

## BCMG LEAFLET GUIDE

**Audience:** BCMGs

**Frequency:** Weekly on Wednesdays

**Purpose & Content:** Inform membership and AgriLife staff of BCMG business activities (issues/notices from the board); provide list of current volunteer opportunities with links to VMS; promote meeting speaker; provide short list of upcoming classes for CEUs and links for MG Specialist courses; advertise requests for materials needed by Youth or Entomology programs; provide links to articles David wants to share with membership.

**Frequency:** The Leaflet is sent out weekly on Wednesdays; usually scheduled for distribution to the member list late Tuesday evening with delivery for early Wednesday morning. In addition, when the President has a need, a special eBlast can be sent out via MailChimp. Or, special e-Blast can be sent out to the Membership for Rodeo, etc., or to Friends of BCMG to promote an event such as Cultivate!.

*Notes for MailChimp Management:*

1) The Office Assistant for the County Extension Agent-Horticulture (CEA-Hort) collects monthly data on outreach to include total MailChimp Campaign Deliveries which are submitted by email not later than the first day of the month for the prior month's total campaigns. (Spreadsheet is maintained on eBlasts' Google Drive.)

2) On the morning of the first of each month, a Scion Announcement is sent out to Members and Friends. The content is usually static and the previous month's files are replicated and name of month is changed.

3) Work with VMS Manager to update "audience list" for BCMG membership at beginning of each calendar year for currently-certified members and also to add new Interns as each class begins.

**Some General Rules** (shared with submitters over time):

- Items are bullet-like information (who, what, when, where as appropriate), unless announcing some changes, etc. approved by the Board for immediate notice, etc.
- Items (other than AgriLife classes and BCMG meeting announcements, etc.) should only run one time when submitted. Feature a new item such as AgriLife class the first week, then include in Gardening Classes. If a chair of an event or a staff member wants an item to run a 2nd time, they need to send an email request to run again.
- No attachments via MailChimp; link to BCMG website or other websites for details/flyers.
- The email address account "eblasts@bexarmg.org" (associated with the e-Blasts and MailChimp) is usually only checked when the Leaflet is being prepared (not daily).
- Remember to share new items coming directly to eBlasts with CommTeam email group.

### **Ideas on Content:**

- For the last Leaflet of a month, include a note on the upcoming monthly Scion publication. Example: Check your email [tomorrow...Saturday, etc.] for the [month] Scion Newsletter announcement!
- Consider including a “Holiday” note/image as appropriate (for a national holiday, etc.)
- Include office closure information for holidays.

### **General Content Outline** (organized in boxes):

- “News & Announcements” contains notices from the Board, special requests, promotion of new training or classes, information on new events, etc.
- “Volunteer Opportunities” provides information on opportunities for earning volunteer hours and links to VMS.
- “Gardening Classes (with CEUs)” lists upcoming seminars, classes, training for which BCMGs can earn CEUs.
- Social
- Potentially, Special Boxes could be added for items requested by the President and Board, CEA-Hort.

**Reminder Message** is sent from eblasts@bexarmg.org to Contacts Group (Query 4 Leaflet) & CommTeam, on Thursday morning each week the Leaflet is published. Essential info below:

Good Morning All!

Please find time to send along any new items and any updates for the   date   Leaflet not later than 5pm Monday,   date  .

Appreciate your help in keeping our members informed.

Happy Gardening!

### **To Update Leaflet as a MailChimp Campaign:**

1. Log into the BCMG MailChimp account and go to Campaigns. Find last (Members) Leaflet that was sent out, hover there and click on “down arrow” next to View Report (in right column); select “Replicate” and a copy will open.
  - a. Click on “Edit name” in the upper left corner of the screen. Type: BCMG Leaflet -- *Month, Date, Year* - Members
  - b. Be sure the “To” block has BCMG Members selected
  - c. Change the date in the Subject block to the new date
  - d. In the Content block, click on edit design which will bring up the page in which you can work on the Content.
2. Throughout the Leaflet, remove all content items that are dated, add new content items and update any that require new information.  
Note: Content Studio (image icon) is the library of images used in past MailChimp Campaigns.

3. Test links by selecting to open each link in a new tab to insure they all work. Double-check the days of the week with the date of any class or event so they match.
4. In upper right corner of screen, click on Preview & Test. In Preview, identify any corrections needed in format or in the content and make changes.
  - a. Select “Send a test email.”
  - b. Enter your email address in the popup window.
  - c. Click: Send Test (lower left corner).
5. Forward a “tested/edited” version to the President and Vice President for their review on the day before distribution; include Cc copies to other Leaflet Team members for their review/edits.
6. When the Leaflet–Members campaign is finalized, use the “Schedule” button in upper right corner of page to complete the delivery date and time to schedule the campaign.

### **How to Link a Flyer/Image/File to the Leaflet from Google Drive:**

1. Upload your file to the BCMG Google Drive and save it in the folder labelled “Flyers for Leaflet.”
2. Right-click on the file you want to share and click on “Share.” (There is an icon of head & shoulders with a “+” to the left of Share.)
3. In the box, look below under “Get Link.” It usually defaults to “Anyone at Bexar County Master Gardeners can find & view.” That does not allow everyone else to view it, change the permissions.
  - a. Click on “Change” (in blue in the lower left corner).
  - b. Click on the drop-down arrow next to Bexar County Master Gardeners and you will be given 3 choices: Restricted, Bexar County Master Gardeners, & Anyone with the Link.
  - c. Select “Anyone with the Link” and click “Done.” The file can now be viewed by anyone given the link.
4. When adding the file to the Leaflet, right-click on “Share” and copy the link. The permission should say “Anyone with the Link can View”.
5. Add the link as a hyperlink to text in the Leaflet and all is set!