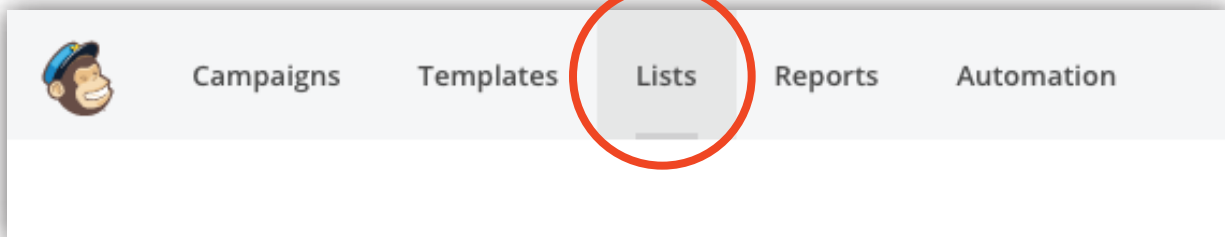


UPDATING YOUR MAILCHIMP LIST FOR THE START OF A NEW SCHOOL YEAR

The start of a new school year means that we are saying goodbye to one class of students while welcoming a new class of families. It is important to update your MailChimp list to include all new families while also removing emails from those who have gone on to a new school. One challenge in performing this is respecting any current families who have unsubscribed from your list. Below are the steps that you will need to take to update your list for the upcoming school year. Please note - all previous campaign analytics will be removed when we delete our old list and create a new one.

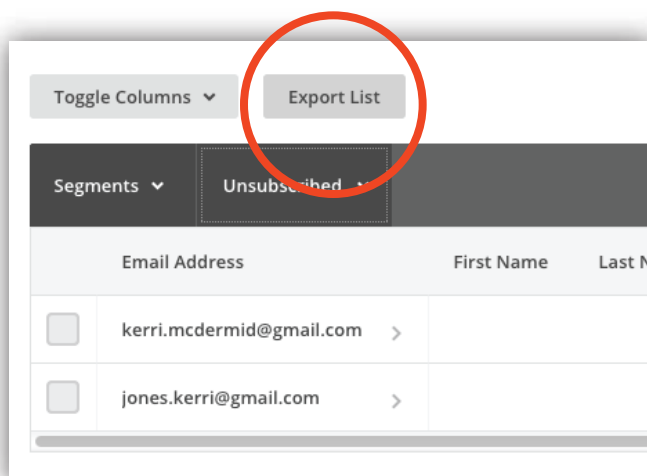
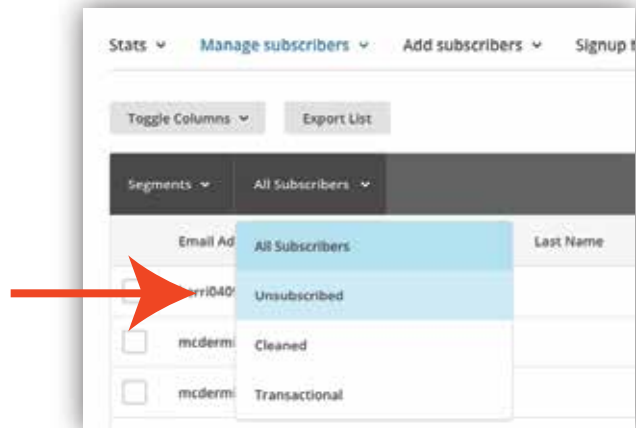
Step 1: Export a list of your unsubscribers

In your menu, click on the 'Lists' option.



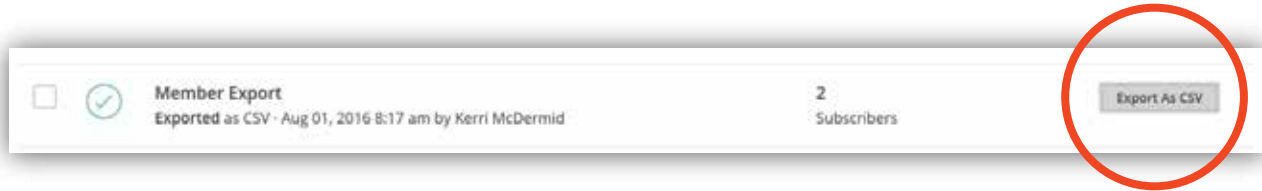
Select your main parent distribution list.

When the page loads, look at the gray bar above the email addresses. Click on the 'All Subscribers' toggle and select 'Unsubscribed'



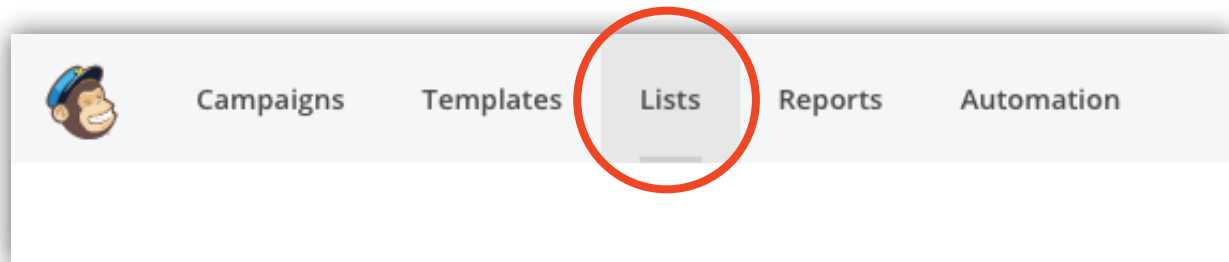
When you are viewing your list of unsubscribers, click the 'Export List' button.

When your list is finished exporting (you'll get an email notification), refresh your page. You should now have the option to click an 'Export as CSV' button.

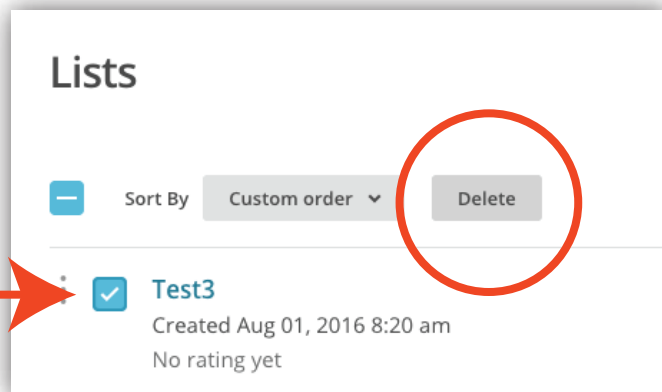


Step 2: Delete your old list

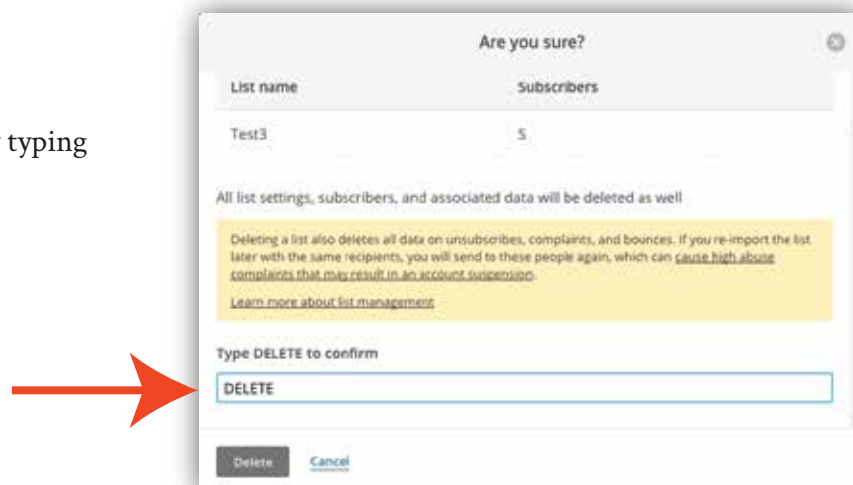
Click back on the 'Lists' option in your menu.



Check the box next to the list you would like to delete and then select the 'Delete' button.

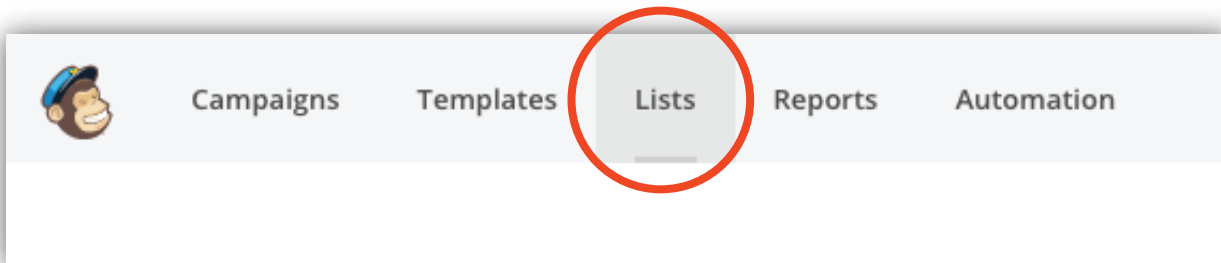


Confirm the deletion by typing DELETE in the box.



Step 3: Create a New List

Click back on the 'Lists' option in your menu.



Click on the 'Create List' button

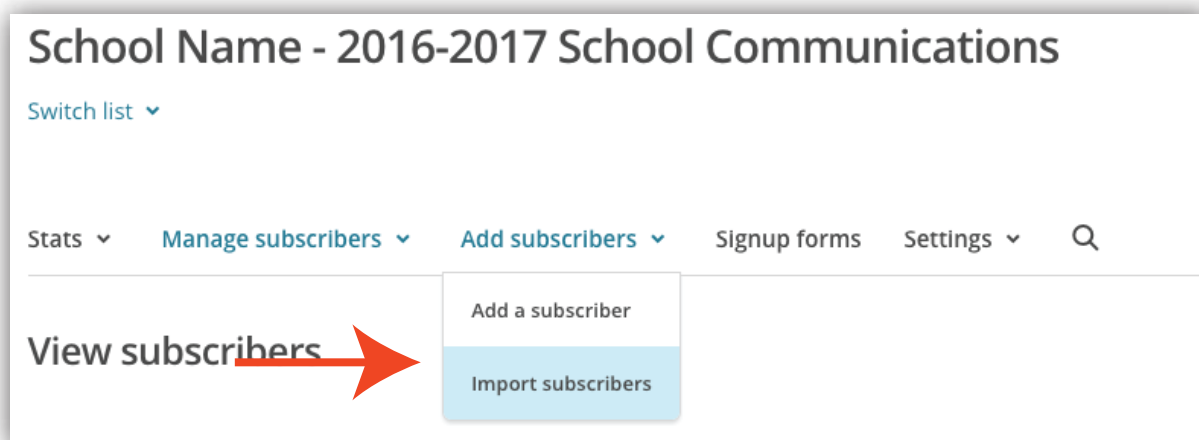


Follow the prompts to create your new list. I would recommend titling it: 'School Name - 2016-2017 School Year Communications'

Step 4: Exclude Your Unsubscribers

It is very important to perform this step BEFORE you import your new parent list to prevent any previous unsubscribers from being added back onto the list.

Click on the 'Add subscribers drop down and select 'Import subscribers'



Select 'Copy and Paste' from a file and hit the 'Next' button in the lower right of your screen.

CSV or tab-delimited text file
Import contacts from .csv or .txt files

Copy/paste from file
Copy and paste contacts from .xls or .xlsx files

Integrated service
Import contacts from services like Google Contacts, Salesforce, Highrise, Zendesk, and more. [Learn more](#)

Open the CSV file of your unsubscribers that we exported in Step 1.

Highlight the first column of unsubscribers and copy it to your clipboard

	A	B	C	
1	Email Address	First Name	Last Name	MI
2	kerri.mcdermid@gmail.com			
3	jones.kerri@gmail.com			
4				
5				
6				
7				
8				
9				
10				

Paste your copied unsubscriber addresses into the 'Paste Subscriber Info' box and check the box that gives an overview of billing plans.

Click the 'Next' button in the lower right over your screen.

Paste subscriber info

1	Email Address
2	kerri.mcdermid@gmail.com
3	jones.kerri@gmail.com

I understand that my billing plan may change. If your import causes your list to exceed your current plan, you'll need to upgrade your billing plan before you can send. [Undo your list import](#) to return to Forever Free Plan.

!!! IMPORTANT !!!

On the next screen, change the subscriber categorization to 'Unsubscribed' and click the next button in the lower right of your screen.

Categorize the imported subscribers as:

Subscribed
Regular subscriber addresses



Unsubscribed
Suppressed or blacklisted emails that will be unsubscribed from your list

Cleaned
Addresses that have bounced too many times and have been removed from your list

Step 5: Add your subscribers

Your new list is now ready for you to add your subscribers just as you have been doing when updating your list throughout the year. The existing 'Guide to Updating Your MailChimp List' has been added to the end of this document.

Guide to Updating Your List MailChimp Lists

Step 1:

Export your guardian email list from MailChimp as a .csv file. (Contact Lorraine Baxter for an adhoc filter if you need one. You will need to have grade level and primary and secondary guardian email addresses.)

Open your exported file in Xcel.

Step 2:

Delete the first row of your spreadsheet to remove the column names

Step 3:

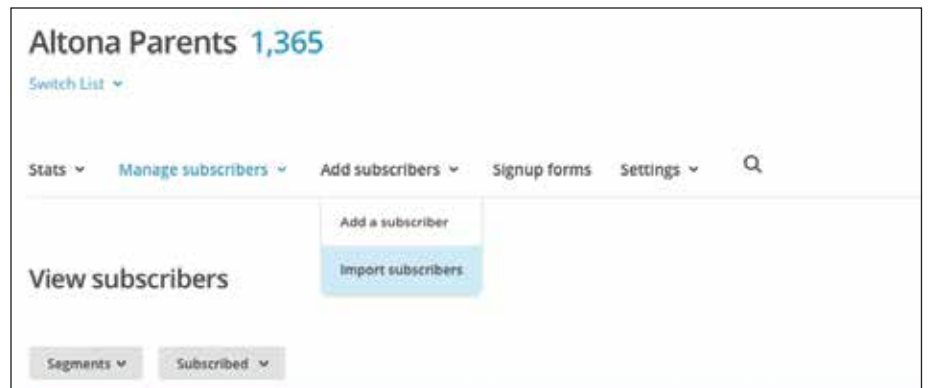
Highlight the first email column and copy it to your clipboard

Step 4:

In your MailChimp account, click on 'Lists' and then click on the title of the list you want to update.

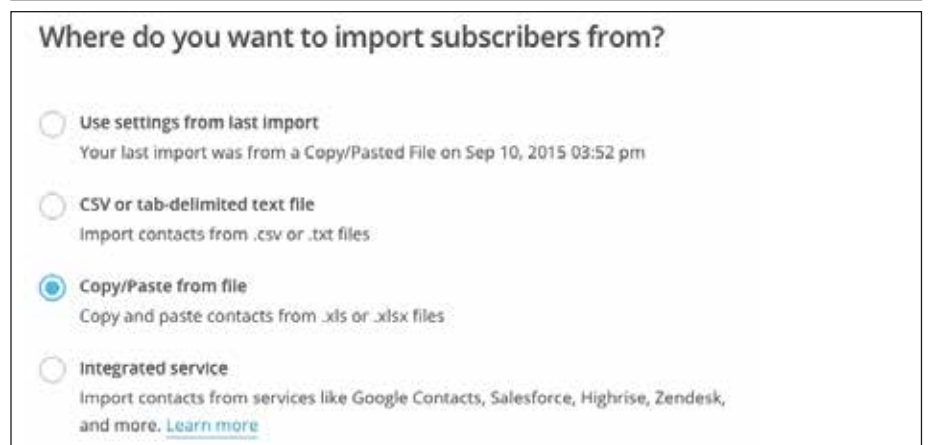
Step 5:

Go to the 'Add Subscribers' and 'Import Subscribers' option



Step 6:

Select the 'Copy/Paste' from a file option



Step 7:

Paste your highlighted columns in the info box, go back to your spreadsheet, copy the second email column, and paste that into the info box. Follow the remaining MailChimp prompts to finish importing your list.