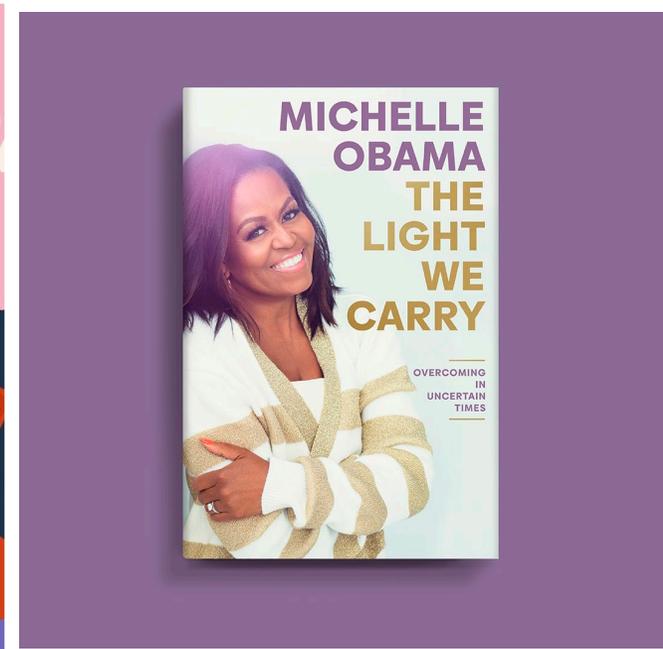




*Tips & Tricks:
Web content &
Email
Campaigns.*

LILLIE JO KREST

Membership List
Eventbrite
Design Planet Studio
Membership Works



Build Your Communications Team



**Communications
Committee**



**Chapter
President**



Events Chair



**Education
Chair**



**Scholarship
Chair**



*The way to get started
is to quit talking and
begin doing.*

Walt Disney



Topic one

MEMBERSHIP LIST

Chapter Membership List

Scrub It!

- Review current list – We have over 500!
- Add/Delete members before moving from MailChimp to Design Planet Studio (DPS)
- Save to Repository
- DPS - allows you to export your contacts/subscribers list
- You can sort your contacts/subscriber list by name, email, etc.
- Add “Tags” to your members: Chapter Affiliate, Virginia. This feature allows you to target email campaigns
- Locate members using “Filters”

Notify Membership

- Let them know you will be moving away from Mail Chimp and using a different platform.
- Send email and ask members to add “yourchapterwpcf.com” to their safe senders list
- Suggest members use personal email account versus professional email address to decrease/avoid bounces: corporate firewalls/blocked emails, bad addresses)
- **Market your new information:** Newsletter or at Events



Topic two

EVENTBRITE



Eventbrite

Prep Work

- Gather text, images, art, and videos.
- Add any virtual meeting links (Zoom/Teams/WebEx, etc.)
 - Determine if you want recording feature
 - Confirm any meeting time limitations or maximum attendees
- Rely on Event/Education Chair to provide all necessary details to create event:
 - Event Name, location, time, etc.
- When do you want to open the event for registration

Your Event

- Who can see your event? I recommend you set as **Private** so you can test & view
- Then publish the event
 - Check start dates to ensure they match with ticket sales to allow for registration
- Everything in your Event can be easily copied to your email campaigns and web content
- Use the unique Eventbrite URL



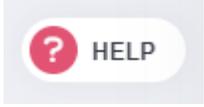
Topic three

DESIGN PLANET STUDIO



Design Planet Studio – WebContent & Email Campaigns

Take Advantage of All Training Resources

- National website – you must be a member to view training videos.
- DPS HELP A small rectangular button with a red circle containing a white question mark on the left and the word "HELP" in black text on the right.
- DPS Video Pop Ups
- Become familiar with ToolBars & Widgets
- Reach out to other chapters – look at their websites for ideas
- Dan: ImageMaster for those difficult or more technical items

Prep work

- Content Creation:
 - Discuss with your Board & Committee what content they would like on the website.
- You will need to upload images & documents into DPS File Manager:
 - simple click on image/edit
- Email marketing campaigns: Work with your committees to schedule & plan ahead!
 - Events
 - Newsletter
 - Holidays: International Women's Day, etc.

Shortcuts & Tips: Content Development

- Use Home Page to Publish Your Events (otherwise they are only featured under the Events Page with all WPF Chapters)
- Content Blocks: Add/Hide –Don't delete!
- Drag & Drop Features
- When adding a link always select External Link
- Photos – use correct formats/ may need to crop & size
- Use Website Preview 
 - You must “save” your work first

Shortcuts & Tips: Email Campaigns

Creating a Campaign is pretty easy – DPS provides prompts that lead you step by step to build the email campaign.

- Select “Regular Campaign”
- Select a Template from the various categories – they are already built and can still be further edited
- Fill in the event details (copy from Eventbrite)
- Be careful with use of “buttons” as action items
- Select your Audience – remember those Tags?
- ALWAYS Send a TEST Email !!!
- Edit if needed
- Schedule: when to send the campaign
 - Scheduling options: Send Now or Later (date and to the hour) or Save as a Draft
 - If this email campaign is tied to an event, make sure your EventBrite event is published AND ticket sales have started. Otherwise, you won't be able to register.
- “Clone” Future Campaigns –
 - don't start from scratch if you don't have to.
- “Clone” for existing event reminders; schedule in advance



MEMBERSHIP WORKS

Topic four

t-list

Treasury - Financial... Imported From IE New Tab PWConnects

HOME ABOUT ▾ SPONSOR ▾ PROGRAMS ▾ EVENTS ▾ MEMBERSHIP



wpf
ANNUAL CONFERENCE
JANUARY 20, 2023
HYATT REGENCY
SAN ANTONIO
JOIN US FOR A COCKTAIL RECEPTION ON
JANUARY 19TH AT THE ALAMO

19	20
Thu	Fri

Texas Chapter 2023 Annual Conference

Thu Jan 19 2023, 06:00pm CST to Fri Jan 20 2023, 03:00pm CST

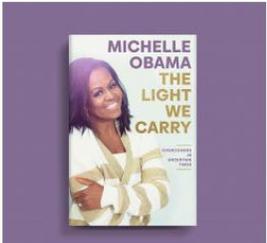


BRASSERIE
DU MONDE
EST. 2009 REC. EST. 2021

Feb
2
Thu

WPF CA Chapters & Barclays Networking Reception at 2023 CSMFO conference at Brasserie du Monde

Thu Feb 2 2023, 04:45pm PST to 06:00pm PST



MICHELLE
OBAMA
THE
LIGHT
WE
CARRY

Feb
16
Thu

Virginia Chapter DEI Book Club - Michelle Obama The Light We Carry

Thu Feb 16 2023, 12:00pm EST to 01:00pm EST

Membership Works: Expand your Audience with National Chapter Participation

Training

- Procedures have been provided by ImageMaster: easy to follow
- Very user friendly
- Use same external links (Eventbrite URL)
- Images (jpeg/png/gif)you may need to “play around with sizing/crop”
- You can always EDIT

Thank you

Lillie Jo Krest, Communications Chair

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VA Chapter: viriniawpf.com

