



The Royal New Zealand  
College of General Practitioners  
Te Whare Tohu Rata o Aotearoa

## Welcome pack – Your Faculty Mailchimp account

Communicating with people, especially when you're a membership organisation, is crucial and that goes for Faculties too.

We know that Faculties want to be able to email your own groups (and not come through the College) and you'll now be able to do this through your own Mailchimp login.

When you have a moment please read over this welcome pack and share it with your secretary if you wish. If you and/or your secretary have any questions or would like to book a remote training session, please email [Jamie.morris@rnzcgp.org.nz](mailto:Jamie.morris@rnzcgp.org.nz)

### Costs for this service

Mailchimp is a free service for up to 2,000 subscribers.

### Top tips for sending bulk emails to your membership

Your email communications need to be focused and engaging because once people unsubscribe from your list you can't get them back (Mailchimp will show you who has unsubscribed so you can follow up with them).

#### Write an engaging subject line

Your email subject line is important and will often determine if the recipient opens your email or deletes it straight away. Here are some tips for writing a subject line:

- **Include the call to action:** if you need something from your members, add it to the subject line, for example '10 places left for urology education session, register now'.
- **Don't make it generic:** subject lines like 'faculty update' aren't going to motivate your members to open the email, so use an interesting topic from your email.
- **Use dates:** If you need your members to do something by a certain date, include this in the subject line.

#### Break it up with subheadings

If you've got multiple topics in one email, it's a good idea to break it up with subheadings so your members can skip to the bits they want to read. [View an example of using subheadings.](#)

#### Make sure your email has a purpose

To avoid your recipients unsubscribing from your emails, you'll need to make sure your email has a purpose and only send them if you've got something new to say.

Avoid sending emails along the lines of "next week we'll send you a survey to complete." It's better to wait until you're ready to send the survey so you don't fill your members inboxes up with unnecessary emails.

## Why should I use Mailchimp and not my regular account?

Emails to 30 or more recipients should be sent through a bulk email service like Mailchimp rather than Outlook to prevent your email ending up in the recipient's junk mail.

By using Mailchimp, you'll also be able to view how many people are opening and clicking on links in your email. This will help you to understand what topics your members are interested in.

## Learning to use Mailchimp

The 'using Mailchimp 101 and 102' guides include step-by-step instructions on how to send an email to your members via Mailchimp.

The College is also happy to help by offering a personalised remote training session via ZOOM. If you'd like to take this offer up, please email [jamie.morris@rnzcgcp.org.nz](mailto:jamie.morris@rnzcgcp.org.nz)

Have you taken up the College's recent membership benefit of a free LinkedIn Learning account? LinkedIn Learning has a one hour 'Learning Mailchimp' training session, which is detailed and useful. If you'd like to take up that offer, please email [CPD@rnzcgcp.org.nz](mailto:CPD@rnzcgcp.org.nz) for access to LinkedIn Learning.