

## MVA Procedure

Creating and sending an email blast to MVA membership.

Preparation:

- MVA member database should be updated prior to sending a blast.
- Email blasts should be limited to topics of general interest to the MVA membership.
- Email blasts should be timely, short, concise and actionable.
- All email blasts must be approved by the MVA President.

Content Preparation:

Following are appropriate topics for email blasts:

- Event reminders and instructions (usually sent one week prior to event)
- Newsletter releases (usually sent in the morning of the first day of the new month)
- Obituary announcements for MVA members (only)

Mailchimp Information:

MVA subscribes to an email blast service called Mailchimp. The account is accessed at [mailchimp.com](https://mailchimp.com).

The login information is included below.

# Log in

Need a Mailchimp account?

[Create an account](#)

Username or Email

info@minnregs.com

Password

 Hide

M1nnr3gs!

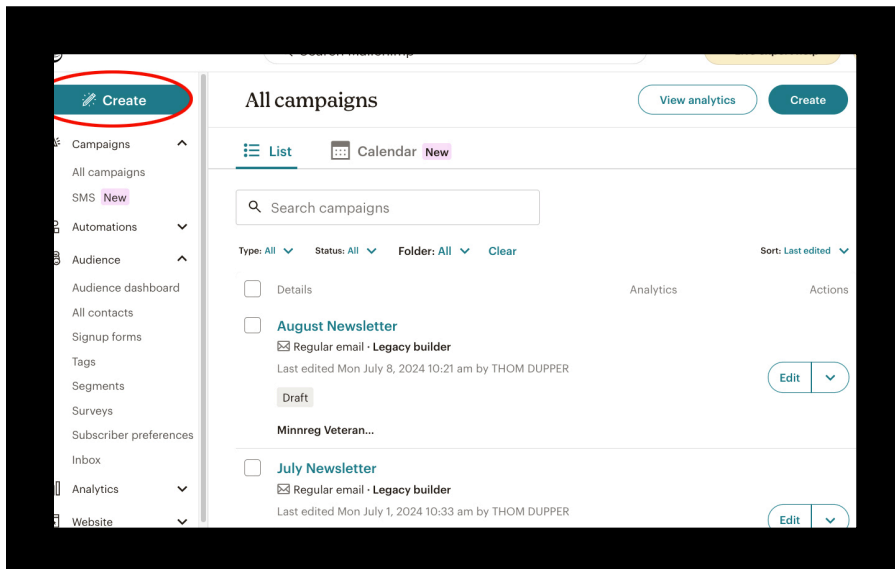
Keep me logged in

Log in

[Forgot username?](#) [Forgot password?](#)

[Can't log in?](#)

Click on the "Create" button in the left menu column.



On the next page, choose "Regular Email."

- Email
- SMS
- Automations
- Website
- Signup Forms
- Creative Assistant

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- Landing Page
- Surveys
- Ad
- Social Post

# Create something that gets noticed

Based on best practices

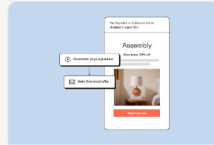
Try building one of these



## Regular email

Use our email builder to launch a campaign in minutes.

[Design Email](#)

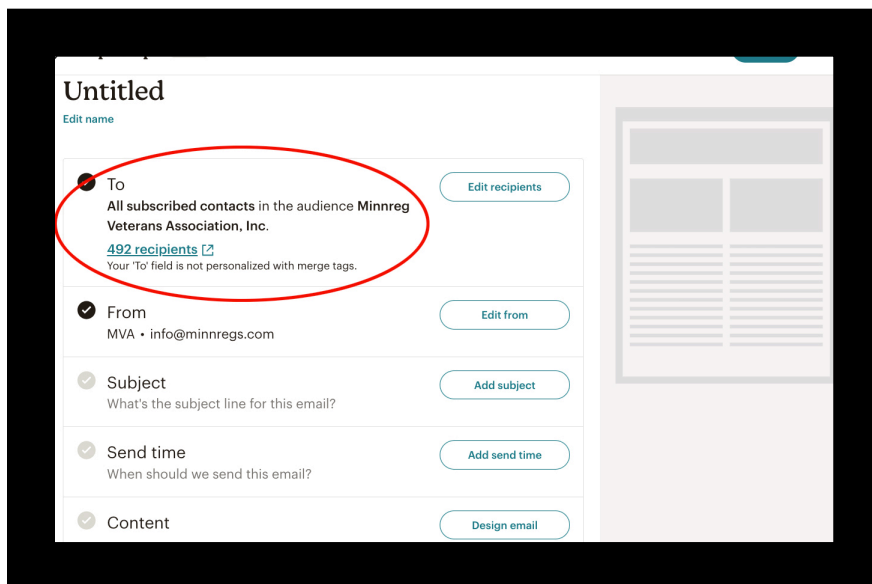


## Automation

Set up email automations that personalize your marketing and save you time.

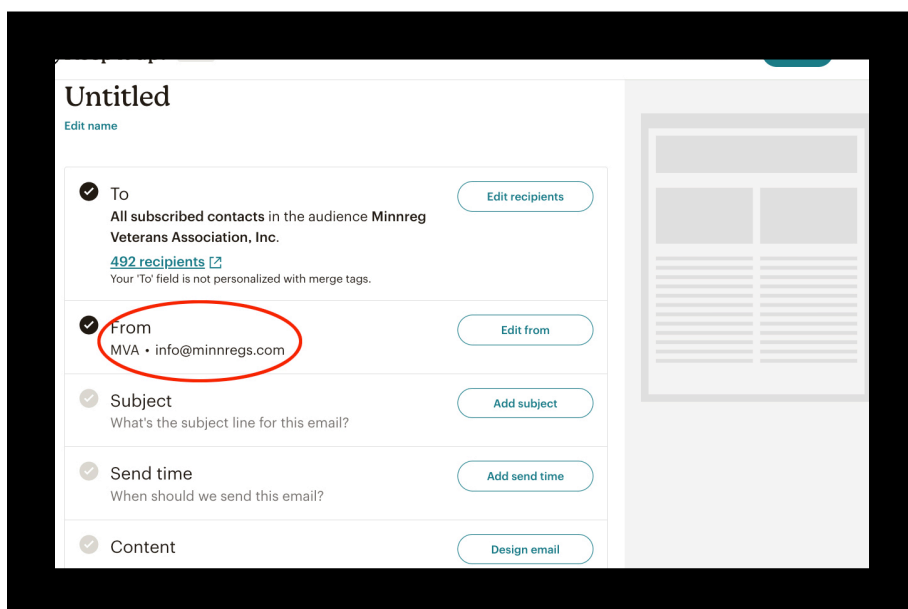
[Create Journey](#)

Make sure the “To” is set to “All subscribed contacts in the audience Minnreg Veterans Association, Inc.” This ensures that all subscribed MVA members will receive this email. The number will fluctuate slightly from time to time based on people being added to or deleted from the member database.



Make sure the “From” is always “MVA” and the email address is [info@minnregs.com](mailto:info@minnregs.com).

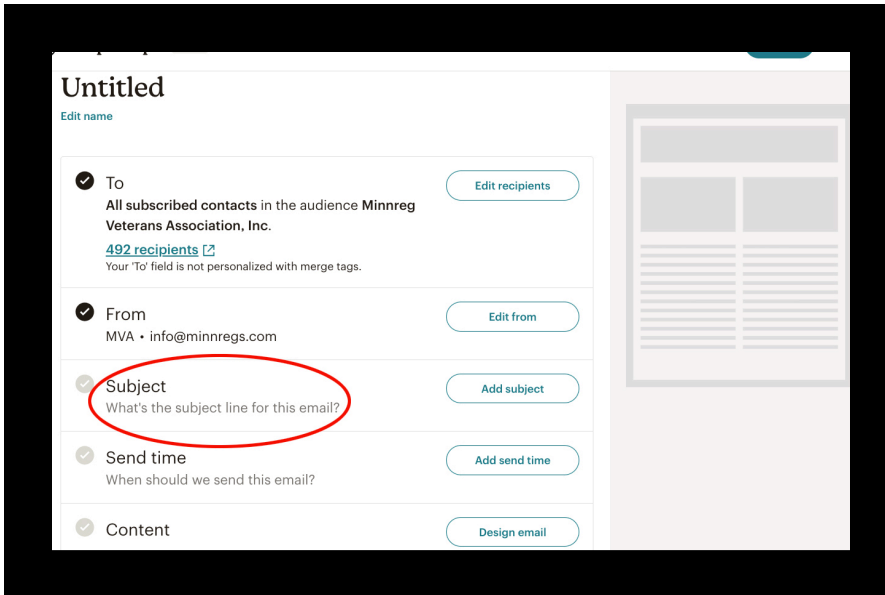
This will ensure that recipients can easily identify the email when they receive it and any responses to the email will go to the general MVA email box – info@minnregs.com.



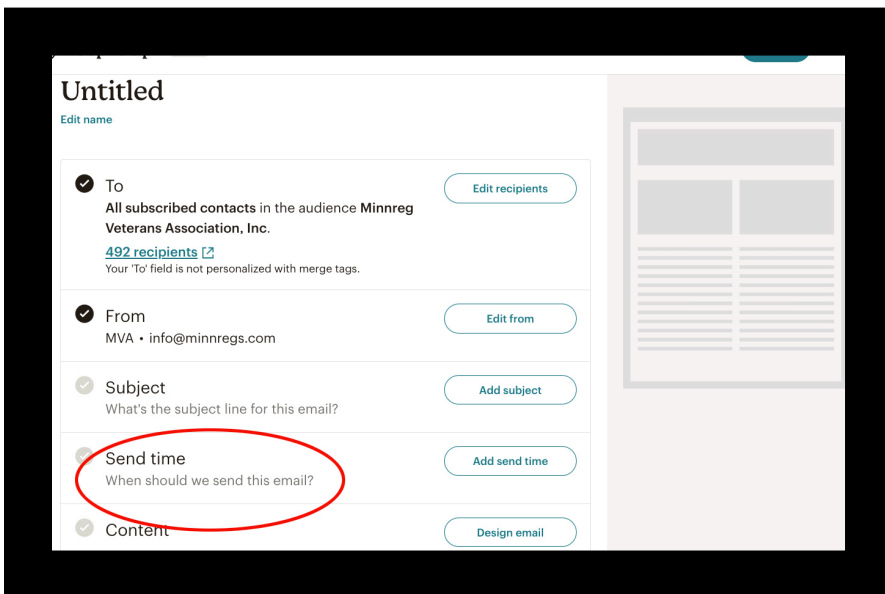
The subject line should be short and accurate.

- “The April MVA newsletter is ready.”

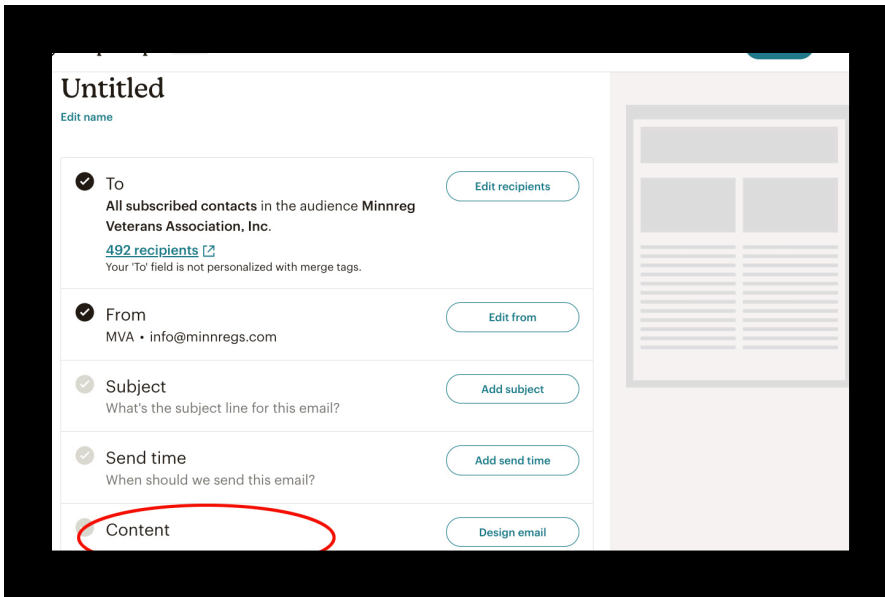
- “Details on the Rays game procedures”
- “MVA picnic is canceled”



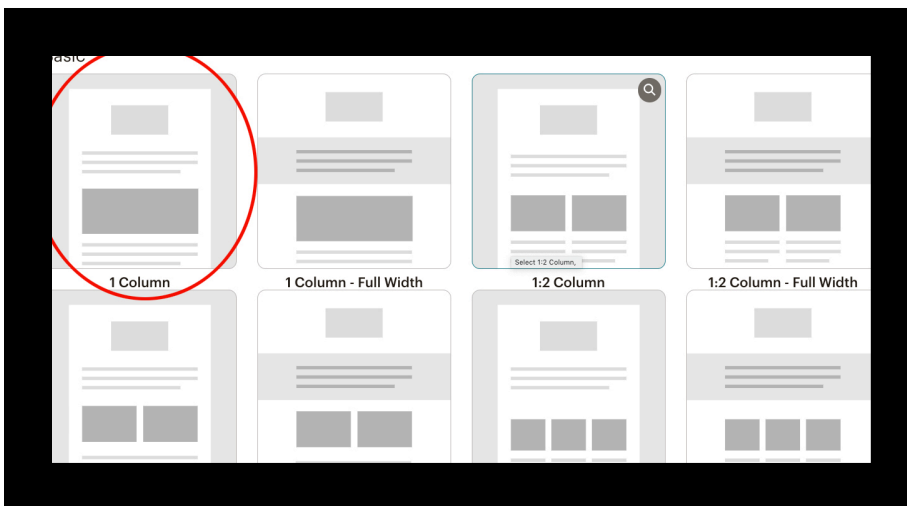
It is usually best to choose “Send Now” as the send option.



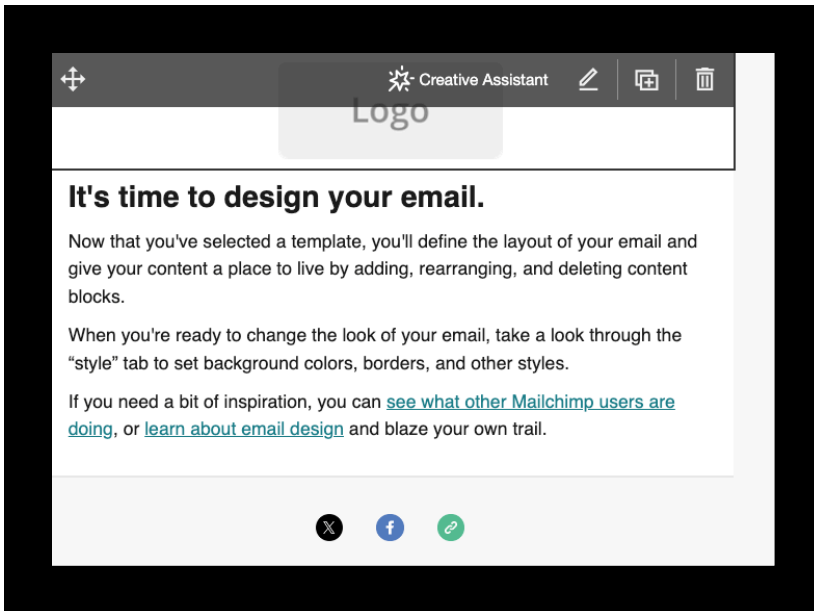
Click “Design Email” to create the blast.



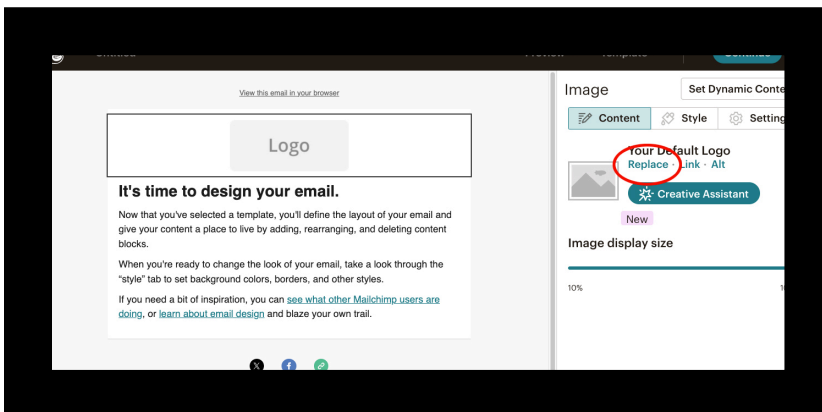
Select the “Basic 1 Column” option.



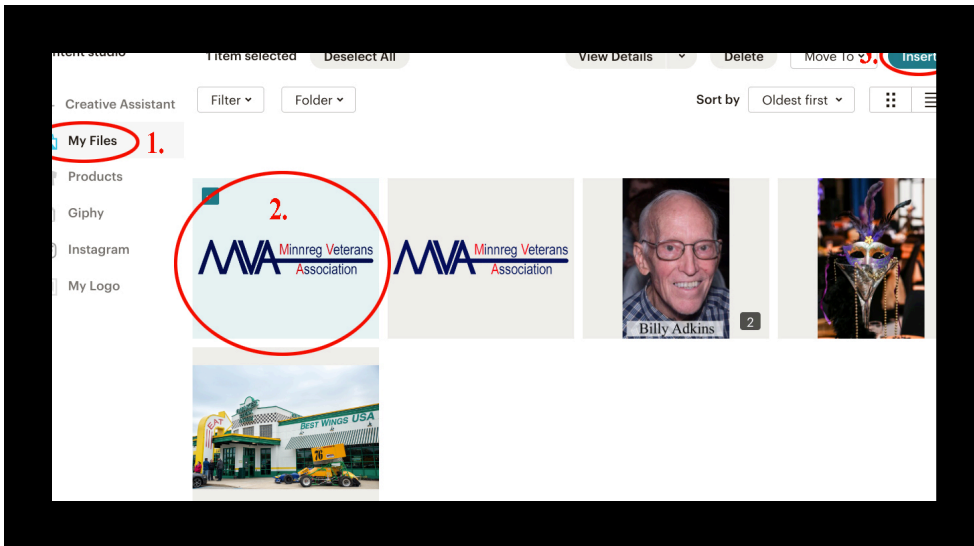
At this point, click on the “Logo” graphic to access the “Creative Assistant.” Click on the edit pencil icon to the right of Creative Assistant to insert the MVA logo.



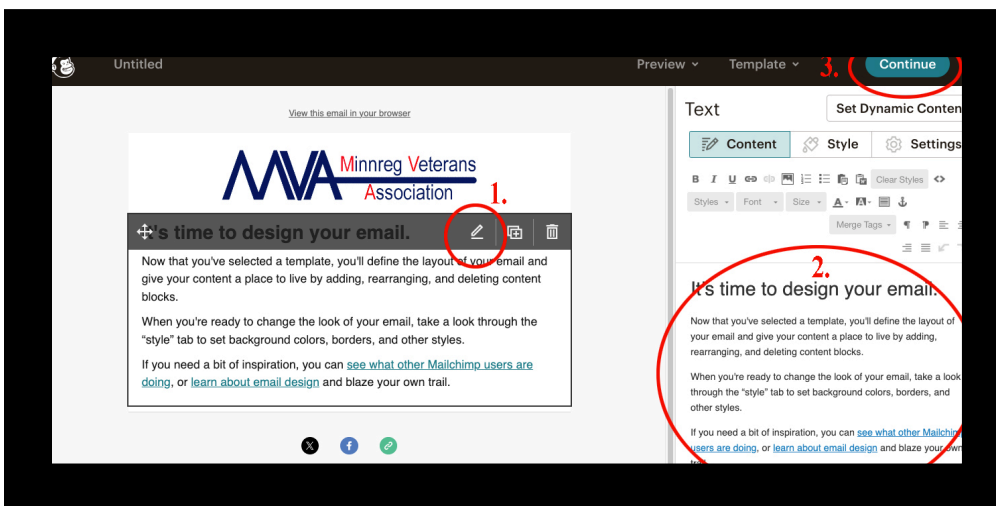
Click on "Replace" on the right hand side of the page.



1. Make sure "My Files" is selected in the extreme left menu.
2. Click on the MVA logo.
3. Click the "Insert button" to place the MVA logo in the header position on the email.



1. Once the logo is in place, click on the edit pencil icon in the content section on the left side of the screen. All your editing tools (as limited as they are) are contained in the right hand column on the page.
2. Click on the placeholder content and insert your content here, starting with the bold headline and then the actual content.
3. Once you are happy with the look of your email, click on the “Continue” button at top, right .



Time to finish up. Once you are happy with the email, you can choose to send out a test email prior to the entire blast. You **MUST** send a test to [president@minnregs.com](mailto:president@minnregs.com) in order to receive approval to send the blast.

Once you have received the president’s approval, click on the “Send” button top right. This places your email in the send queue and will be sent with no further effort on your part.

Keep it up: Draft

**To**  
All subscribed contacts in the audience **Minnreg Veterans Association, Inc.**  
[492 recipients](#)

Your 'To' field is not personalized with merge tags. Edit recipients

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**From**  
MVA • info@minnregs.com Edit from

---

**Subject**  
What's the subject line for this email? Add subject

---

**Send time**  
When should we send this email? Add send time

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**Content** Edit design

- With your paid plan, you can now replace the Referral badge with your own branding.
- A plain-text version of this email will be included automatically. [Edit](#)

Finalized Send

Preview  **Send a Test Email**

[View this email in your browser](#)



**design your email.**

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