

NAB AFL AUSKICK COORDINATOR COMMUNICATION USERGUIDE



Version 1, updated 20 January 2021

STEP 1: SETUP YOUR MAILCHIMP ACCOUNT

Introduction

As part of your NAB AFL Auskick Administration duties you may need or want to email your participants to provide general information, and ad hoc communication and updates.

Using PlayHQ and another platform called Mailchimp, you can easily and quickly get all your participants email addresses uploaded into Mailchimp and send emails.

Mailchimp is a free online tool that you can use to send emails to your participants. You can read more [here](#).

PlayHQ has a simple report that can provide all your participant email address. By copying and pasting those into Mailchimp, you can draft the email and hit send!

We have developed some User Guides to step you through the process. This user guide will walk you through the first step that you need to complete – Setting up your free Mailchimp account.

1. Setup your Mailchimp account (this section)
2. Upload contact
3. Draft and send emails in Mailchimp

Once you have your Mailchimp account setup, you can move to the second step, uploading contacts into Mailchimp.

1. Before you Start:

An Administrator can use Mailchimp to send emails out to Auskick participants by creating a free Mailchimp account.

The process will take approximately 10 minutes to complete. You will need the below information to setup your account correctly:

- Your personalised email address. Mailchimp doesn't recognise role based email addresses (eg "coordinator@docklandsfc.com.au) so you need to setup your account with a personal email address
- Physical mailing address: Auskick Centre/Football Club address
- Business name: Auskick Centre Name
- Website URL: Auskick Centre/Football Club website or facebook page or play.afl/auskick

Important things to know before you setup your account:

- You won't need to install any software to use Mailchimp however your browser needs to meet their requirements <https://mailchimp.com/help/minimum-system-requirements/>
- The email account that you use to setup your account must be accessible by you, as Mailchimp will send notifications and copies of emails issued to the nominated account
- The free Mailchimp account does not require any payment information to be entered.
- The free account enables you to set up 2,000 contacts and send up to 10,000 emails

2. Create your free Mailchimp account:

- Using the recommended browser, navigate to Mailchimp's signup page <https://login.mailchimp.com/signup/>
- Enter your email address, and nominate a username and password

Welcome to Mailchimp

Find your people. Engage your customers. Build your brand. Do it all with Mailchimp's Marketing Platform. Already have an account? [Log in](#)

Email

Username

Password

[Show](#)

- One lowercase character
- One uppercase character
- One number
- One special character
- 8 characters minimum

I don't want to receive emails about new Mailchimp products, best practices, or special offers.

By clicking the "Sign Up" button, you are creating a Mailchimp account, and you agree to Mailchimp's [Terms of Use](#) and [Privacy Policy](#).

- Go to your nominated email account and open the email from Mailchimp and click on the link to activate your account
- Confirm the \$0 plan is selected and click Continue
- Complete your account details (First Name; Last Name; Business Name ; Website URL and your phone (optional))
- Click Continue



Let's set up your account

Now that we know more about you, we'll be able to recommend the best marketing moves for you in the future.

First Name	Last Name
<input type="text"/>	<input type="text"/>
Business Name	
<input type="text"/>	
Website URL	Optional
<input type="text"/>	
Phone Number	Optional
<input type="text"/>	

Continue

- Complete your address details and click Continue
- Select No when asked if you have a list of contacts and click Continue
- Select Services and click Continue
- Select any offers you wish to subscribe to and click Continue

Your account is now setup! You are now able to create a list of contacts, draft and send an email – refer to the following user guides:

- Upload Contacts into Mailchimp
- Draft and send an email

STEP 2: UPLOAD CONTACTS INTO MAILCHIMP

Introduction

When you want to send an email to your Auskick participants, you will need to set up the distribution list in Mailchimp.

PlayHQ captures the email addresses of all Auskick participants when they register. You can run a report in PlayHQ, copy and paste the email addresses into Mailchimp to create your recipient list.

In future there will be an automated integration with Mailchimp that will automated this step, however for now a simple manual upload is required as detailed below.

This user guide will show you how to complete the second step, uploading contacts into Mailchimp.

1. Setup your Mailchimp account
2. Upload contacts into Mailchimp (this section)
3. Draft and send emails in Mailchimp

Before you Start:

You will need to have your Mailchimp account setup and activated (refer to steps above).

1. Extract participants contact information from PlayHQ

- Log into PlayHQ,
- Go to **Reports > Programs** and run the **Participation Report**
- Once this report has run it will be available to open from the Generated Reports tab
- Open the report and review the data in columns AL, AM, AN and AO.

Handy Hints:

- There is an option for parents to include a secondary contact which if completed will be in columns AU, AV, AW, AX. These contacts can be copy/pasted and placed at the bottom or rows AL, AM, AN and AO if you wish to send communications to both contacts.
- You can also filter your contact list by registration type (volunteer or player) using column F.
- Column G provides the current status of participants which you can use to check if anyone has cancelled their registration and should be removed from the contact list prior to importing the data into Mailchimp.

2. Import contacts into Mailchimp

- Log into Mailchimp
- Go to **All contacts** > **Add contacts** > **Import contacts**
- Select Copy and Paste option
- Click **Continue to Upload**
- Copy and paste the data from your PlayHQ Participation Report (columns AL, AM, AN and AO)
- Click **Continue to Organize**
- Select **Subscribed** from the dropdown

***Handy Hint:** When you are doing subsequent uploads, tick the **Update any existing contacts** option*

- Click **Continue to Tag**
- Add a tag e.g. “2021 - AusKick Community” and click **Continue to match**
- Click on column headings to confirm field labels (First name, Last name, Phone Number, Email Address)
- If you don’t wish to import any of the fields untick the checkbox next to the column heading
- Click on **Finalize the import**
- You will see a message advising how many new contacts have been added
- Click **Complete Import**

Handy Hints:

- If you need to start again click **Cancel Import**
- After you import contacts, it is recommended you click on **View Contacts**. You can also view the Import History page includes details on any errors we found, and tells you which email addresses to review for issues to troubleshoot. These details remain on the Import History page for 24 hours.
- To learn more about your import results and how to find them, check out <https://mailchimp.com/help/view-import-results/>
- If you need to undo an import <https://mailchimp.com/help/undo-contact-import/>
- For additional help on importing contact details, please refer to these Mailchimp articles:
<https://eepurl.com/dyil4z>
<https://mailchimp.com/help/format-guidelines-for-your-import-file/>
<https://mailchimp.com/help/troubleshooting-contact-imports/>

STEP 3: DRAFT AND SEND EMAILS USING MAILCHIMP

Introduction

Once you have created your distribution list in Mailchimp, you can draft your email and send it to your selected contacts.

This user guide will show you how to complete the final step in the process

1. Setup your Mailchimp account
2. Upload contacts into Mailchimp
3. Draft and send emails in Mailchimp (this section)

Before you Start:

You will need to have your Mailchimp account setup and activated and your recipients email addresses uploaded into Mailchimp.

1. Draft your email

- In your Mailchimp account click the pencil icon  (**Create**) on left side of the screen
- Select **Email**
- Type in a relevant title in the **Campaign Name** field & click **Begin**
- **Edit Recipients** (default is all contacts) and select recipients via the Tag (**Segment or Tag** dropdown) or other selection criteria
- Click **Personalize the "To"** this will include the recipient's name in the email greeting line and select an option
- Click **Save**
- Complete the remaining fields **Add From; Add Subject** and add the email heading and preview text (optional)
- Click **Save**

2. Designing the email:

- Click **Design Email** and select **classic** or **New**
-  Add logo (or Upload) and align it (NAB AFL Auskick logo can be used)
- Add url (Club website or <https://play.afl/auskick>) in **Link To** field
- Click **Add Text** (type email text into the black field, or paste)
- You can edit the text position, and formatting by rearranging, adding or deleting text blocks.

- You can add a link to social media by clicking on a + sign and **Add Social** - paste the url into the field on the left
- Click **Preview** and edit any changes required. Once you are satisfied click **Continue**
- If there are any errors in the content then you will see an error message and you will need to return to the draft and action this. Typically it will be an error relating to sections of the email that you will need to delete if you've not entered any content in them.
- When you see the message 'Your email is ready to send' press **Send** and **Send Now**.

Handy Hints:

- You can track the success of your emails via the Campaigns button  on the left
- You can save the logo so Mailchimp applies it wherever a logo appears
- Once you have imported contacts you will receive a confirmation email from Mailchimp.
- If you have a draft email you can access it via the Campaign button on the left hand side (loudspeaker icon)
- You will also receive a copy of the email once it is sent to your nominated email account in your Mailchimp profile