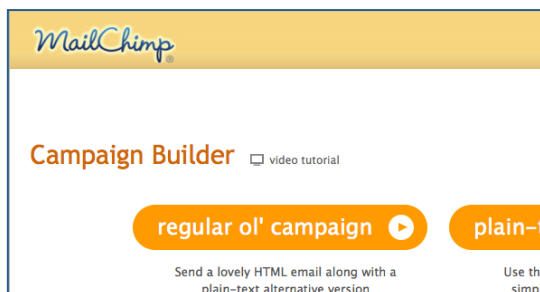
CREATE YOUR FIRST CAMPAIGN

So your list is all set, and you're ready to create your first campaign. Here's how to select your list, select a template, edit your content, design your email and send your campaign.

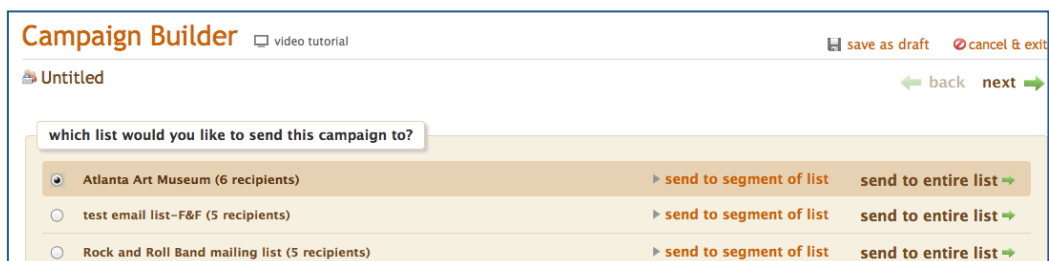
From your Dashboard or **Campaign** tab, click the orange **Create Campaign** button.



Choose the type of campaign you'd like to create. (Start with **Regular ol' campaign**).

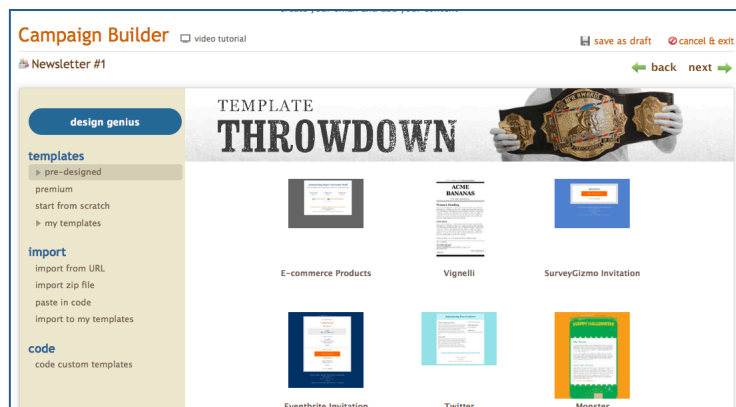


On Step 1 of the Campaign Builder, select the list you want to send to. Once you've selected the list, use the **Next** button to move forward, or **Send to entire list**. (If you want to send to a certain group, use the info above.)

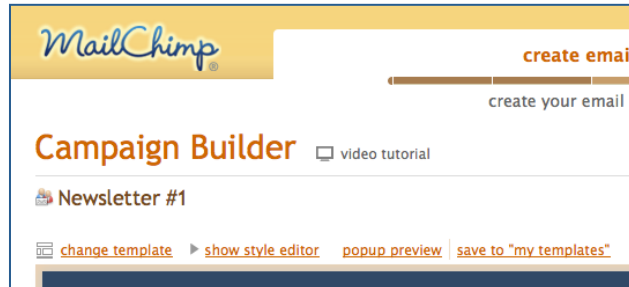


On Step 2 of the Campaign Builder, you can name your campaign, set up a subject line, from name, reply-to email and personalize your “To:” field with [*|MERGETAGS|*](#). You’ll find options for tracking, authentication, analytics and social sharing.

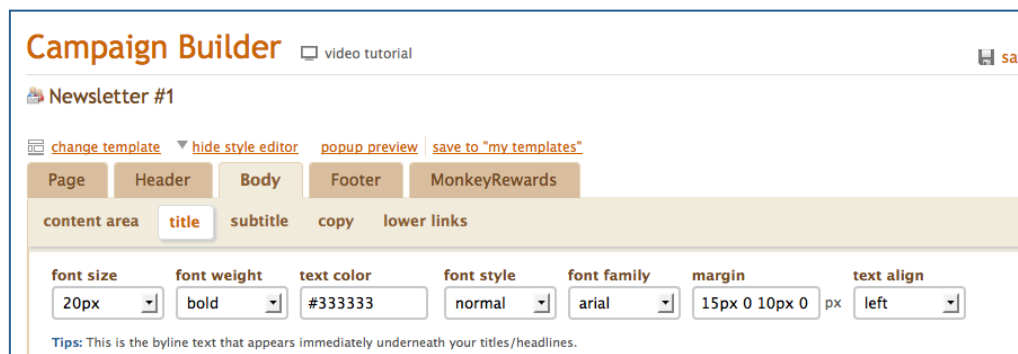
Select a template for your email by clicking on **pre-designed**, **advanced** or **start from scratch** (to get basic template layouts that you can fully customize) under the **templates** heading. Templates you’ve set up and saved will live under **my templates**. If you’re providing your own code, use the **paste/import HTML** or **Import from URL** options. If you want to create an editable (or non-editable) template for your clients, choose **code custom templates**.



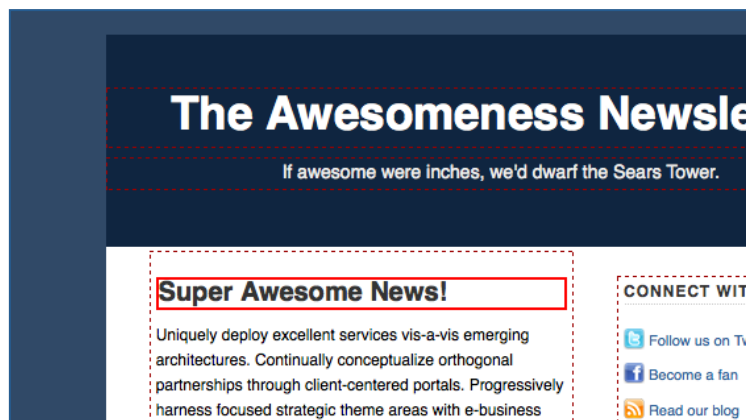
Once you choose your template, you'll remain on Step 3 of the Campaign Builder. The **Content editor** is where you'll edit your styles and content. Click on **show style editor** to bring up the style options.



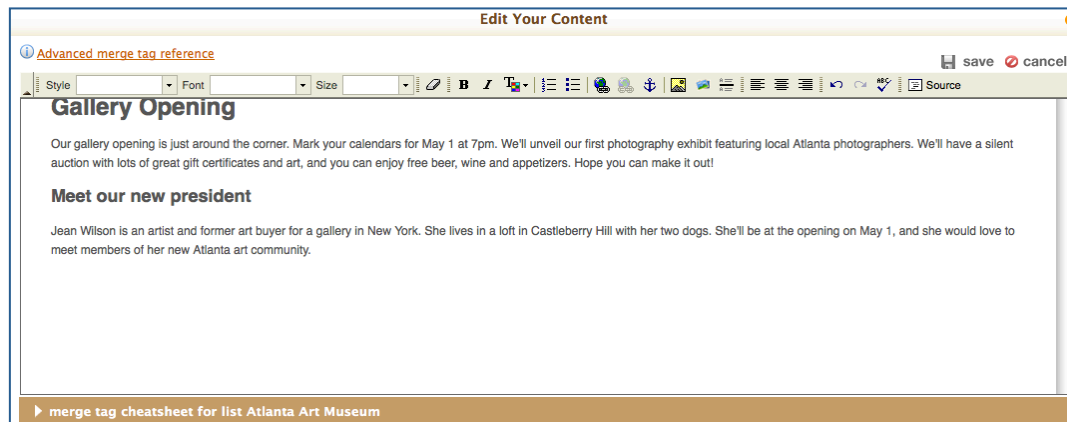
Select a part of the email with the tabs (page, header, body, etc.), and use the subheads to edit sections within. (title, subtitle, etc.) This will allow you to set the line height, font size and more.



Click anywhere inside the dotted red borders to bring up the **Content editor** box.

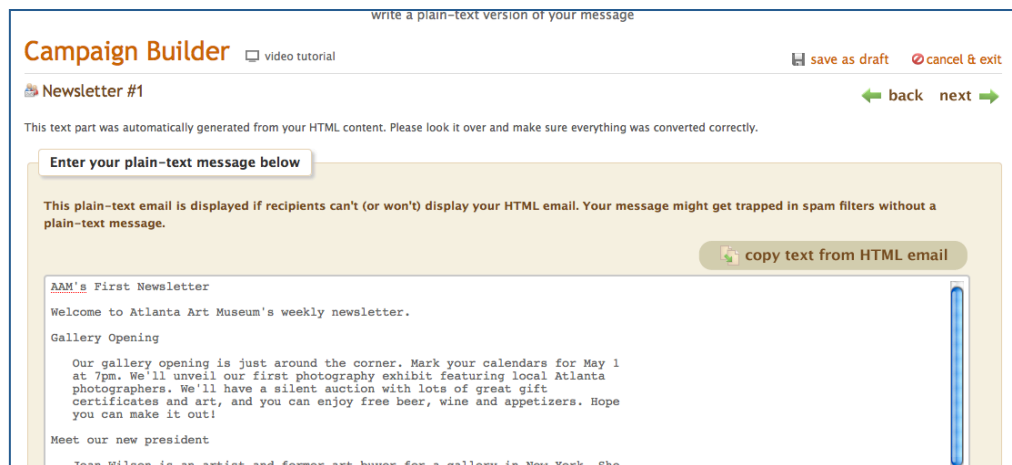


Edit or add content in any of your sections, and then click **Save** to set the changes.



After saving, wait for your content to refresh, then click **Next**. Our plain-text generator will automatically create the plain-text version of the email from your HTML version.

Look it over and click **Next** again to move to the last step of the Campaign Builder.



Step 5 of the Campaign Builder is a **Pre-delivery checklist**. If we see anything missing from your campaign, you'll be alerted in red on this screen. Click **Edit** to go directly back to any area that needs attention.

You can preview the campaign once more by clicking on the **Popup preview** button.

We recommend sending tests to several email addresses to see how the campaign looks in your recipients' inboxes. If everything looks good, schedule or send your campaign.

The screenshot shows the 'Newsletter #1' pre-delivery checklist interface. At the top right are 'back' and 'next' navigation links. The checklist consists of eight items, each with a green checkmark icon, a title, a description, and an 'edit' button:

- List:** MailChimp will deliver this to the Atlanta Art Museum list (6 recipients)
- Subject Line:** "Welcome to AAM's Weekly Newsletter"
- Replies:** All replies will go to Atlanta Art Museum <newsletter@atlantaartmuseum.com>
- Tracking:** You chose to track clicks and opens in the HTML email
- HTML Email:** You're sending an HTML email from the Simple Newsletter template
- Plain-text Email:** You included a plain-text version
- Email Authentication:** Automatic email authentication will be enabled for this message
- MonkeyRewards:** A MailChimp affiliate link is included in your template footer

At the bottom, there are two buttons: 'Test With Delivery Doctor beta' and 'Test With Inbox Inspection'.

Note: If you use templates provided by MailChimp, we'll add your postal address for you. If you're providing your own code, make sure the address is included somewhere in the text of your campaign. It's required by law!

TIP: GET TO KNOW THE CAN-SPAM ACT

The FTC's CAN-SPAM act requires you to include your postal address in email marketing. There are a lot more rules, too. To learn more, visit [ftc.gov](https://www.ftc.gov).

SHARE YOUR NEWSLETTER

Social networking sites like Facebook and Twitter are an excellent way to promote your nonprofit and connect with your audience on a more personal level. Social networking allows you to create conversations with your customers and fans, making them more engaged in your company and your newsletter.

MailChimp offers great integrations with Facebook and Twitter, making it even easier for you to engage your audience.

Auto-Tweet

If you know you're going to want to tweet every email campaign you send, you can have MailChimp do it for you.

Just check the **Automatically post to Twitter** box in your **Campaign preferences** tab. If you haven't set up a Twitter account in MailChimp, you'll have an option to do that instead. Once the account is set up, you won't have to re-authorize it again (but you can turn it off at any time).

The image shows a screenshot of the MailChimp Campaign Preferences form. The form is divided into two main sections: 'name your campaign' and 'email tracking'.

name your campaign

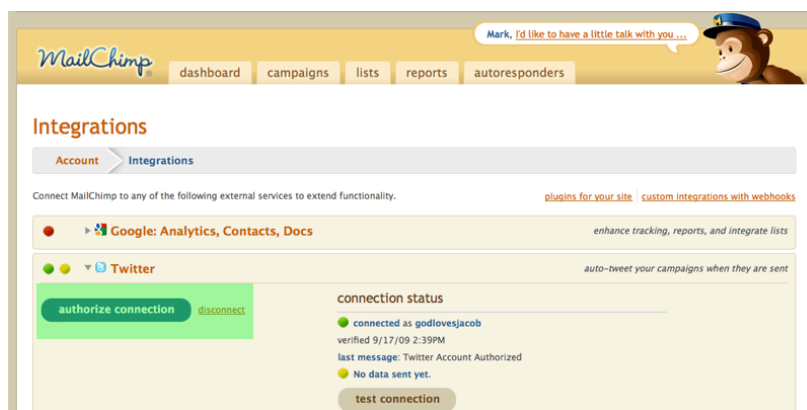
- MailChimp RSS Campaign** (text input)
- Internal use. Ex: "Newsletter Test#4"** (text input)
- message subject ***
 - Posts from *[RSSFEED:TITLE]* for *[RSSFEED:DATE]*** (text input)
 - Keep it relevant and non-spammy to avoid spam filters. [info](#)
- from name ***
 - Mark DiCristina** (text input)
 - Use something they'll instantly recognize, like your company name.
- reply-to email ***
 - mark@mailchimp.com** (text input)
 - Their replies will go to this email address.
- ☒ **personalize the "To:" field** [info](#)
- specify *[MERGETAGS]* for recipient name**
 - *[FNAME]*** (text input)

email tracking

- ☒ **track opens**
[Learn](#) how open tracking works, and how accurate it is.
- ☒ **track HTML clicks**
We'll show you which links people clicked on, and how often.
- ☐ **track plain-text clicks**
Don't click this unless you're comfortable with people seeing "MailChimp" in your links. [info](#)
- authentication**
 - ☒ **authenticate the campaign**
Proves the email is not a forgery and helps avoid spam filters [info](#)
- Google Analytics™ tracking**
 - ☐ **add Google Analytics™ tracking to all URLs**
Monitor traffic from campaigns to your site. [info](#)
- send to Twitter** (green button)
- ☒ **automatically post to Twitter after campaign is sent**

Once you enable Auto-Tweet, MailChimp will automatically send a tweet with your email's subject line and a shortened link to the online version of your email. We shorten the URL using our EepURL tool, so you don't have to worry about having your tweet cut short.

If you want to change which Twitter account you use to tweet your campaign, click on **Account** in the top-right corner of your screen, then click on **Integrations**. Choose **Twitter**, and then **Authorize Connection** to authorize a different account. You can only authorize one Twitter account at a time.



Twitter Stats

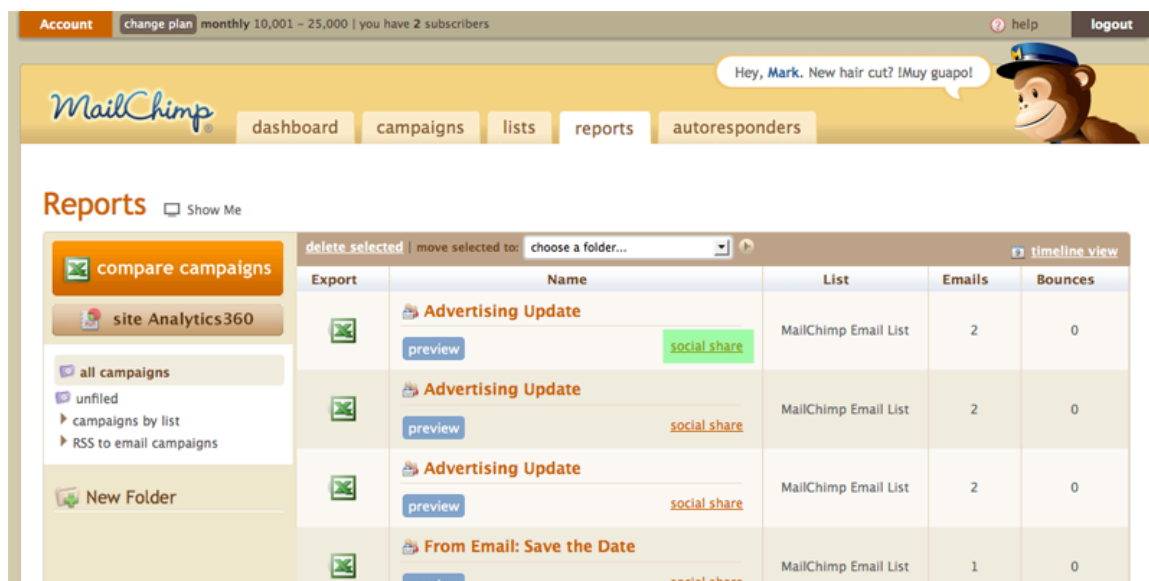
MailChimp also makes it easy to track how many *other* people are tweeting your email campaigns.

Click on the **Reports** tab in your MailChimp dashboard, and you'll be taken to a screen that lists all your email campaigns. Click on the name of one of your campaigns to view its overview report. From there, click **EepURL Stats** to see how many times your campaign has been tweeted and retweeted, who did the tweeting and a timeline of all tweets. (Note that only tweets that include the automatically generated EepURL for your campaign are included in this report.)



Social Share Button

If you decide you want to tweet your campaign after it's been sent or you want to promote your campaign on a social network other than Twitter, use the social share button that appears beside your sent campaign in the Campaigns dashboard.



When you click **Social Share**, you'll be directed to a screen where you can share your campaign on Twitter, Facebook, MySpace, StumbleUpon, Digg and Delicious.

Social Share Merge Tag

In addition to sharing your own campaign, MailChimp allows you to offer your *readers* a way to share your campaigns. When you place the `*|MC:SHARE|*` merge tag in your template, MailChimp will add links to more than 20 social networks. If you want to limit the networks in the social share merge tag, you can use `*|SHARE:SITE_NAME1, SITE_NAME2|*` to specify which sites are included. For example, `*|SHARE:Facebook, Twitter, Digg|*`.

TIP: MERGE TAG CHEATSHEET

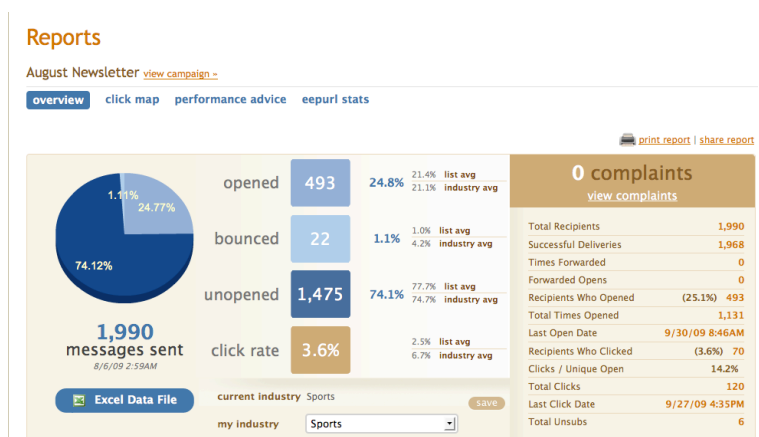
MailChimp has lots more merge tags to help you customize your campaign. Check out a cheatsheet here:

mailchimp.com/resources/merge

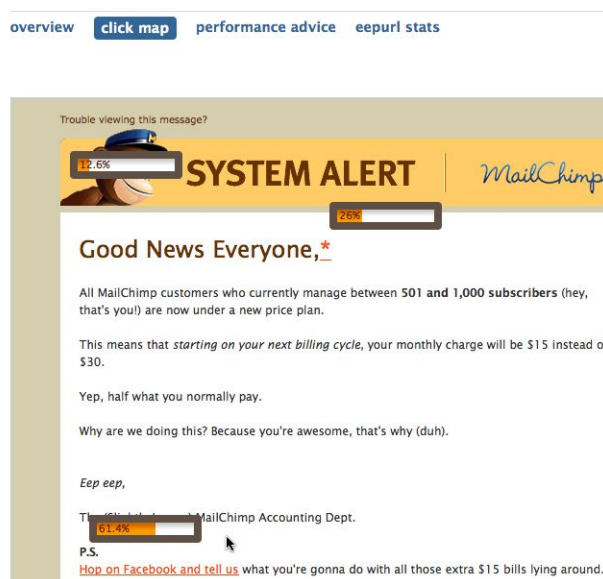
REPORTS AND ANALYTICS

Now that you've sent your campaign, it is time to sit back, relax, and wait for your stats to come in. MailChimp offers insightful tracking and reporting—you should review this information for every campaign you send, because our reports are full of clues and feedback that will help make your newsletters better.

MailChimp's standard reports use neat, easy-to-read graphs, tables and maps to show you things like opens, click-throughs, bounces and unsubscribes.

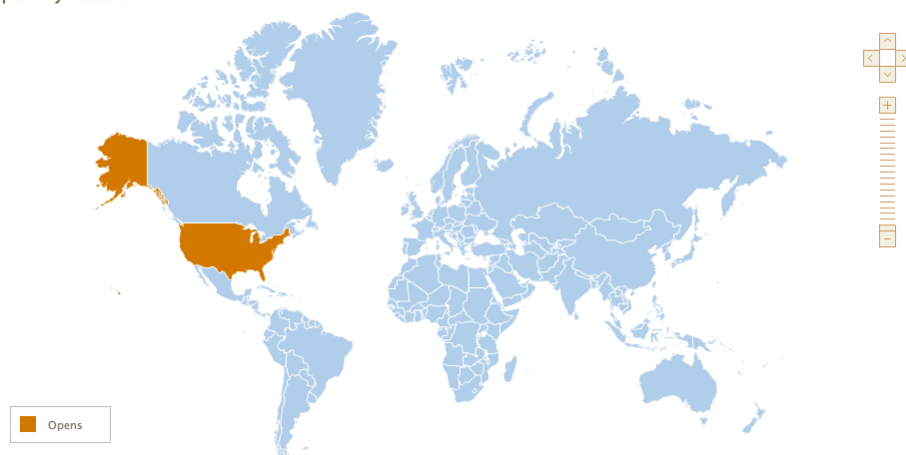


You can view a click map of your email to see what and where your readers click. Here's an example from a MailChimp system alert campaign:



We even offer geographical information that makes it easy to see where in the world your subscribers are located.

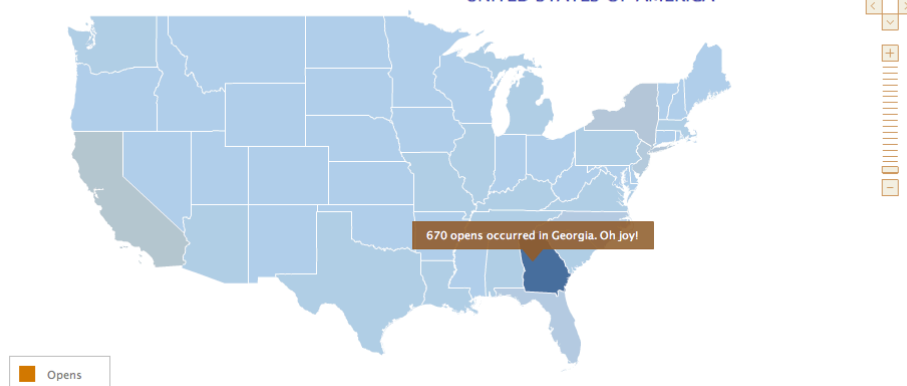
Opens by Location



Opens by Location

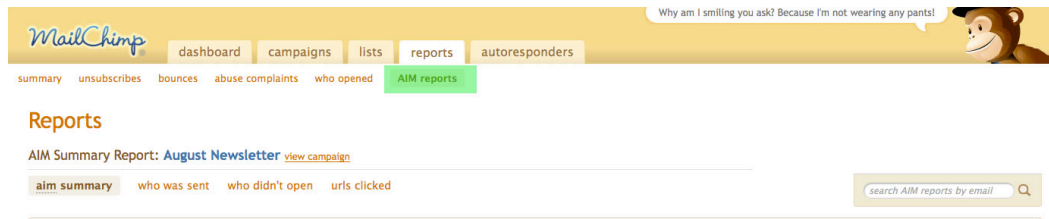
« Back to world map

UNITED STATES OF AMERICA



Advanced Reporting

MailChimp's basic reports are great, but if you're looking for even *more* detailed information, you can add our **Inbox Inspector** to your MailChimp account for a \$49 one-time fee. Our advanced reporting lets you see exactly what each of your subscribers does when they receive your email campaign. You'll see who opens your email, how many times and what they click.

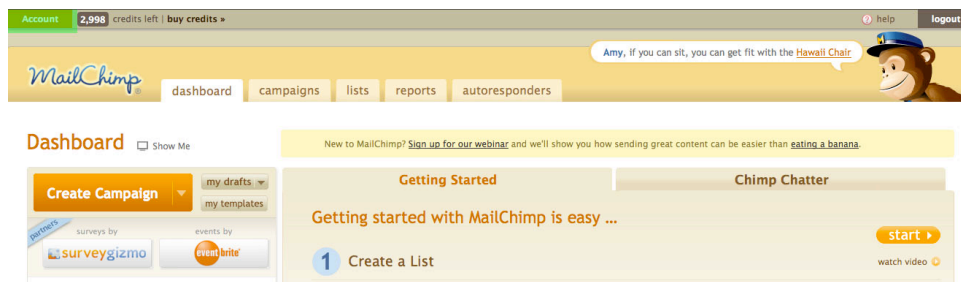


You can use this information to segment your audience based on their previous activity with your campaigns. For example, enabling advanced reporting allows you to segment your list so that you only send to those who opened your last email or those who have opened your last three emails.

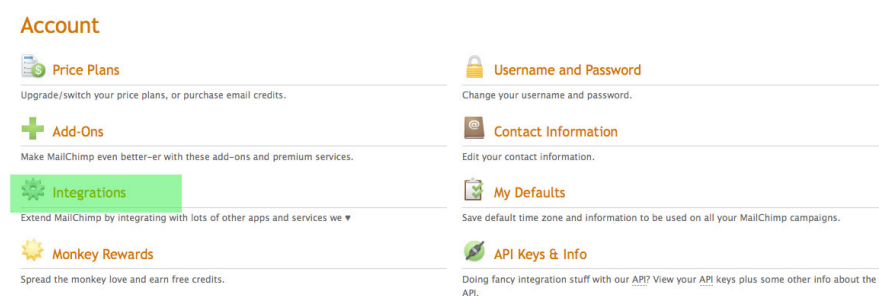
Google Analytics

MailChimp also offers integration with Google Analytics. You can use MailChimp to integrate your website's Google Analytics data right into your MailChimp account. This will allow you to see how your website traffic changes in relation to your email campaigns.

To enable this integration with Google Analytics, go to the Account page in your MailChimp Account.



Click Integrations



Open the integration labeled **Google: Analytics, Contacts, Docs**. Then click **Authorize connection**.

Integrations

[Account](#) > [Integrations](#)

Connect MailChimp to any of the following external services to extend functionality. [plugins for your site](#) | [custom integrations with webhooks](#)

 Google: Analytics, Contacts, Docs	enhance tracking, reports, and integrate lists
authorize connection disconnect	connection status
	 not connected
 Twitter	auto-tweet your campaigns when they are sent
 Eventbrite	Integrate event invitations and responses

If you have more than one Google account, you have to select which account you want to connect to. Choose the Google Account you used to set up your nonprofit page's Google Analytics. Finally, you'll be asked to Grant or Deny access to your Google Account. Choose **Grant Access**, and the integration will be complete.



[amy.e.ellis@gmail.com](#) | [Google home](#) | [Help](#) | [My Account](#) | [Sign out](#)

The site **admin.mailchimp.com** is requesting access to your Google Account for the product(s) listed below.

-  **Google Contacts** - <http://www.google.com/m8/feeds>
-  **Google Docs** - <http://docs.google.com/>
-  **Google Analytics** - <https://www.google.com/analytics/home/>
-  **Google Docs** - <http://spreadsheets.google.com>
-  **Gmail** - <http://mail.google.com/mail>

Google is not affiliated with admin.mailchimp.com, and we recommend that you grant access only if you trust the site.

If you grant access, you can revoke access at any time under 'My Account'. admin.mailchimp.com will not have access to your password or any other personal information from your Google Account. [Learn more](#)

⚠ This website is registered with Google to make authorization requests, but has not been configured to send requests securely.

If you grant access but you did not initiate this request at admin.mailchimp.com, it may be possible for other users of admin.mailchimp.com to access your data. We recommend you deny access unless you are certain that you initiated this request directly with admin.mailchimp.com.

[Grant access](#) [Deny access](#)

You'll complete the final step to the Google Analytics integration when you're setting up a campaign. After you select **Create Campaign** and the list you want to send your campaign to, you'll go to Step 2, where you enter campaign info and select your tracking and authentication preferences. Here, be sure to check the box that says **Add Google Analytics tracking to all URLs**.

campaign info

* Indicates required

name your campaign

Internal use. Ex: "Newsletter Test#4"

message subject *

The Yarn Shop Monthly

Keep it relevant and non-spammy to avoid spam filters. ⓘ info

research subject lines

from name *

The Yarn Shop

Use something they'll instantly recognize, like your company name.

reply-to email *

amy@mailchimp.com

Their replies will go to this email address.

☐ personalize the "To:" field ⓘ info

tracking, authentication, and more

email tracking

☒ track opens
[Learn](#) how open tracking works, and how accurate it is.

☒ track HTML clicks
 We'll show you which links people clicked on, and how often.

☐ track plain-text clicks
 Don't click this unless you're comfortable with people seeing "MailChimp" in your links. ⓘ info

authentication

☒ authenticate the campaign
 Proves the email is not a forgery and helps avoid spam filters ⓘ info

Google Analytics™ tracking

☒ add Google Analytics™ tracking to all URLs
 Monitor traffic from campaigns to your site. ⓘ info

title for campaign (you'll see this in Google Analytics™)

The_Yarn_Shop_Monthly10_15_2009

Note: you'll need to have Google Analytics setup on your website to use this feature.

That's it! Now you'll see your Google Analytics data in all your MailChimp reports.

INTEGRATIONS

MailChimp's integrations make your job easier by automating the annoying tasks, like logging into a bunch of other programs to access data and information you need for your email marketing. Plus, our integrations make it easy for customers to sign up for your email list at integral moments, like when they donate to your cause or purchase tickets to your shows. Our PayPal and Salesforce integrations in particular can be super valuable to nonprofits. But check 'em all out, because you might already use other applications that integrate with MailChimp.

PayPal

If you accept payments or donations via PayPal on your website, you can use our integrations to have customers added to your MailChimp list instantly and seamlessly. Here's how to set it up:

You'll need to have either a Premier or Business PayPal account. Just log into MailChimp, go to the **Account** tab, click **Integrations** and find the **PayPal** section. Enter your PayPal account information to activate the integration. Once it's activated, just click the **Configure** link, and a new pop-up window will appear.

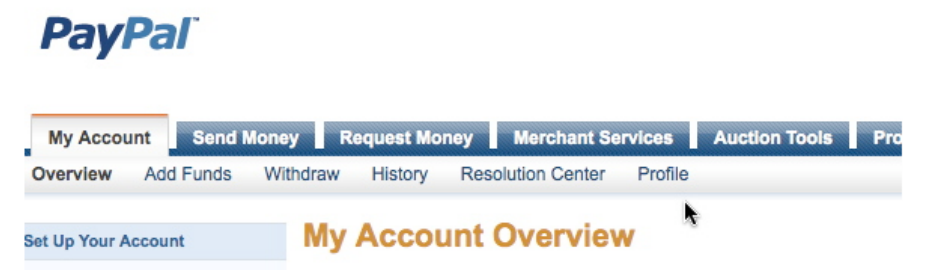
Field Name	Import Status
Email	✓ We'll of course We'll grab this one!
First Name	✓ We'll grab this one.
Last Name	✓ We'll grab this one.
Street Address (1st line)	✗ We'll skip it. You don't have a street field in your signup form.
City	✗ We'll skip it. You don't have a city field in your signup form.

1. Select the list where you want your PayPal purchasers' emails to go. Unless you tell them on your purchase form that they'll be receiving newsletters from you, don't just dump them into your

general newsletter list. You can create a totally separate list for "customers" who have purchased items from you.

In the settings for that list, your permission reminder can say, "You're receiving this because you purchased something from my store and..." Remember that you don't want to surprise your recipients with email marketing they're not expecting.

2. Once you select a list for your customers, MailChimp will generate a code. Copy that code. Then, log in to your PayPal account, and click on the **Profile** link.



On the next screen, look for the link to **Instant Payment Notifications**. The next screen will look like this:



1. Check the box.

2. Paste the code you copied from MailChimp into the rectangle.

Remember, this only works for Business or Premier accounts in PayPal.

Salesforce

If you use Salesforce at the enterprise level to keep track of donors, you can use MailChimp's integration with Salesforce to gain more valuable information about your customers, donors and prospects.

To set up the integration, just go to your account dashboard and click on **Integrations**. Then just enter your Salesforce access privileges.

The screenshot shows the 'Salesforce' integration setup page. It includes a 'connection status' section with a red dot and the text 'not connected', and a 'test connection' button. Below this is a large empty box with the text 'no results to display yet'. On the left, there are input fields for 'Salesforce username' (containing 'johndoe@rsglab.com'), 'Salesforce password' (masked with dots), and 'Salesforce token'. A 'connect' button is at the bottom left, and a 'disconnect' link is next to it. A blue box at the top left says: 'For the best results, we suggest you use an admin account for integrations'. A note below the username field says: 'This should be the email address you use to login to your Salesforce account'. A note below the token field says: 'To get a token, login to Salesforce and navigate to Setup->My Personal Information->Reset Your Security Token.'

Once you've set up the integration, you'll be able to access your customer lists from your MailChimp List dashboard and from within your campaign.

The screenshot shows the 'import from Salesforce' page. It has a green success message: 'Sweet, looks like we can connect to your Salesforce account. Now choose which fields to import to your MailChimp list.' Below this, there are two columns. The left column is titled 'fields in your Salesforce account' and lists: First Name, Last Name, Street, City, Street (Mailing Address), City (Mailing Address), State (Mailing Address), Postal Code / Zip (Mailing Address), Street (Other Address), and City (Other Address). There is an 'add all' link at the bottom. The right column is titled 'fields we'll import (email will be imported by default)' and is currently empty. There is a 'remove all' link at the bottom. Between the columns are left and right arrow buttons.

You can also see MailChimp report data in your Salesforce account.

Campaign History		Add to Campaign		Campaign History Help			
Action	Campaign Name	Start Date	Type	Status	Responded	Member Status Updated	
View Edit Del	MailChimp Campaign: Regular HR TEST title 14:10:29	10/20/2009	Email	Sent	☐	10/20/2009 10:53 AM	
View Edit Del	MailChimp Campaign: Regular HR TEST title	7/1/2009	Email	Sent	☐	7/7/2009 3:43 PM	

Plus you can view campaign history by customer, including which campaigns they've received and whether they've opened or clicked.

Description	Campaign Stats through Jul 07, 2009 06:43 pm Total Emails Sent = 2
	— Opens — Total = 5 Unique = 1 Last = Jul 07, 2009 05:54 pm
	— Forwards — Total = 0 Opened = 0
	— Clicks — Total = 2 Unique = 1 Users = 1 Last = Jul 06, 2009 02:29 pm
	— Issues — Unsubscribes = 0 Syntax Errors = 0 Hard Bounces = 0 Soft Bounces = 0 Abuse Reports = 0

Finally, if you've got MailChimp integrated with your shopping cart (like PayPal), you can see how much each customer has purchased or donated, right from within your Salesforce account.

RESOURCES

Can't get enough? Check out these MailChimp resources that'll be useful for your nonprofit:

MailChimp blog

Getting started videos

Online training

Blog: Nonprofit email marketing tips

Blog: PayPal Add-on for MailChimp

Blog: MailChimp CRM integration with Salesforce, Highrise, Batchbook

MailChimp Jungle: Nonprofit Chimps

We hope this guide has helped you get your nonprofit's email marketing off to a good start. If you have any questions that weren't addressed in this guide, feel free to contact our support team at mailchimp.com/support.

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