

Improve Your Mailchimp Open Rate: Get an Authenticated email address

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Chances are you are using a “private” email address (such as xxx@gmail.com, @msn.com, etc.) as the “From” address in your MailChimp campaigns. This can present a delivery problem: your campaign is being sent from MailChimp email servers – and these servers are not legitimate (“Authenticated”) servers for email sent from these “private” email addresses – which can cause your emails to be flagged as questionable. The solution is to use a new email address that we’ve set up, precinctXXX@srqdemneighbors.org (XXX will be your precinct number), which has the Mailchimp servers “Authenticated” as a legitimate source for your email campaigns.

Here’s how to get your new email address in two steps:

Step 1: Get your precinctXXX@srqdemneighbors.org email address set up & verify it

- a) Send an email request to pnolan483@comcast.net with your precinct number and the email address you are currently using for your MailChimp mailings Or are planning to use when you set up your MailChimp account.
- b) When your email address is set up on the srqdemneighbors.org server, you will be sent an email from "Google Domains" asking you to verify that it is OK to “forward” email sent to the precinctXXX@srqdemneighbors.org address to the email address used in your MailChimp account. Open the email from Google Domains and click on the blue "Verify my email now" box.
- c) Once you do this, *wait an hour or so* for your “Forward” to be fully operational.

Step 2: Configure Mailchimp to “Authenticate” and use the new email address

- a) In Mailchimp, go to Profile > settings > domains ... click on "Verify Domain"
- b) Enter your "precinctXXX@srqdemneighbors.org" address in the Email address field (XXX = your precinct #)
- c) Click on "Send Verification Email"
- d) Look for the email from MailChimp, open it, and click "Verify Domain" in the email
- e) A new MailChimp "Domains Overview" page should open.

Take a breath. Now ... still on the MailChimp "Domains Overview" page:

- f) "srqdemsneighbors.org" should be listed under “Verify Your Domain”. Click on the word "Authenticate" to the right of "srqdemsneighbors.org" (do not click on the pull-down “v”).
- g) Then click on "Authenticate Domain" in the resulting pop-up (don't worry about the DKIM / SPF jibberish its all been done)
- h) "Authenticated" should now appear next to srqdemneighbors.org (in green - green is good!).

Set-up is complete. You should start using your new, *authenticated* "precinctXXX@srqdemneighbors.org" email address as the "From" address in your campaigns.

You also need to change the default “From” address in MailChimp ... so that it prefills in new campaigns. From MailChimp's top menu, click on Audience > Manage Audience (pull down) > Settings > Audience Name and Defaults > Default *From email address*. Change it to the new "precinctXXX@srqdemneighbors.org" address (can also tweak your From name), then click on Save (at bottom of page).

Note that MailChimp does not change the “From” address automatically for *existing* campaigns. Open any existing campaigns, click on “Edit From:”, enter your new "precinctXXX@srqdemneighbors.org" address in the Email address field and click “Save” - MailChimp should accept your new email address without issue.

An optional note on Test emails for the curious: When sending a Test Email, MailChimp automatically adds a MailChimp-coded "@inbound.mailchimp.com" reply-to email address - so that, if your 'reviewer' replies, their input is captured and tracked in your campaign's Content > Comments tab. A copy of their comments are also sent by MailChimp to your email account. When you Send the campaign to your full Audience, MailChimp does not add the reply-to address; the "From" address will be just "precinctXXX@srqdemneighbors.org". (One caveat: this assumes you have NOT changed the first item under "Settings & Tracking" at the bottom of the Campaign page - the first bullet should say you're NOT using Conversations, which is the default.)

Feel free to send any questions or help requests to Pam Nolan at pnolan483@comcast.net