

Wednesday, October 22, 2025

SOP: Email Marketing & Surveys in Mailchimp

Section: Email Marketing

Last Updated: October 2025

Owner: Claire Gilbert

Platform: Mailchimp

Purpose: To guide staff in creating branded email campaigns and mobile-friendly surveys using Mailchimp for Grapevine Parks and Recreation communications.

Mailchimp Training Hub (external link): [How To Use Mailchimp 101](#)

Email Campaigns

Access

Mailchimp access is tied to individual work emails. If you do not have access, contact Claire Gilbert to be added.

When to Use

- Program or event announcements
- Reminders and updates
- Special promotions or campaigns

Formatting Requirements

- Must follow Grapevine branding (logo, colors, fonts, button styles)
- Use clean, single-column layout optimized for mobile
- Focus on **one** clear call-to-action (CTA)

Steps to Create

1. **Log in** to your Mailchimp account using your work email
2. **Audience:** Confirm "Grapevine Parks and Rec" is selected on the top left next to "HOME"
3. **Select "Create Email"** on the top right
4. **Design the Email:**
 - Use a saved branded template, duplicate a past campaign, or start from scratch
 - Add images, text, and buttons per Grapevine guidelines
 - Link buttons to GoGrapevine.com or appropriate page
5. **Review:**
 - Submit to Claire for review and feedback
 - Revisions must be made prior to scheduling
6. **Schedule or Send:** Claire can assist with timing and design

Surveys

When to Use

- Post-event feedback
- Program interest polls
- Yearly feedback

Required Fields

Each survey must collect (unless anonymous):

- First Name (required)
- Last Name
- Email (required)
- Phone Number

Content Guidelines

- Use mostly multiple choice, dropdown, or **1–5 rating scale**
- Limit to **under 10** questions
- No more than **1–3** open-ended questions
- Apply Grapevine branding and ensure mobile compatibility

Steps to Create

1. Log in to Mailchimp
2. Go to **Audience** → **Surveys** → **Create New Survey**
3. Name Survey and Select Grapevine Parks and Recreation Audience
4. Design the form using brand colors and spacing
5. Preview on mobile
6. Publish

Sharing the Survey

- **Preferred:** Send via Mailchimp email (this is best to gather cu
- **Optional:** Copy share link or request a QR code via Marketing Request Form

Reviewing Results

- **Chart View:** Summary stats
- **Table View:** Easy scan
- **Individual View:** Detailed responses
- Tag participants for follow-ups or newsletters as needed

 *Claire can set up automated thank-you or follow-up emails if requested.*

Helpful Links & Resources

- [How To Use Mailchimp 101](#)
- [Import Contacts to Mailchimp](#)