

GCCG Mailertlite – All Torque Emails

User Guide



The GCCG has transferred from Mailchimp to Mailerlite for the sending of all All Torque emails due to the changes of pricing structure and amount of 'user' logins made my Mailchimp.

In order to use Mailerlite you must activate your account from the registration email received. If you haven't received this email please email events@gccg.org.uk. We will only be registering GCCG email addresses to allow logins to be easily transferred should Area Organisers change etc.

Mailerlite is similar to use to Mailchimp but does have a number of differences when setting up and sending an email. New users will need to complete a very brief training session (via Zoom) to cover some of the quirks before being authorised to send an email out. This is to ensure we meet GDPR legislation and to minimize any risk of emails from the GCCG as a whole being flagged as spam.

Creating a campaign:

Creating and sending an email campaign is fairly straightforward and very similar to Mailchimp.

Please only use the existing setup templates or copy from another sent email. The Headers and Footers MUST remain as they are so we have a 'corporate' look to all emails sent to members and to ensure we meet GDPR. They contain links to the very important unsubscribe procedure that has to be on every email sent.

1. The simplest way to start a new email campaign for your area is to '**Copy**' a previously sent campaign. Choose one you like the look of and click 'Copy'. This creates a draft of the email – identical to the one that has already been sent.
2. Click '**Edit**' to go to the first set of changes needed.

The next step is extremely important and is crucial to us not getting flagged as spam going forward. It only needs to be setup once for your area if you copy one of your own emails for future use.

Unlike Mailchimp the **'Subject'** is both the email subject and the name of the campaign saved in Mailerlite. This needs to be concise and follow a set standard.

Examples are:

'All Torque West Midlands – September'

'West Midlands All Torque – October Update'

Please do not use Gay Classic Car Group and then area name – this is too long to display in most email programs.

Once you choose an option please continue to use this on future emails sent – it makes it easier for members to instantly see what the email is and to search for if they want to look for it

'Who is it From' boxes:

These two boxes are pivotal to get correct to ensure we don't get stuck in Spam filters – sending from different email accounts within the same domain name (@gccg.org.uk) but with the same sender name causes issues!

Ensure the *From* box is formatted as:

'GCCG Area' – eg: GCCG Yorkshire

Do Not Use Gay Classic Car Group and area – again too long to display and can't be searched/filtered easily.

Then make sure the email address is your correct one – eg: yorkshire@gccg.org.uk

3. Next Click 'Review and Confirm'

This page will show the current campaign information, campaign name and 'from' details.

4. Skip past the **'Content'** – we will come back to this

5. You will now see the chosen mailing segments

6. To select your chosen area click **'Edit Recipients'**

Choose the areas 'Segment' you want to email, making sure to untick any areas you don't want.

Do not choose the 'Group' section at the bottom – these are for use in the future for events like Eurotour or larger events – let me know if you want information on this for future use.

Primary and secondary region choices made on the Membership page of the website are now working but people won't get the email twice if they have chosen two areas you may email. Please try to limit sending to too many neighbouring regions as people will have

chosen the area/areas they want to receive and may not want too many emails. All events should be on the website regardless to be looked at for anyone out of region

7. Click '**Next: Review and Confirm**'. This will return you to the overview of the campaign.
8. To edit the content of the email click '**Edit Content**'

This will bring up the draft email complete with any previously completed detail and looks very like the previous Mailchimp setup.

This section is best done by actually trying the various options available. Try editing those blocks already present or adding others from the options at the left. *Please do not alter the very top header or footer content blocks as discussed above.*

A full guide on creating text and event blocks will be produced separately shortly – please email events@gccg.org.uk if you have any problems before then!

Style and Formatting – please have a look through the Communication Style Sheet guide produced for articles submitted to BEJ – we want to create as cohesive look as possible in club mailings and promotion. (<https://www.gccg.org.uk/wp-content/uploads/2020/06/BigEndJournalStyleSheet01-2020-06-02.pdf>)

Images – uploading is as before. Please try to resize images so they fit correctly.

Documents – if you need to link to a document (eg PDF directions) these need to be hosted on GCCG site and linked via the file address. These should however be on the GCCG site to be included on the event listing.

If you wish to add an email link into text you will need to follow the process below:
When in the text box you wish to add an email link highlight the email address, click the 'link' button on the formatting bar and then click 'Insert Link'. Type in the first box 'mailto:' followed by the email address (with no spaces – eg: <mailto:events@gccg.org.uk>).

The following Mailerlite guides explain the process:

Please do not create from scratch just use video to see how to use the blocks once you have a draft saved:

Reusing a previous campaign:

<https://www.mailerlite.com/video-tutorials/reusing-recent-campaigns>

Using Content blocks: <https://www.mailerlite.com/video-tutorials/drag-and-drop-editor>

Inserting and editing images: <https://www.mailerlite.com/video-tutorials/image-editor>

Resizing images: <https://www.mailerlite.com/video-tutorials/resizing-images>

Further details are available via the Mailerlite site:

<https://help.mailerlite.com/container/show/create-and-send>

<https://www.mailerlite.com/video-tutorials>

Don't worry about looking at most of them as they relate to a lot of behind the scenes setup!

Please Don't make emails too long – Gmail and other providers 'clip' emails and not everyone bothers opening them completely. It is better to put brief details of events in and then if needed send separate emails for events that require a lot of explanation!

9. Once you are happy with the completed content you have a couple of options.
 - a. **'Preview and Test'**:
 - i. **Preview** - This allows you to preview the email as it would display to members viewing on a 'desktop' or 'mobile' device. Make changes as necessary to anything wrong.
 - ii. **Test** – this allows you to send to email to yourself or someone else to check prior to sending
 - b. **'Done editing'** this finishes your editing of the campaign and takes you back to the overall 'Review and Confirm' info page.

You are now ready to send your email campaign.

Scheduling a campaign to send:

Best practice is to schedule an email to send at the most optimum time to be opened by members.

Please do not send after 9pm unless it is an absolute emergency.

The best times based on industry figures are between 4.30 and 7pm Mon-Fri with weekends being fairly weak at all times – they get opened and forgotten. Sending during the working day also means they normally get lost or forgotten.

Avoid sending on the 1st of the month as the National AT goes out from Stephen – if you need to send that day please contact him (news@gccg.org.uk) to see when he is sending.

Member Email Subscribers

There is an ongoing problem from Mailchimp over members who may have unsubscribed from receiving emails in the past and then want to re-subscribe, or who may have left and have since re-joined the club but aren't getting emails. This is because the unsubscribe choice trumps us wanting to add them back to the list under GDPR legislation.

We have worked through to manually check against the Mailchimp mailing list and the membership list and have added those who have fallen through the gap for whatever reason. This still doesn't mean those who have unsubscribed in the past can be re-subscribed manually to the new provider.

If you have local members who aren't getting any All Torque emails please initially ask them to log in to the members area of the website and make sure that their email address is correct. When doing so ask them to make sure their chosen 'Home' and 'Secondary' region choices are correct going forward (along with postal address for BEJ).

If their email is correct then please send their details to events@gccg.org.uk where we check them against the current membership database list and then contact them with a manual re-subscription link to the Mailerlite database. This link can't be shared publicly as anyone with it can subscribe to our mailings, whether they are a member or not.

Please note that any member unsubscribing from any All Torque email, local or national, means they won't get any emails – other than those from the membership secretary or treasurer regarding their subscription.

Sending emails without using Mailerlite

No group emails should be sent to members without using Mailerlite – this includes bulk sending 'BCC' as we should not be holding member contact details separately from the main database to allow for unsubscribe preferences.

If you are emailing an individual member this can be sent using your normal email program but has to be from your @gccg.org.uk address.

If you have to email a group of members without using Mailerlite regarding an event, please ensure you only do it from your @gccg address and ensure it is sent to them BCC. If we share other members email addresses with others we are in direct breach of GDPR legislation and could face legal proceedings.

Please ensure that you include a section on the bottom of any emails sent personally stating "If you wish to stop receiving future emails from the GCCG please reply to this email with 'Unsubscribe' in the subject". Please then remove their address from your contacts and forward details on to events@gccg.org.uk to enable us to update the main list.

If you want to set up a group email list for a particular large event this can be setup automatically within Mailerlite by using the event listing – please let me know if you want further details on this - it is ideal for larger events, weekends away etc or those with reservations etc.

If you need any help with creating, setting up or sending out an email please contact me at events@gccg.org.uk, Mark Wells yorkshire@gccg.org.uk or Rob Gibson westmidlands@gccg.org.uk and we'll do our best to assist!

If you have any questions, please let me know

Simon

events@gccg.org.uk