Creating Email Newsletters

## GET UP AND RUNNING

2015

2016

STEP 1

SIGN UP WITH MAILCHIMP

Mailchimp (link at the bottom) is free for most schools and is a brilliant, fun, easy to use tool that gives schools the power to send news, events and other important info direct to parents and carers.

STEP 2

GET YOUR ADDRESSES

It can be a bit of a pain but use the yearly census to grab as many as you can and think about phasing out printed newsletters to make the most of your new email provision. Mailchimp lets you add up to 2000 addresses for free.
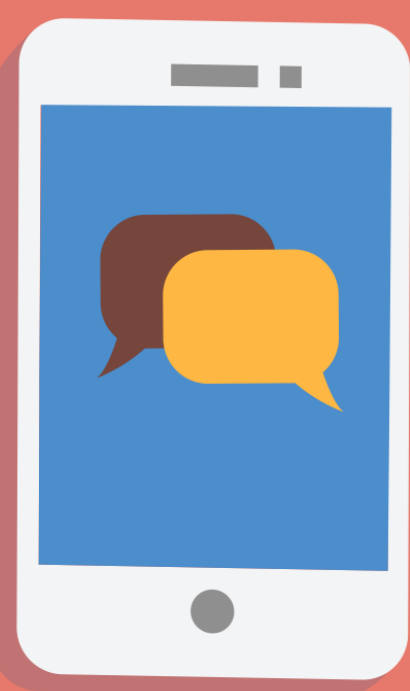
STEP 3

DESIGN YOUR EMAIL

Lead with a note from the head. Include most recent news articles with images, promote upcoming events with photos and add your contact details.
Make sure you check spelling and that all links work.

STEP 5

ANALYISE

Mailchimp gives you fantastic insights into who viewed your email, when, where and on which device. It also helps you decide when is the best time to send future emails so learn from every newsletter you send

STEP 4

SEND IT! TIMING IS KEY

Decide on when you think people are most likely to read your newsletter and schedule when it will be delivered. Often early evening or early morning is the best time, but play.

Sign Up to MailChimp at:
http://mailchimp.com/

Looking for a managed solution?
http://www.schudio.com/school-email-newsletters/

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schudio