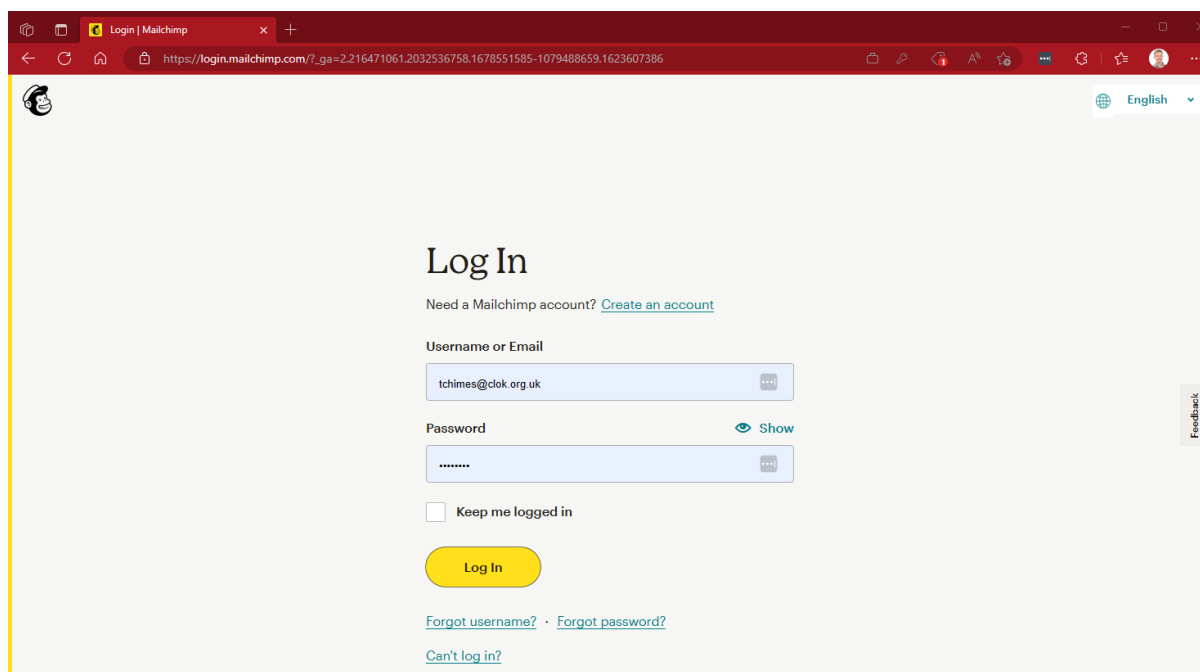
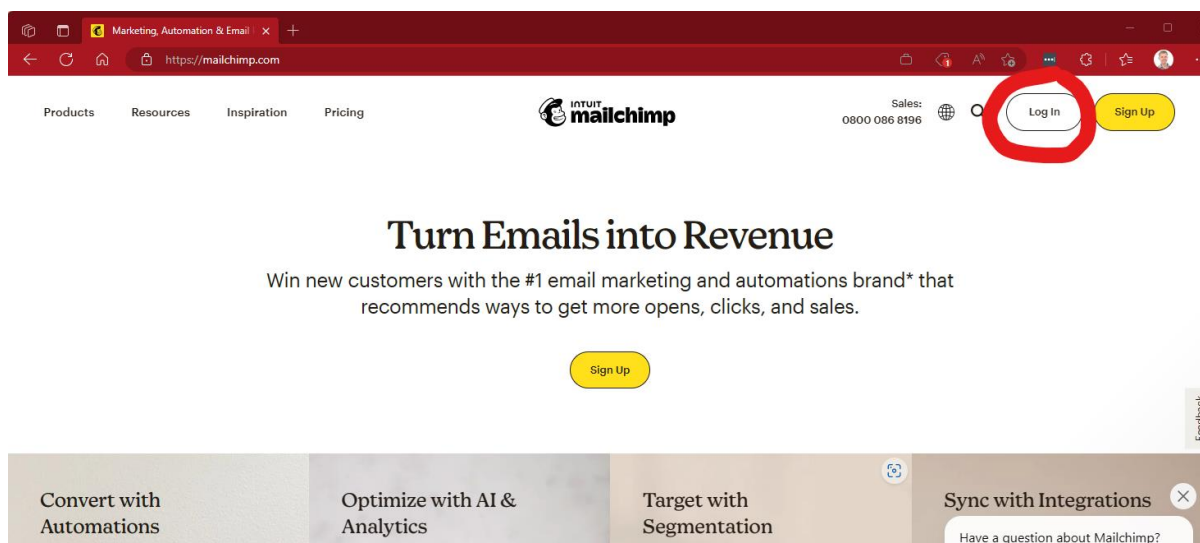


Contents

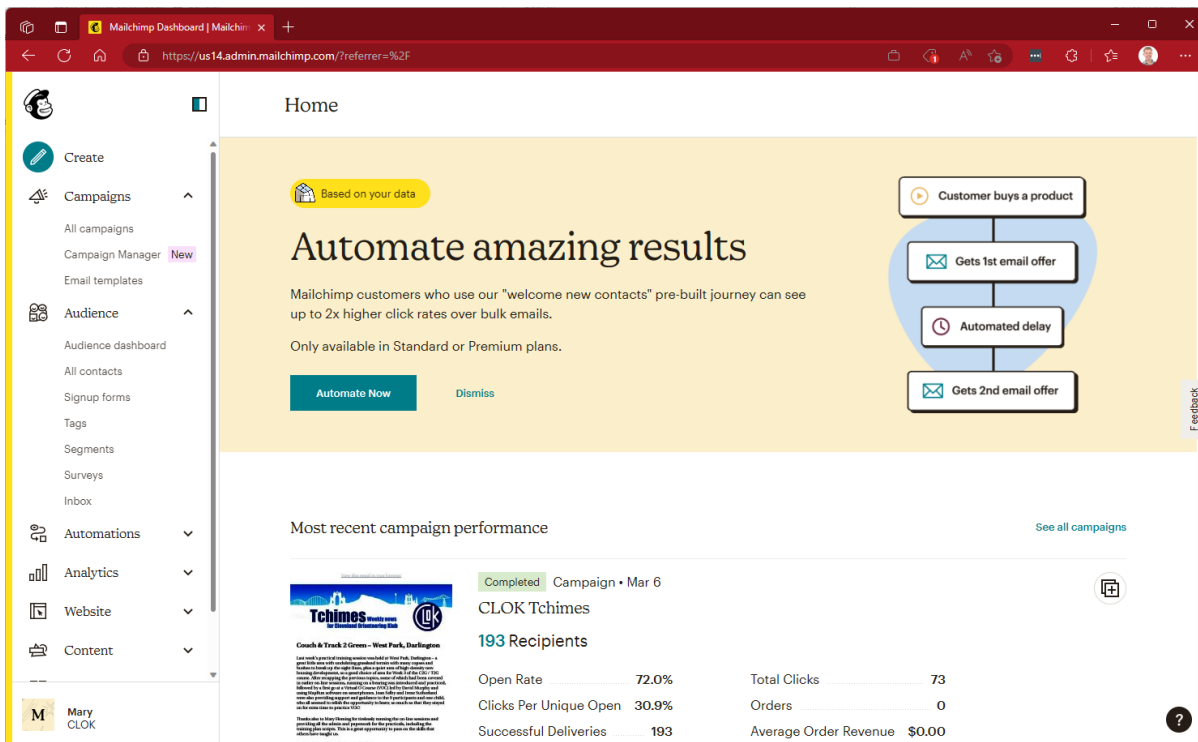
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Mailchimp login

We use Mailchimp to send out the weekly Tchimes email. Go to <https://mailchimp.com>. Login with user name tchimes@clok.org.uk and password (sent separately).



First time you log in it may ask for some additional account security to be set up (e.g. mobile number for SMS, and/or security questions). You should do this.



What content to include

... and where it comes from. Frequent content:

1. **Next CLOK event** – Aim to have a section
 - 1.1. Advertise twice before (i.e. the Tchimes that comes out before the early guaranteed map closing date). Sometimes the organiser or planner might give you some text, else just say something brief and point at the event page on the CLOK website. If the event page is not uploaded to the website yet then link in the 'future events' page where the link will eventually be added.
 - 1.2. Advertise again the issue before (i.e. the last Tchimes before the event).
 - 1.3. Short report in the Tchimes after the event and link to event page on the CLOK website with results. Sometimes the organiser will give you some text for the post-event report, otherwise add any personal experience if you were there, or just say what a great event it was (!). Always thank the main officials (planner, controller, organiser, SI manager) and on the day volunteers by name and say they get race credits as per <https://www.clok.org.uk/Members/Committee/volunteers.htm> (naming our volunteers is an important part of making our volunteers feel appreciated). You may need to email the organiser to get the list of helpers.
2. **New members** – David Murphy the membership secretary will email you when new members join. Give them a welcome. Don't give out any personal details (e.g. age, exact address etc.) but we usually say roughly where they are from e.g. "Welcome to Alice Smith from Guisborough" and say we look forward to seeing them at a future event. If they were a C2G/T2G participant, that is worth mentioning.
3. **Incentive awards** – Again David Murphy will email you for those that achieve them. Mention what award they got and a link to <https://www.britishorienteering.org.uk/incentives> that explains them. The awards are either a "Navigation Challenge" or "Racing Challenge: Gold/Silver/Bronze Award". They then have a number of stars after them which you can translate: * = White, ** = Yellow, *** = Orange, **** = Light Green, ***** = Green.
4. **Club social** – Usually second Tuesday of month. Caroline will typically let you know when and where. List the future dates in the Upcoming Events section, and then a block to advertise it in the Tchimes that comes out in the week before it happens, with time, location, etc.
5. **CLOK quiz** – Usually last Thursday of month. Roy Bradley will typically let you know who is hosting it. List the future dates in the Upcoming Events section, and then a block to advertise it in the Tchimes that comes out in the week before it happens, with the zoom details that the host can provide.

6. **Weekly virtual challenges** – From the Club Development Officer. Avoiding adding too much detail in Tchimes and link to <https://clok.org.uk/new/virtual-orienteeing/virtual-challenges/> for more information.
7. **Recent Results** – Usually just copy the couple of rows at the top of the previous Upcoming Events section that have now passed into the Recent Results section. Check the links go to the right place – for CLOK events there is a single landing page for each event that points to both the event flyer and the results, and some other clubs are the same, but some clubs have a different page for the flyer to the results.
 - 7.1. <https://www.britishorienteeing.org.uk/results> - also have a quick check here filtering dates from the last 2 weeks incase there is anything you've missed/of interest (or you can just copy links from here too).
8. **Upcoming Events** – List of upcoming events of interest. Usually include all CLOK events, all regional events and above from neighbouring clubs (EBOR, CLARO, NN, NATO, LOC/BL/WCOC Cumbrian Galoppens), national events in NEOA / YHOA / NWOA (sometimes further afield) and major events. Typically you find you want to do a trawl of British Orienteering and neighbouring club websites for upcoming events every month or so.
 - 8.1. go to <https://www.britishorienteeing.org.uk/event>
 - 8.2. filter by the dates you want to search for (I add a fortnight at a time on the end of the upcoming events section and aim to advertise events coming up over the next three months)
 - 8.3. add all CLOK events, regional and national events from neighbouring clubs (and local events if you think it is of particular interest to our members), all YHOA events and any major national events like British Champs, JK, Scottish 6, Lakes 5 etc etc.
 - 8.4. check the individual clubs page for a link to the specific event and add that. Not all clubs/events will have a link up to 3 months in advance so I usually check the ones that I havent linked in each time I am sending a new issue to check whether they have added the page to link in yet.

Less frequent content:

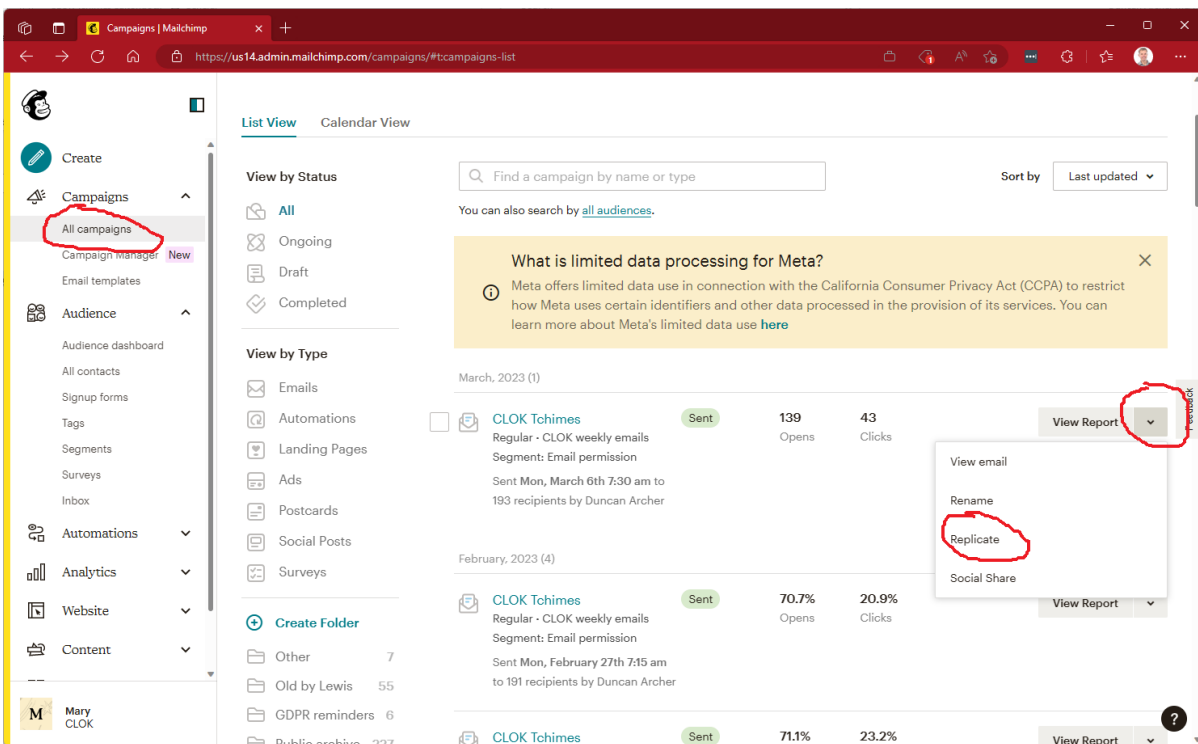
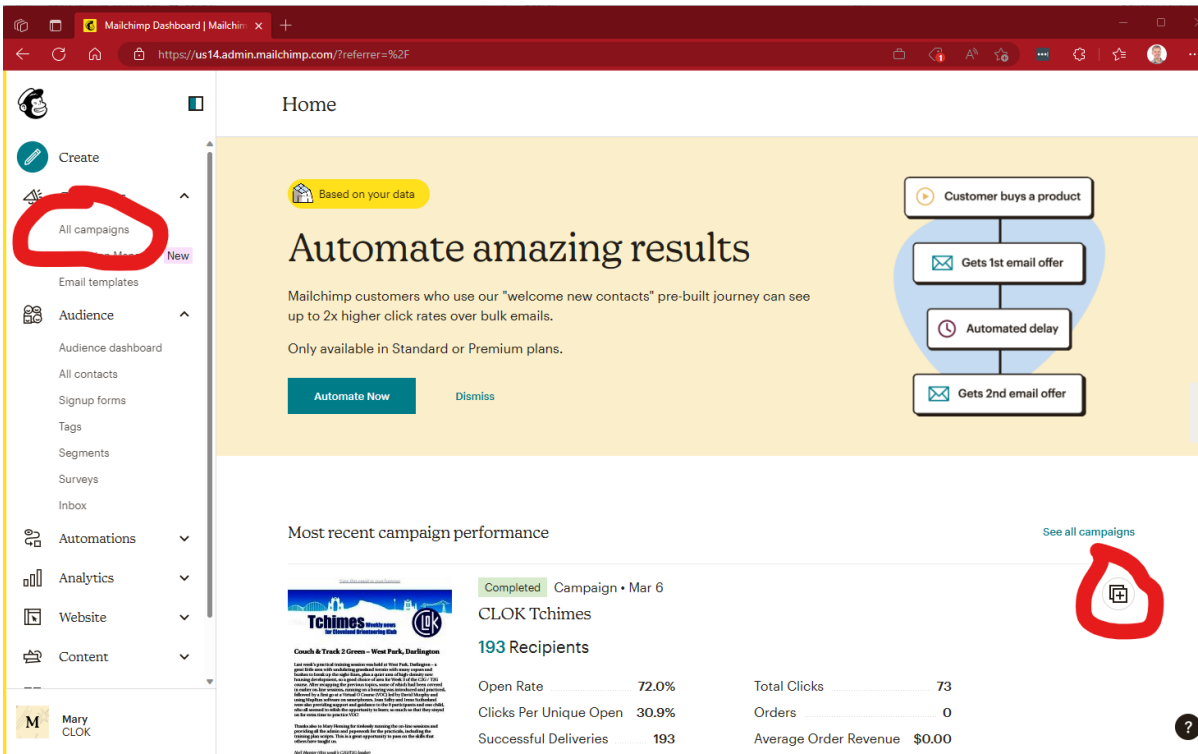
- From Alan Cranke club team captain to drum up support for Compass Sport Cup and relays (British, JK, etc.).
- From Joan Selby advertising if the CLOK shop will be at an event.
- Random other stuff – Some people will occasionally provide you with one-off content. Or if you know something happened or is happening you can ask someone explicitly to write something.

Creating and sending an issue

An email sent to your audience with Mailchimp is called a “campaign”.

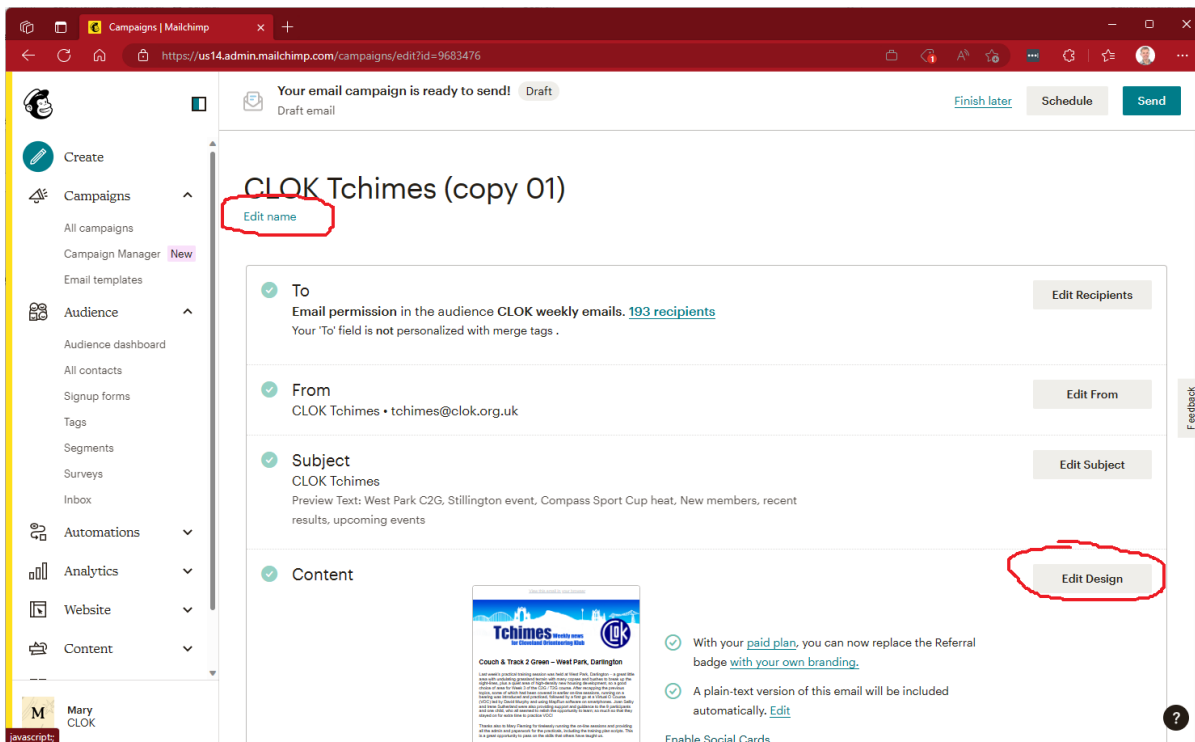
It is easiest to replicate the most recent campaign, because that gets you all the same formatting, and some things carry straight over (e.g. list of upcoming events).

From the landing page, either click the ‘+’ replicate icon next to the previous campaign, or click on “All campaigns”



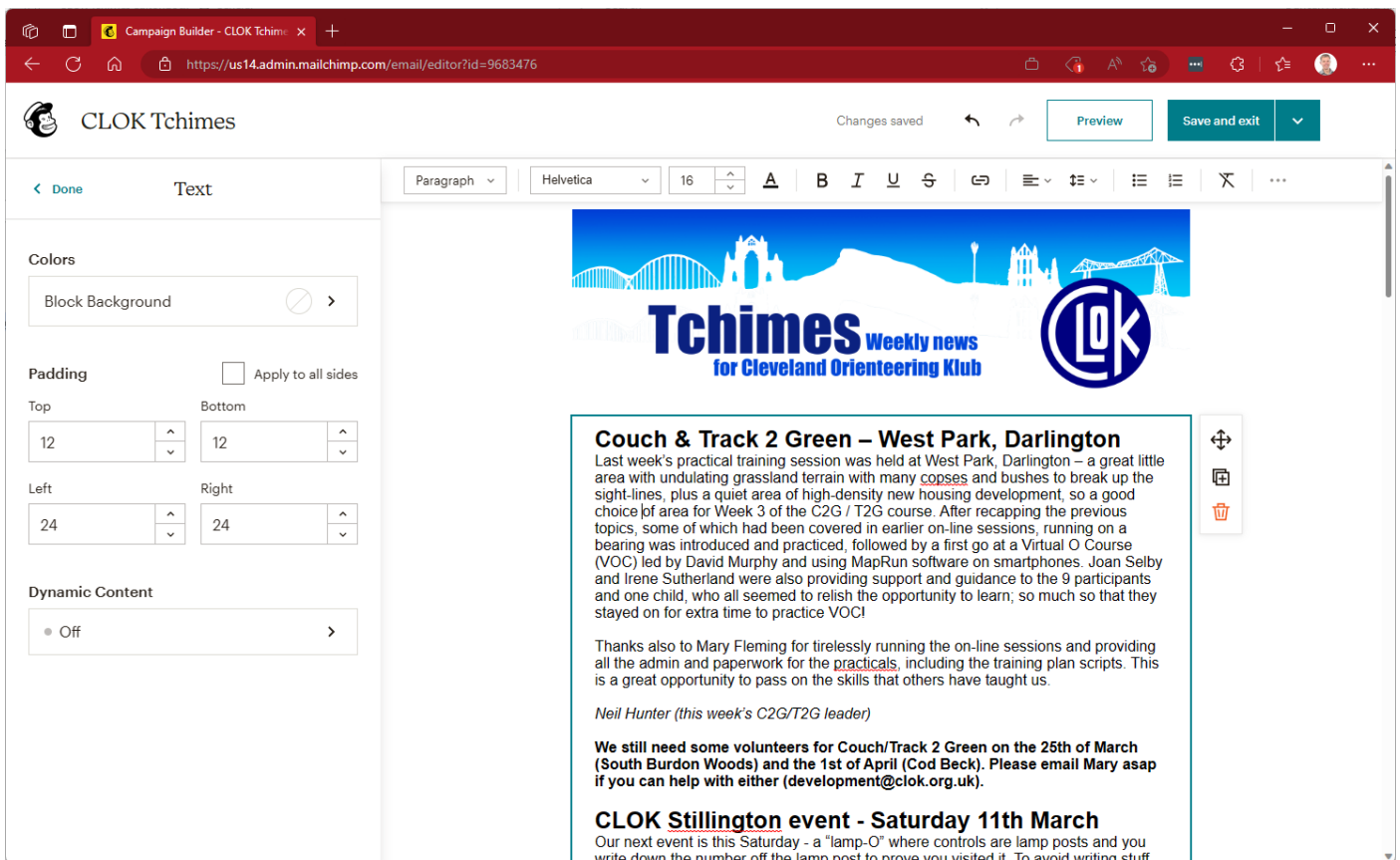
This starts a draft of a new campaign. I usually hit “Edit name” and change it to just “CLOK Tchimes”. The name that you put in here appears in the list of old campaigns that can be found linked from https://www.clok.org.uk/Members/weekly_news.htm at <https://us14.campaign-archive.com/home/?u=0346c7d852432f6ff143b8f28&id=794fc3aa9c>.

Then hit “Edit Design”



The campaign is built up from a set of “blocks” each of which can be e.g. image, photo, and many other things besides. We largely just use text and images. Text blocks can contain headings, paragraphs, bullets, etc.

If you click inside an existing block (e.g. on a heading or in a paragraph), you can edit the text in there. There is a formatting menu above, for different text styles e.g. Paragraph, Heading (usually use “Heading 2”, and aim to use these built in text styles rather than modifying the font size, etc.), bold/underline/italics, links, etc. You’ll also see a delete button (red bin icon) to the right if you want to remove it completely.



If you click outside any block (to the left or right), a menu appears to the left allowing you to add new blocks. Just click and drag to where you want it on the right, e.g. putting an image between two text blocks.

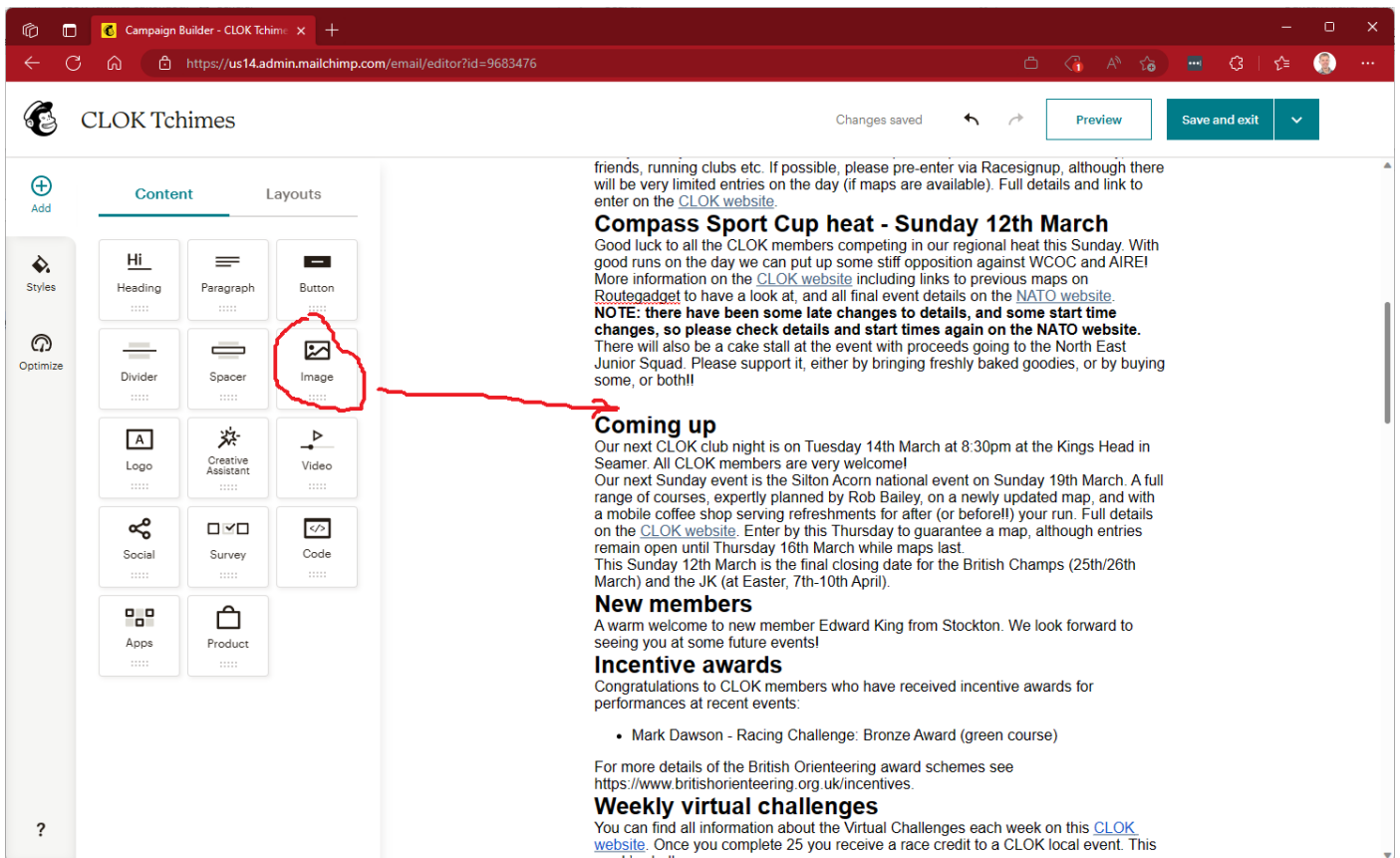
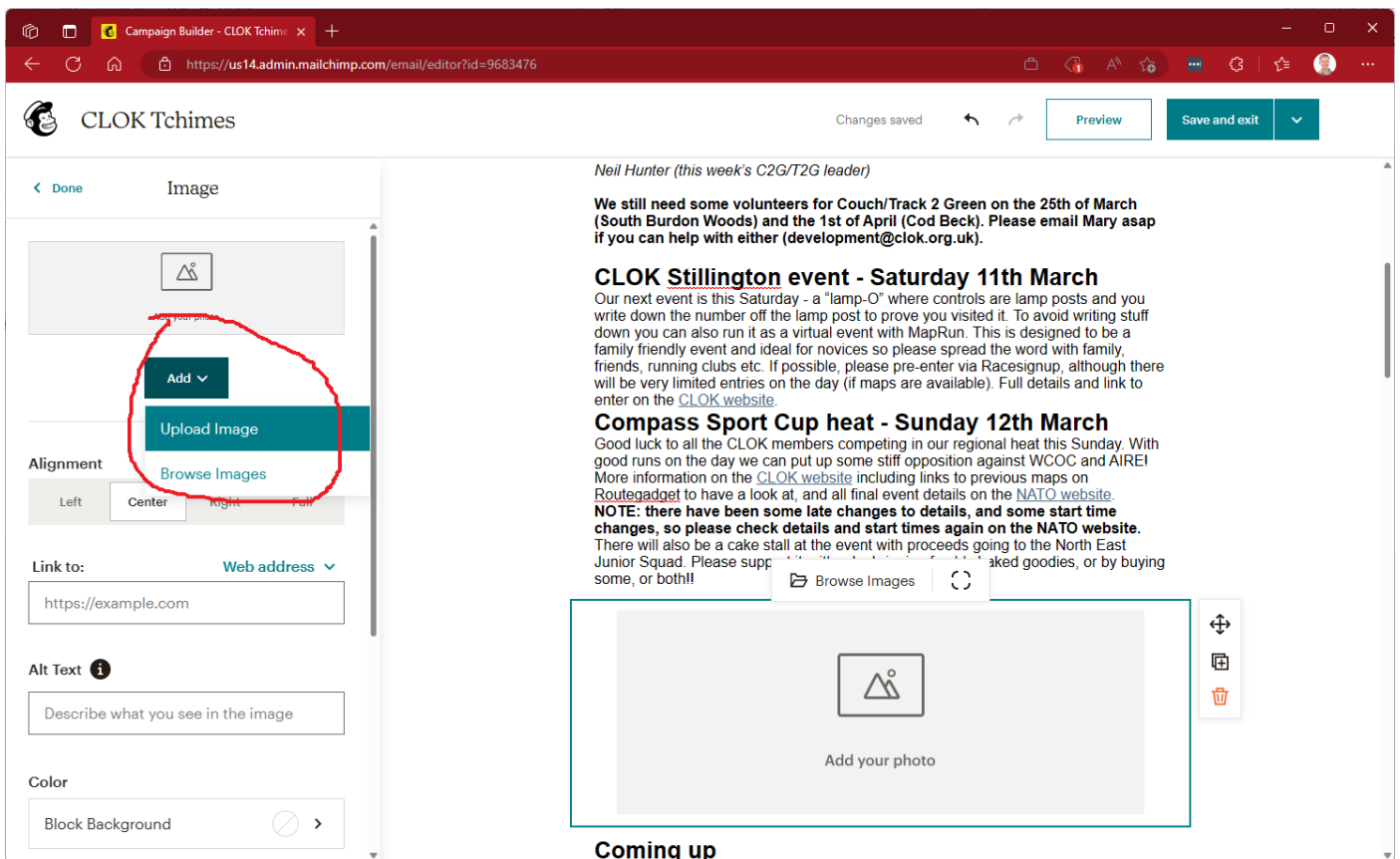
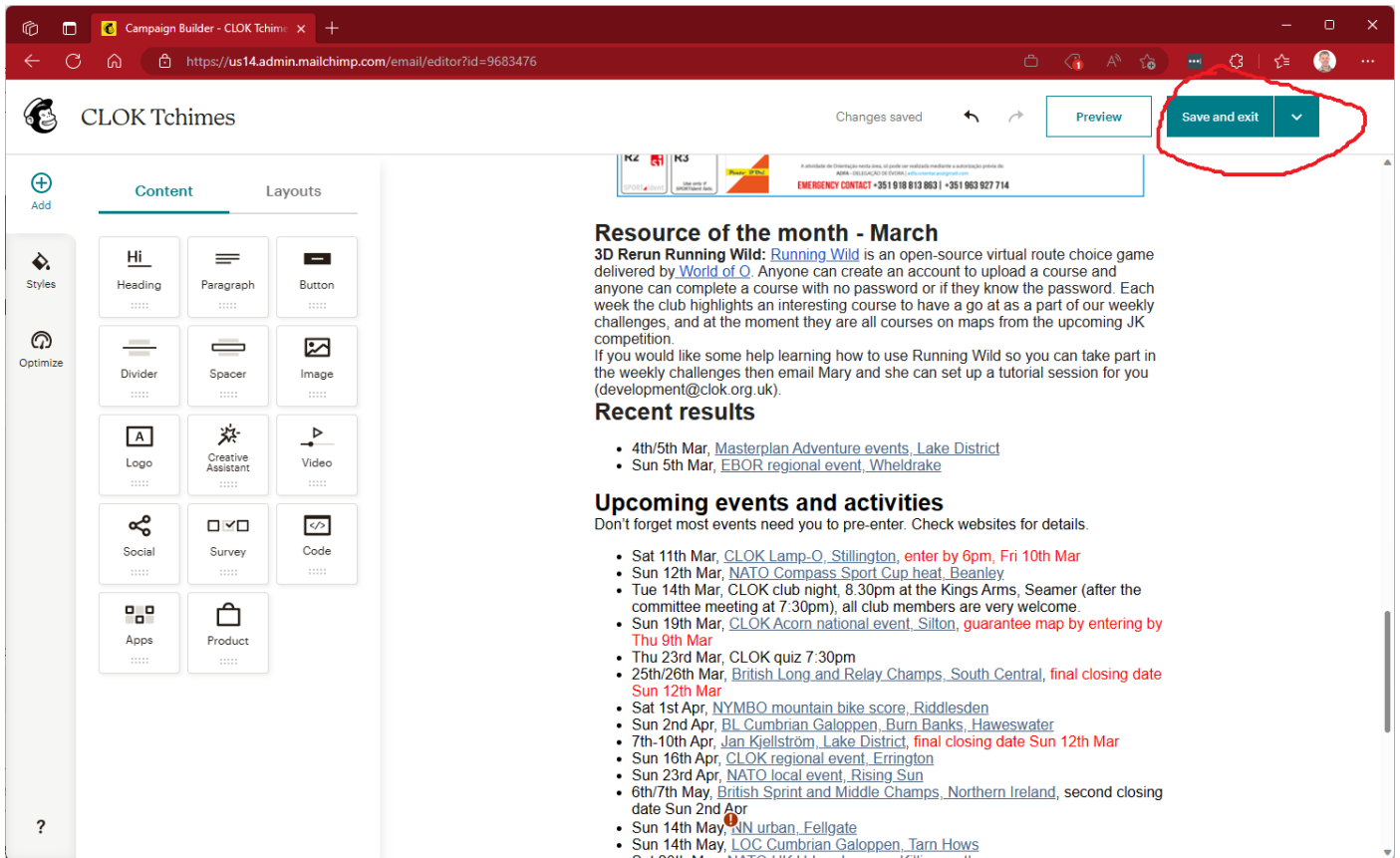


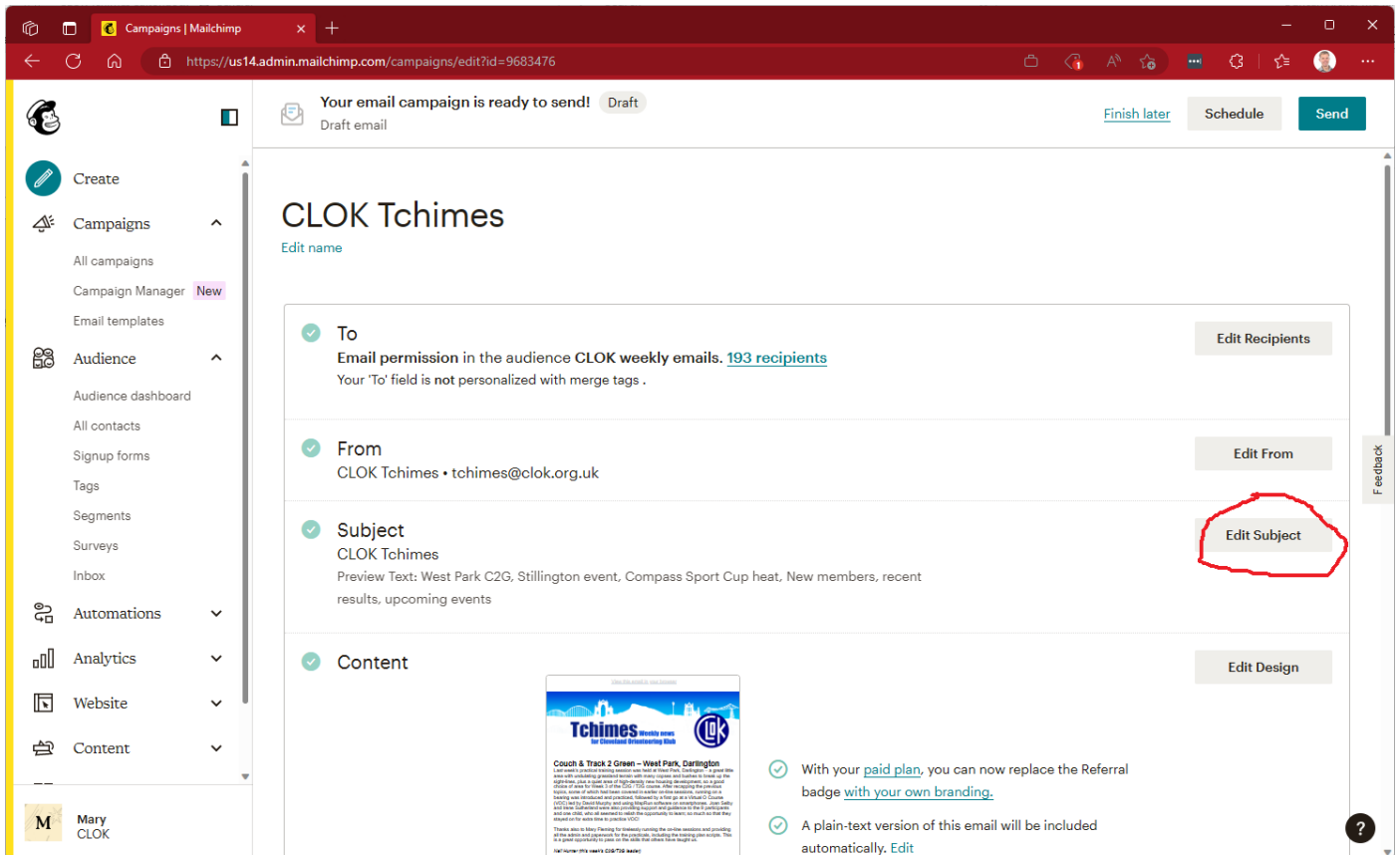
Image blocks then have a panel on the left to upload / change an image.

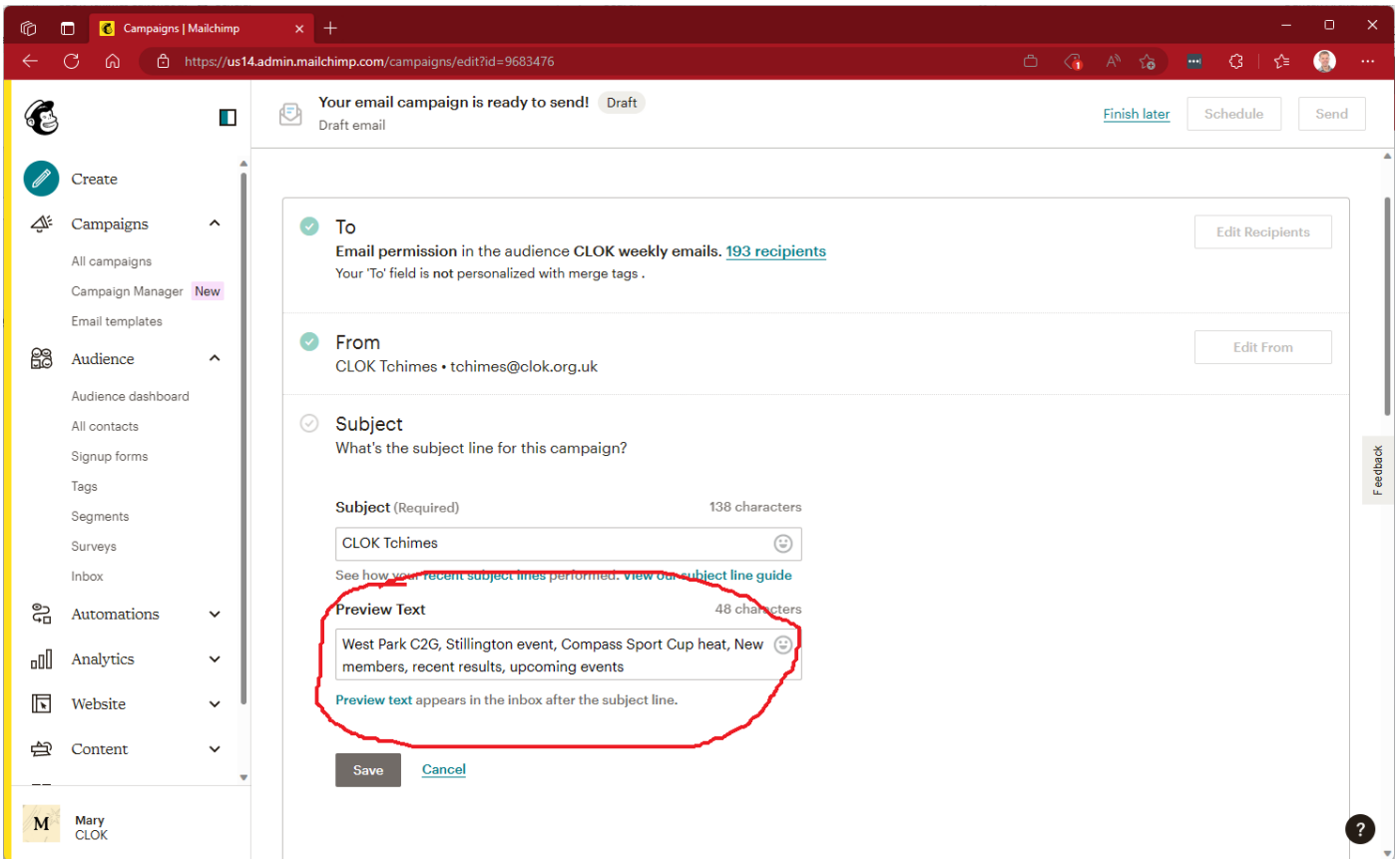


When you are happy, or to save where you have got to and return later, hit "Save and Exit" top right.

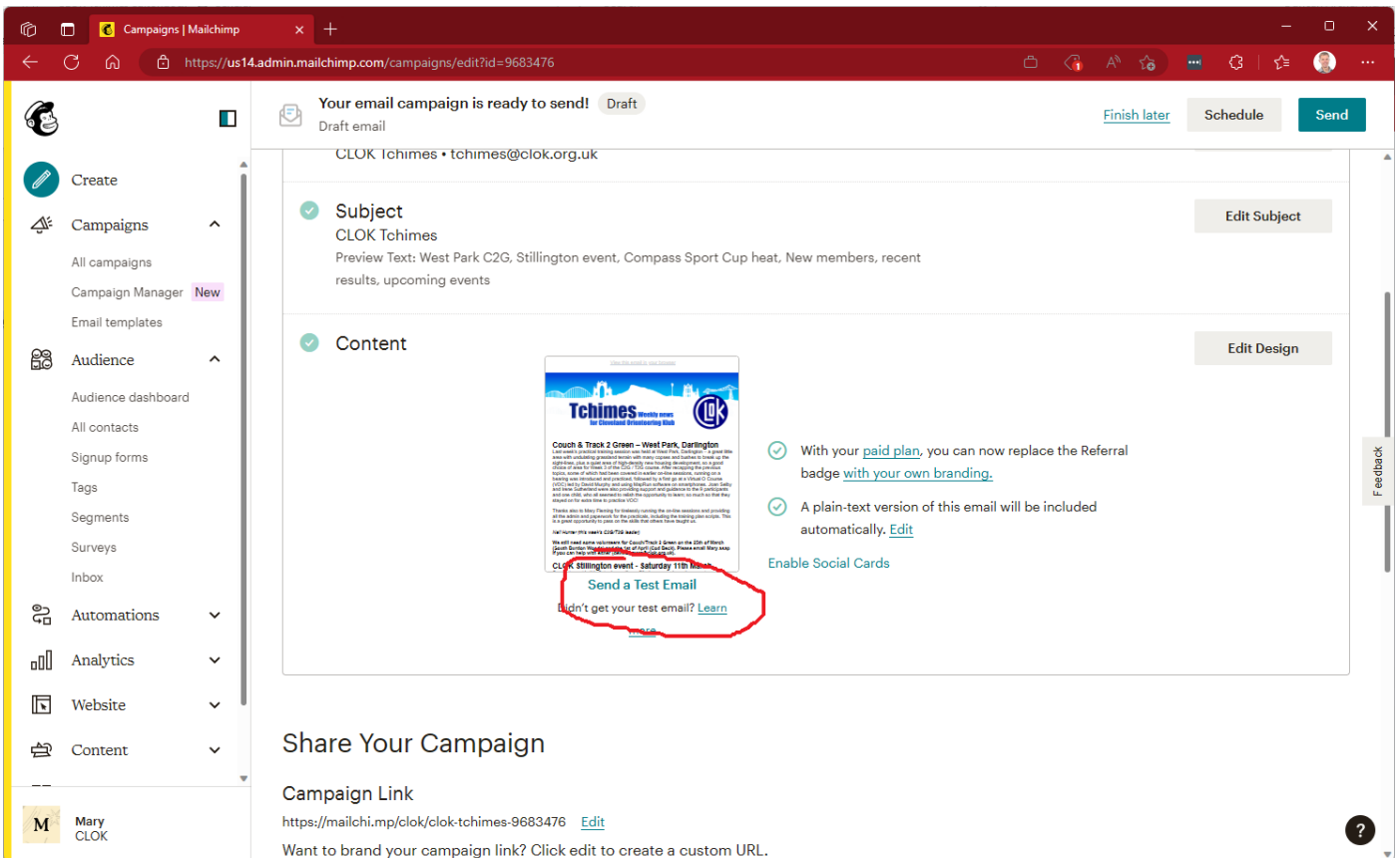


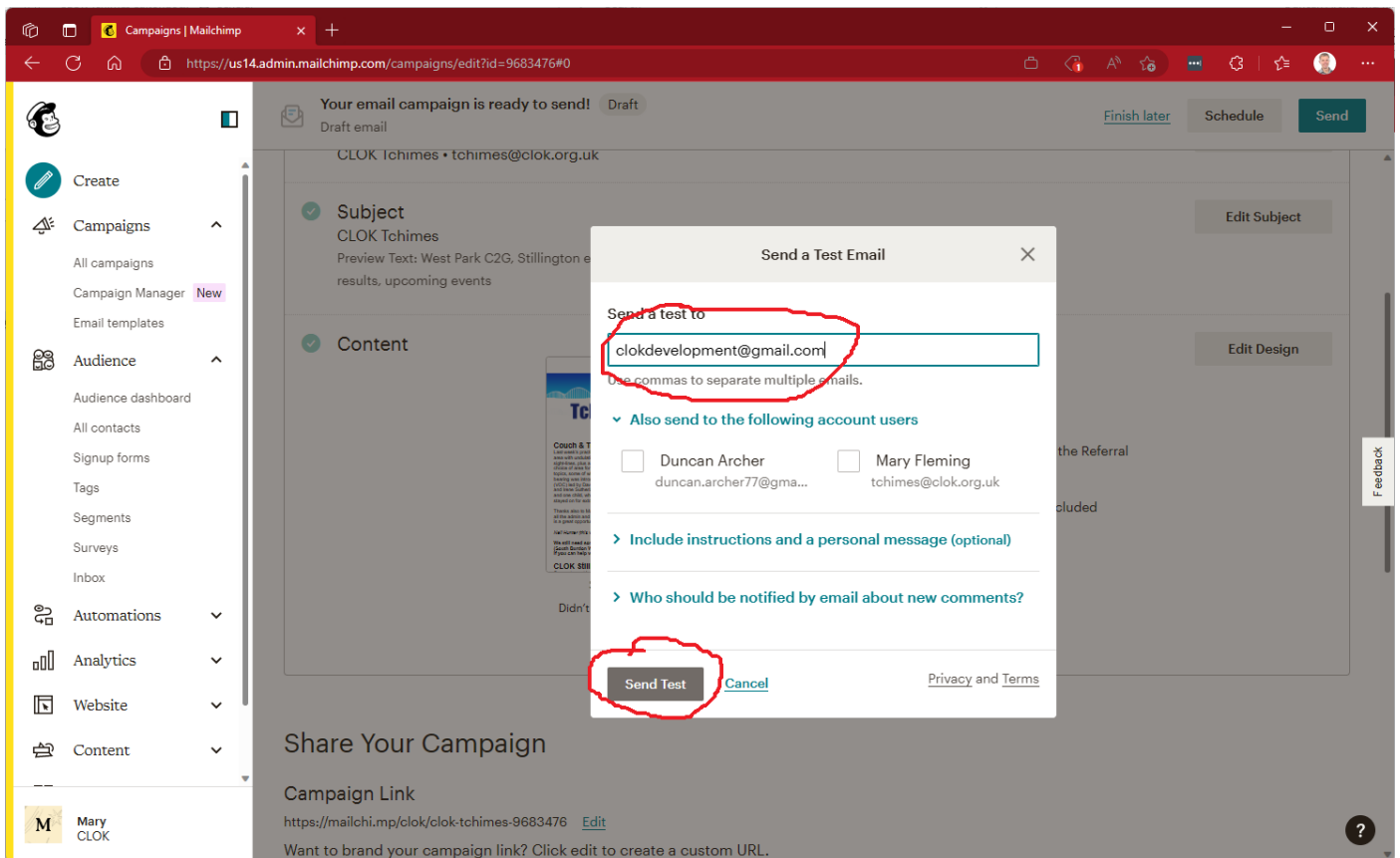
Hit "Edit Subject" and then edit the "Preview Text" which is what some email applications will display as a 1-2 line preview of the email.





When you are happy with the content, hit "Send a Test Email" which sends a test just to you (or anyone you choose)





You can go back to “Edit Design” to make further updates. Or when you are happy either hit “Send” to send immediately (there is a further confirmation step), or “Schedule” to pick a time for it to be sent (you might use this if you find yourself finishing it late at night, and prefer it to come out first thing the next morning, but entirely up to you).

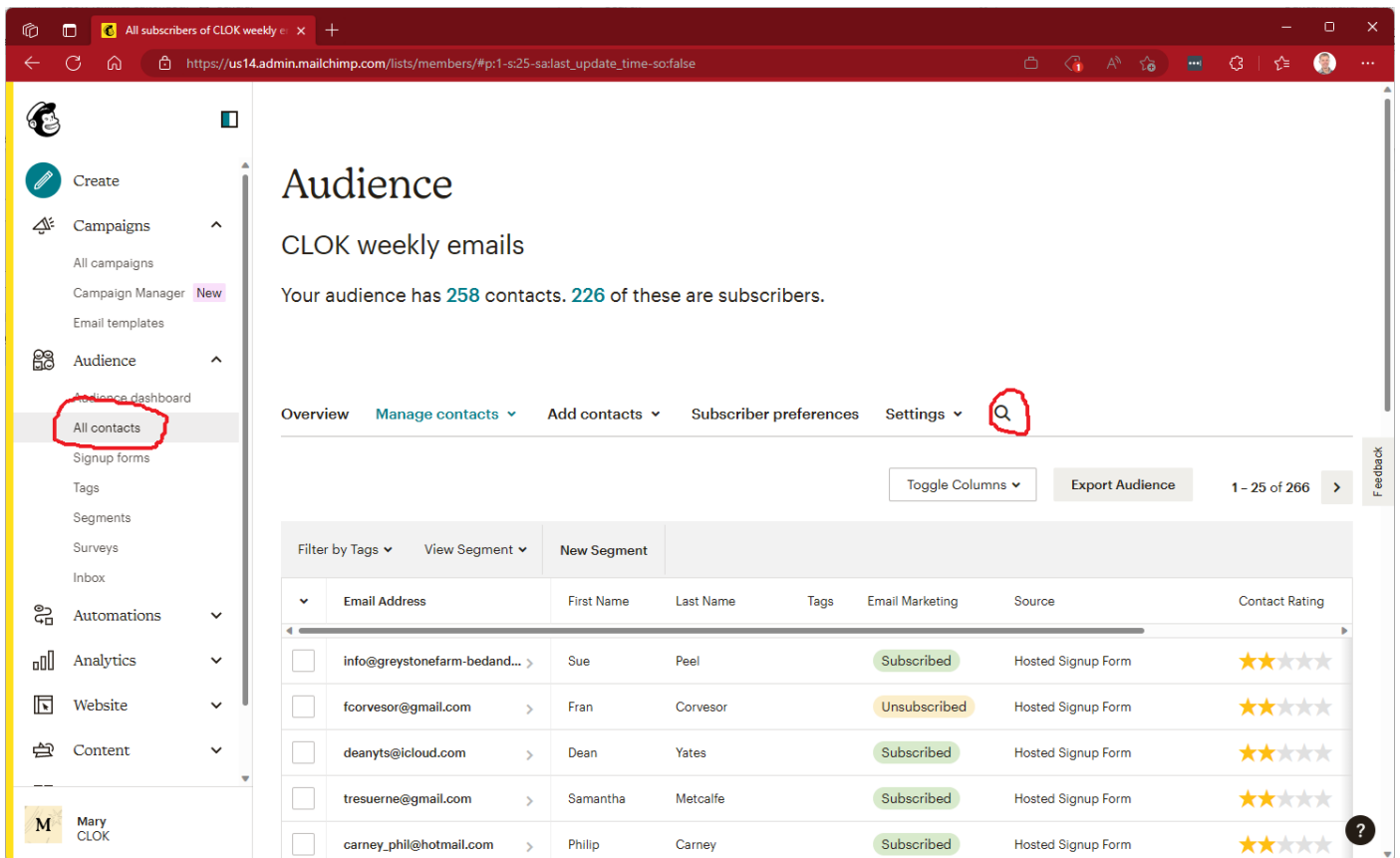
Adding past issues to the public list

The Tchimes page on the CLOK website https://www.clok.org.uk/Members/weekly_news.htm has a link to old copies of the newsletter. This is handy for anyone interested in the club and wanting to see newsletters as an indication of what we get up to. Sadly new issues don’t automatically get added to the list. To add past issues, go to All Campaigns, select the campaigns you want to put on the public list, and in the “Move to” drop down select “Public archive”.

Managing the email list

The email list is largely self-managing. There is a link in https://www.clok.org.uk/Members/weekly_news.htm that takes you to a sign-up page. If someone asks you directly to add them to the list, point them at that page – it is better if they sign up themselves because then they tick a GDPR box to say they are happy to receive it (and they are free to unsubscribe at any time).

Otherwise to see and edit the list, go to “All contacts” from the menu. You can search as required.



Mailchimp has various ways to categorize contacts including:

- “Email marketing status” which is one of Subscribed, Unsubscribed, Non-Subscribed, Cleaned.
- “GDPR permission” of “Email” or not
- Tags
- Groups

It then has “segments” which are what you send the email to. We keep it simple. We don’t use Tags or Groups, and have a Segment we send to called “Email permission” that matches

- “Email marketing status” = Subscribed
- “GDPR permission” = “Email”

You shouldn’t need to change any of this. There are also segments defined for those who have unsubscribed, and those who have subscribed but not ticked the box to give GDPR permission for us to email them (which is effectively the same as not being on the list at all!). The non-GDPR ones are largely folk who used to be on the list, and when GDPR regulations came in we needed to get everyone to say they were happy to receive, and these people didn’t (despite several prompts, which suggests they wanted to opt out anyway).

The screenshot shows the Mailchimp Segments page for an audience named 'CLOK weekly emails'. The page header indicates that the audience has 258 contacts, with 226 being subscribers. A sidebar on the left contains navigation options such as 'Create', 'Campaigns', 'Audience', 'Automations', and 'Analytics'. The main content area features a 'Create segment' button and a list of segments. The segments are sorted by 'Date created' and include 'Not subscribed', 'No email permission', and 'Email permission', each with an 'Edit' button and a dropdown menu. A 'Delete' button is also visible. At the bottom, there is a pagination control showing '10' items per page and '1-3 of 3' segments.

Segment Name	Created	Actions
<input type="checkbox"/> Not subscribed	13 May, 2018	Edit [Dropdown]
<input type="checkbox"/> No email permission	13 May, 2018	Edit [Dropdown]
<input type="checkbox"/> Email permission	13 May, 2018	Edit [Dropdown]

Mailchimp is a very powerful marketing tool and there is tons of stuff it can do that we don't have any need for.