



ENEWS CHECKLIST

PLEASE PROVIDE ANSWERS TO ALL REQUIRED QUESTIONS BELOW AND EMAIL IT TO
ALEGRIAC@LIFEPOINTOHIO.COM

1. **Create your own (free) Mailchimp account and let us know the email you have it associated to. We will then invite you to join our Lifepoint Church organization on Mailchimp. ONE TIME ONLY, skip this section if you have already done this.**
2. **How will you be handling your Audience** (please refer to Mailchimp eNews Guide pg. 4 for more details)?
 - A. Sync from CCB to Mailchimp (recommended process)
 - B. Manually importing a CSV or TXT list into a Mailchimp audience
 - C. Manually adding participants individually
 - D. Sync both ways between CCB / Mailchimp
3. **Name for your Audience** (i.e. Lewis Center - Whats Happening)?
***If using CCB, Group Name and campus location?**
4. **Which template would you like to have** (please refer to Mailchimp eNews Guide pgs. 20-31)?
5. **Default “from” name?**
This is the name your eNews will come from.
6. **Default “from” email address?**
This is the email address that will receive reply emails. Check it regularly to stay in touch with your audience.
7. **Default eNews subject** (Optional)?
Keep it relevant and non-spammy. Every eNews will need a subject; either Creative Team will add it as a default or you can manually add them on Mailchimp. Note that you can still edit the default subject on Mailchimp.
8. **Would you like to have social media links in your footer** (Optional)? **If so, which ones?**
9. **Would you like to have other link(s) in your footer** (Optional)? **If so, please provide the title(s) and the URL(s) of the landing page.** i.e. Lifegroup Catalog – <https://www.lifepointohio.com/ministries/lifegroups>
10. **How are the participants signed up to your Audience?**
i.e. You are receiving this email because...
11. **Would you like an “Add us to your address book” in your footer** (Optional)? **If so, please provide answers below.**
 - A. Company/Organization (i.e. Lifepoint Church)
 - B. Contact name
 - C. Email address
 - D. Phone number
 - E. Address
12. **Are there any other changes, additions, etc... Or are you looking for a different design? Please provide specifics below or call our Creative Team to discuss more of what you would like.**