Mail Chimp Questions and Answers

1. Joe Dicks created Powl and at one time wanted to copywrite it so no one could use it without his permission. He is very protective of powl and wants to make sure the font/powl size meets his standards. We may want to ask him to create the mast head design. He would be honored. **That's a great idea and totally fine by me. I mocked that up in less than two minutes so I won't feel like my work was wasted or anything like that. Not to mention I totally understand from my line of work the importance of branding and letting creative people be creative and have ownership. If the board likes the approach of using mailchimp, I can ask Joe. He'll just need to know the dimensions are a max 600 pixels wide and a white background is preferable.**

2. Is it easy to add/delete names and create the messages? Many years ago the person that did the directory had parts of it or all of it in some graphic design application which the average person didn't have on their PC or knew how to use. The directory had to be retyped and formatted when they got too busy to do work. Is this something the average volunteer can administer? **Oh my gosh - super easy to add/delete names and create the message. In fact, I'd say almost easier than sending an e-mail (no need any more to go find the latest spreadsheet or copy and paste e-mail addresses into the "to" field from a recent e-mail. Content management systems have come a LONG way in the past five or more years - doesn't require a graphic design program - just a web browser (e.g., Internet Explorer or Firefox). I can show the team from my computer at the last meeting. The list we would house in Mailchimp wouldn't replace the directory (because that also has maps and stuff in it beyond just a list of information) but it could be a starting point.**

3. I saw a photo at the footer. Can photos also be added to the content area? **Yes indeed!**

4. Is it as easy as me sending you a write up for the Park and you copying and pasting? We would just all need to know the font style? We want it easy for the Membership person so no one has to do a bunch of reformatting. Unless you are going to be a lifetime Membership chair :-) **About as easy as copying and pasting. You may need to highlight the text and change it to Georgia font (my recommendation) but that isn't too much work. It would add some consistency to our e-mails beyond how they've looked the last several years with different people sending them (say you use Tahoma and Karna uses Times**

New Roman). I can show the Board the tool when we meet next - it really is simple.

5. At the PPC meeting a couple of weeks ago we thought about creating a Park Group. We want to send out cool information and photos about the park—some folks may really be interested and some could care less and then they could opt out of any Park Updates. **Sure a park group would be a good/relevant segment to add to the list (along with Annexation News, Crime, Bunco and whatever else the Board decides on).**

6. What would the email address be? I like the idea of a Parkwood Garden club specific address but what would happen if someone replied back? Where would it go? Could it be pointed to someone's email like the President@Parkwood Garden Club is today? **Right now it's set up to be from membership@parkwoodgardenclub.com. So if anyone responds, we all on the board get a copy of the e-mail. I hope that makes sense. :)**