Farm to School and ECE Newsletter Instructions and Checklist

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Beginning the Newsletter

Collaborate:
Email out a reminder to contributors
- Remind them of submission deadline
- Send link to Google Drive folder and planning Doc for that week's newsletter

Start New Campaign:
1. Click "Dashboard" button at very top left of opening page
2. Click "Templates"
3. On the next page, click the Down Arrow next to the "Edit" Button, next to the 4. templates titled "WI Farm to School and Farm to ECE Newsletter"
4. From the Down Arrow menu, select "Create Campaign"
- *(open existing draft: Click "Drafts" on homepage and select campaign)*
5. On the next page, click the "Choose a List" button, and click "Wisconsin Farm to School and Farm to ECE." Then click the blue "Next Step: Setup" in the very bottom right corner of the page.
6. Next page:
- Name: Name the date of it's publication. Only the team sees this.
- Email Subject: Readers see this subject. Name it "Wisconsin Farm to School and ECE || [Date]" – or something fun you and the team have come up with.
- From Name: Readers see this. Name it "Wisconsin Farm to School."
- From Email Address: Readers see this. Use: wif2s@communitygroundworks.org
- Open Saved Draft of Campaign
7. Click blue "Next Step: Template" button at very bottom right of page

<u>Constructing the Newsletter</u>

Existing Template Elements:
Header/Title Photo (changes with each newsletter)
Standard Section Photos for:
- General Info and Resources
- Conferences and Trainings
- Funding and Job Opportunities
- Farm to Early Care and Education
- In the News
- Feature Article

Footer with Community GroundWorks *contact info* and *newsletter subscribe link*

Weekly Elements (plug in from Google Doc*)**:**
Welcome with Table of Contents
Stories and Pictures in their sections
*Google Doc contains stories and associated picture files.

Intro:
- Replace Header Photo
- Insert [Date] and Welcome

Table of Contents:

To make a Table of Contents that readers can use to quickly navigate to a section of the newsletter, MailChimp suggests you use anchor links.

A. Establish Anchor Links
> *To establish anchor links*
> 1. Plug anchors (click little anchor icon above text input box) to the end of the final article in the previous section.
> 2. For instance, to link to General Info, plug the anchor in at the end of the Table of Contents box. To link to Webinars/Conferences, plug the anchor into the final story in the General Info section.
> 3. Name the anchor link something recognizable for when you are linking to the Table of Contents.

B. Connect Table of Contents to Anchor Links
> *To link to the Table of Contents*
> 1. Highlight the Section Name in the Table of Contents.
> 2. Click on the "hyperlink" button (fourth button on the top row) and type in the name of the anchor link for the section you are linking to.
> 3. In the first drop down menu, select Anchor Link
> 4. In the second drop down menu, select the anchor link name for the section you want to link to
> 5. Click Advanced Options to **uncheck** "Open in new window"

<u>Constructing the Newsletter Continued</u>

Inputting Stories:
1. Open that newsletter edition's Folder and Google Doc
2. In MailChimp, on the design page, drag and drop a "Text" box as you insert each story.
3. Choose story to plug in based on assigned priority. Usually all stories will fit.
4. Copy and Paste Title and Copy of each story into text box
   - When pasting text, **do not paste directly.**
   - Instead, click the small "Paste from Rich Text Editor" icon (10th from the left in the menu above the text input box - looks like a clipboard with a Word logo.
   - Paste into this box to avoid formatting errors
5. In Google Doc, mark with color highlighting, or whatever works, to indicate which items and images have been plugged in.

Formatting Text:
Font: 16 for title, 12 for story
   - Can do bigger for Feature Stories
Line Height: 1 ½ Spacing, change as needed under "Style."
Extra Spaces: Delete extra line spaces in text at end of stories
General:
   - Check for typos
   - Check for "important dates" to make sure story is current
   - Check for clarity, and reformat as needed. You can check in with original authors if you have a question.
Title: Capitalize important words
   - "In the News:" Link title to story
   - Style: Format titles so they have **no more than one colon.** Use **line breaks** instead
     o Examples:
     o Instead of "Webinar: The Garden Classroom: How to Grow"
     o Use "Webinar
       The Garden Classroom: How to Grow"
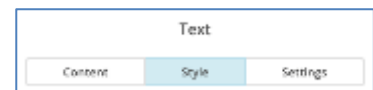
Formatting Across Newsletter:
Dates: Format as similarly as possible
Deadlines and Locations:
   - Format so they stand out, with consistent positioning in stories.
   - Example: Application deadlines bolded and at end of stories.
   - Format date consistently: 6/27, June 27, June 27th, 6.27.17…
   - Format time consistently: 2, 2pm, 2:00pm, 2-3pm, 2pm-3pm…
   - Include Time Zone consistently: EST, ET…
   - Include Year
   - Indicate clearly when an event is **Happening Today**
Consistent Capitalization in Title

Constructing the Newsletter Continued

Uploading Images into Stories:
1. When inserting a story, click the Content Manager button (6th from the left in menu above text input box – looks like an image of mountain and sun)
2. Choose your picture if it's already uploaded
   - To upload: Click "Upload" button on top right of page.
   - Select your image file on your computer
   - You can download all the image files at once from Google Drive, instead of one picture at a time, by downloading the whole folder (and unzipping it).
3. You can edit the image on the next page
   - Width and Height: To fit most images neatly with their story, choose a Width around 200-350. The height will change automatically.
   - You can play with the numbers to choose what looks good for you
   - "Banner" style photo can have even bigger width
4. Click "Show image style options" near the bottom
   - You can choose the image alignment here but it's easier to see what you're doing by aligning it with the text alignment button above the text input box
5. Image Margins: Add 5-10 pixels to the margins to separate the image from the text.
   - If the image is aligned to the right, add some pixels on the left side, and vice versa.
   - You can play with the numbers to choose what looks good for you
6. Click "Save and Insert Image" at bottom of page.
7. Position: Drag the image to where you want it to show up in the text
8. Alignment: Click the image, then click Left, Right, or Center alignment
   - Some aesthetic ideas for positioning images:
   - Alternate left, right, center
   - Alternate stories with images and stories without
   - Put imageless picture first in section, right after Section Header photo

<u>Sharing and Sending Newsletter</u>

Testing and Final Checks:
- You can test if the newsletter is working throughout the process, or when you are checking if it is ready to send.
- Click "Preview and Test" near the top of the page, and choose Preview Mode or Send a Test Email
  - Length of newsletter – remove lower priority stories
  - Links: Do hyperlinks and anchor links work?
  - Send draft as Test Email to team members for review

Sending or Scheduling Newsletter:
1. When you are done designing and double checking the letter, click blue "Next" button in bottom right of page.
2. Schedule for between 7:30am-8:00am of designated day.

Need Help?
Contact MailChimp support by phone or email. They are thorough and responsive: *https://mailchimp.com/contact/support/*