**Degnon Mailchimp Brownbag Lunch 1/10/2020**

**Unsubscribed emails:** Some members will unsubscribe from emails. It is possible to create different audience lists, and if someone unsubscribes from one list [they will still receive emails](https://mailchimp.com/help/about-unsubscribes/) from a separate list that they may be on. However, there are several flaws to this:

1. This significantly increases the upkeep of the lists and room for error. To account for new members, it is standard practice to update an email list every single time before sending out a new email. Each list that is created adds to the upkeep.
2. Members may become frustrated when they think they have unsubscribed from your list only to receive another email from you. This creates confusion and potentially irritated members. [See this Mailchimp tutorial for more details](https://mailchimp.com/help/about-unsubscribes/).

To work around unsubscribed accounts, be sure to put your content in multiple locations. Your list serve, websites, and social media are all options. Additionally, Neon will allow members to see more details when they log into the portal and is therefore a great place to put information.

A few extra things to note regarding the unsubscribe feature:

* Dues renewals will be sent through Neon not Mailchimp once clients are live with Neon. If your client does not yet have Neon, be sure to never send your dues through Mailchimp. To ensure your members see it, send them through IT.
* The unsubscribe link is [*required by law*](https://mailchimp.com/help/the-unsubscribe-merge-tag/) to be included in Mailchimp emails

**Formatting:** different email platforms skew pictures. An image may look great in Mailchimp and then be skewed when testing in Outlook. Then, it may show up perfectly in Gmail, Hotmail, etc.

**Best practice:** have as little formatting as possible so that the emails do not skew. If someone is viewing an email on their phone they may not want to see a lot of extra information/images.

**Text Editor:** if you copy a Word document into Wordpress it often creates a bunch of extra code and distorts your content. A good practice is to put the content into the “paste from rich text editor”.

You can find the paste from rich text editor by clicking on the section of the email that you are editing, and then clicking on the small button that is to the left of the “clear styles” button.