Editable styles:

1. **Page, Preheader, Footer**
   a. Background
   b. Text
   c. Links
   d. Email border
   e. Logo background
2. **Header** (Image =600px wide)
   a. Background
   b. Text
   c. Links
   d. Issue info (date automatic)
3. **Main** (Image <=360px wide)
   a. Background
   b. Text
   c. Links
   d. Heading 1
   e. Heading 2
   f. Heading 3
   g. Heading 4
4. **Sidebar** (Image <= 160px wide)
   a. Background
   b. Text
   c. Links
5. **MonkeyRewards**

Toggle between options:

2. **Header**
   a. Image header
   b. Blog/RSS text header
1. **Footer**
   a. Logo options

Hideable content:

3. **Main**
   a. Regular content
   b. Blog/RSS content
4. **Sidebar**
   a. Share this (social media icons)
   b. In this issue: (table of contents)
   c. Sidebar text
Tips for creating campaigns

Process

- Establish a test list that has only your own email address(es). Assign this to your first campaign while you are experimenting -- just in case you accidentally send the campaign before you’re ready.
- Edit your text or have a coworker proof it before entering it into your newsletter.
- Use the live preview often while you work.
- Have a coworker read the newsletter again before you send it. You can’t edit this once it is sent.

Content

- **Do not** write out long URLs or “click here.” Write the name of the page or article you are linking to. Add a link on that text.
  - YES: Directions to our office
  - NO: https://www.google.com/maps/place/Hoke+Smith+Bldg/@33.9443401,-83.3795134,17z/data=!3m1!4b1!4m2!3m1!1s0x88f66d1d7a6d232f:0x889a1db27989eeef9
  - NO: For directions to our office click here.
- Include a text-only version of your text with your campaign.
  - MailChimp will automatically make a text-only option from your content
  - You can edit this -- look for the text-only info on the campaign confirmation page.
- Consider whether you will include ALL of your text in the email or just a summary and link to more in-depth information.

Formatting

- Work from raw text that has no formatting.
- Clear all styling as soon as you copy content into a campaign.
- Use heading styles to set apart different sections.
- Use TOC headings to make a table of contents for your newsletter.

Images / Colors

- Include descriptive ALT text for all images. Type any text that is in your image. Be succinct.
- Avoid using images for large chunks of text. This is not email-friendly or accessible.
- **Do not** publish images that break the template. Use MailChimp tools to crop and resize!
  - Banner image = 600px wide (no border, margins or padding)
  - Main images <= 360px wide
  - Sidebar images <= 160px wide
- About choosing colors...
  - When creating header images or selecting colors, remember high contrast is best. You want all text in your newsletter to be legible.
  - Dark backgrounds behind large areas of text can cause eye strain. Avoid this.
  - Dark text on light backgrounds is best for large sections of content.
- Program colors:
  - Extension red - #cc0033
  - 4-H green - #1baa74
  - CAES red - #990000