

# **PLAYHQ COMMUNICATION USERGUIDE**



Version 1, Updated 19 October 2021



## All About Mailchimp

Mailchimp is the All-In-One integrated marketing platform, to grow your business (Club) on your terms.

Mailchimp is a powerful, simple and easy to use tool, that when integrated with PlayHQ, will help you take your communications to your participants to the next level.

Mailchimp is known as an email marketing platform, but it has many more valuable benefits for Clubs.

Once integrated with your PlayHQ data, Mailchimp can be used to:

- Create professional email marketing campaigns with design templates to personalise for your Club.
- Create automated emails to your participants, so you can set and forget.
- Target and segment your participants to send relevant communications.
- Access reports on your email communications - how many participants are opening and engaging with your communication.

This guide has been designed to help you understand how to set up and synchronise your account with PlayHQ, so your Club can easily and efficiently communicate with your participants.

## Learn more about the power of Mailchimp

<https://mailchimp.com/resources/mailchimp-101/>



## Introduction

As part of your Club Administration duties, you may need or want to email your participants to provide general information, and ad hoc communication and updates.

Using PlayHQ and another platform called Mailchimp, you can easily and quickly integrate / automatically feed your participants email addresses into Mailchimp and send emails.

Mailchimp is a free online tool that you can use to send emails to your participants. You can read more [here](#).

### 1. Before you Start:

An Administrator can use Mailchimp to send emails out to participants by creating a free Mailchimp account.

The process will take approximately 10 minutes to complete. You will need the below information to setup your account correctly:

- Mailchimp blocks signup from some role-based email addresses (e.g. "admin@docklandsfc.com.au or support@docklandsdc.com.au). If you use an account linked to your Club and are not able to create an account please check the following link to see if that role based email address is blocked:  
<https://mailchimp.com/help/limits-on-role-based-addresses/>
- Physical mailing address: Football Club address
- Business name: Football Club Name
- Website URL: Football Club website or Facebook page or play.afl/auskick

Important things to know before you setup your account:

- You won't need to install any software to use Mailchimp however your browser needs to meet their requirements <https://mailchimp.com/help/minimum-system-requirements/>
- The email account that you use to setup your account must be accessible by you, as Mailchimp will send notifications and copies of emails issued to the nominated account
- The free Mailchimp account does not require any payment information to be entered.
- The free account enables you to set up 2,000 contacts and send up to 10,000 emails



## 2. Create your free Mailchimp account:

- Using the recommended browser, navigate to Mailchimp's signup page  
<https://login.mailchimp.com/signup/>
- Enter your email address, and nominate a username and password
- Go to your nominated email account and open the email from Mailchimp and click on the link to activate your account
- Confirm the \$0 plan is selected and click Continue
- Complete your account details (First Name; Last Name; Business Name ; Website URL and your phone (optional))
- Click Continue
- Complete your address details and click Continue
- Select No when asked if you have a list of contacts and click Continue
- Select Services and click Continue
- Select any offers you wish to subscribe to and click Continue

**Welcome to Mailchimp**

Find your people. Engage your customers. Build your brand. Do it all with Mailchimp's Marketing Platform. Already have an account? [Log in](#)

Email

Username

Password  [Show](#)

☒ One lowercase character ☒ One special character  
☒ One uppercase character ☒ 8 characters minimum  
☒ One number

☐ I don't want to receive emails about new Mailchimp products, best practices, or special offers.

By clicking the "Sign Up" button, you are creating a Mailchimp account, and you agree to Mailchimp's [Terms of Use](#) and [Privacy Policy](#).

**Let's set up your account**

Now that we know more about you, we'll be able to recommend the best marketing moves for you in the future.

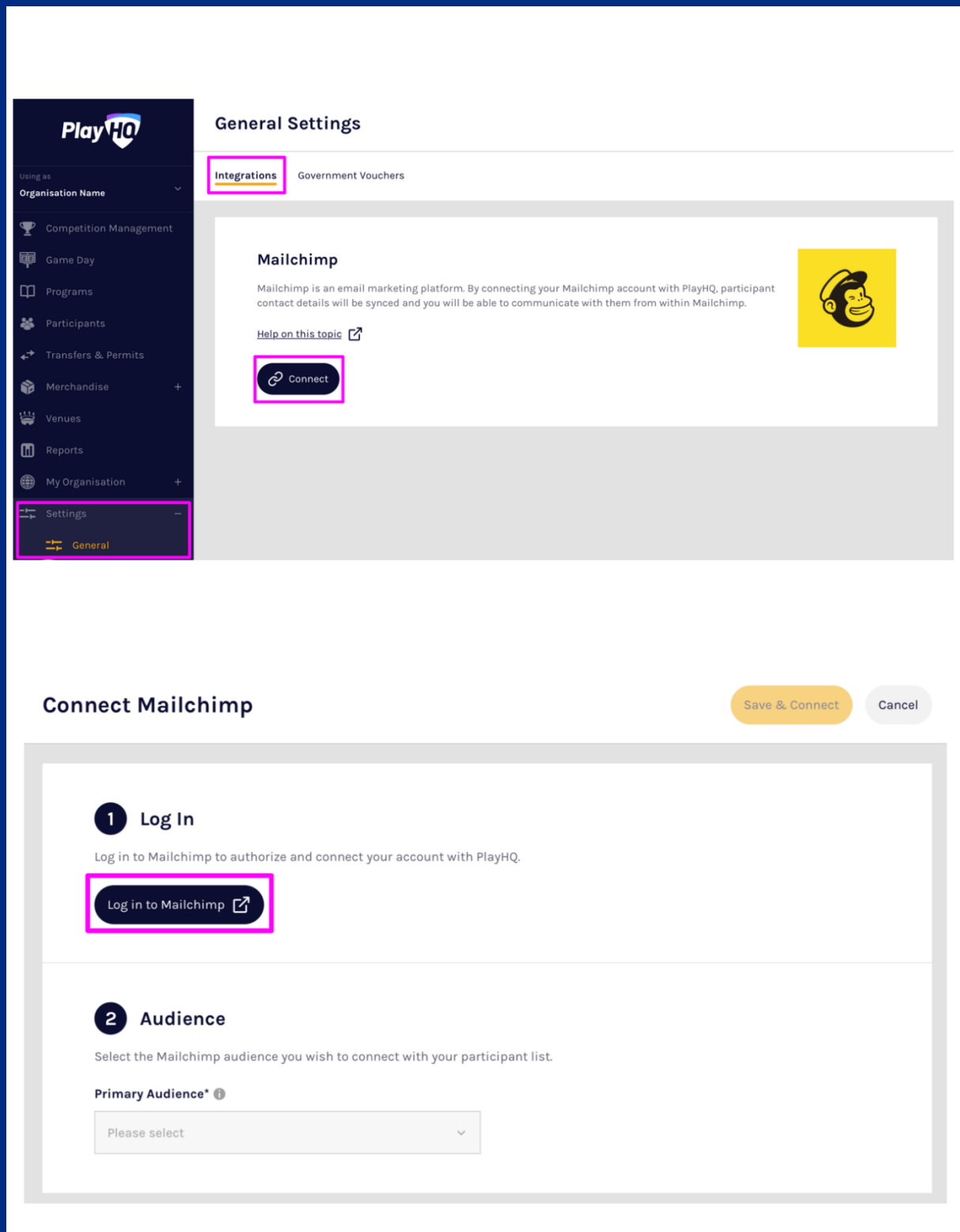
First Name  Last Name

Business Name

Website URL  Optional

Phone Number  Optional

### 3. Connect your PlayHQ account and your MailChimp account



The screenshot displays the PlayHQ 'General Settings' page. On the left, a dark sidebar menu contains various options, with 'Settings' and its sub-item 'General' highlighted with a pink box. The main content area is titled 'General Settings' and features a tabbed interface. The 'Integrations' tab is selected and highlighted with a pink box. Below this, the 'Mailchimp' section is visible, featuring a description of the platform, a 'Help on this topic' link, and a 'Connect' button with a pink box around it. To the right of the text is a yellow Mailchimp logo. At the bottom of the page, a 'Connect Mailchimp' modal is open. It has a 'Save & Connect' button and a 'Cancel' button. The modal is divided into two steps: '1 Log In' and '2 Audience'. In the 'Log In' step, a 'Log in to Mailchimp' button with an external link icon is highlighted with a pink box. The '2 Audience' step includes a dropdown menu for selecting a 'Primary Audience'.

**General Settings**

Using as  
Organisation Name

Competition Management

Game Day

Programs

Participants

Transfers & Permits

Merchandise

Venues

Reports

My Organisation

**Settings**

General

**Integrations** Government Vouchers

**Mailchimp**

Mailchimp is an email marketing platform. By connecting your Mailchimp account with PlayHQ, participant contact details will be synced and you will be able to communicate with them from within Mailchimp.

[Help on this topic](#)

**Connect**

**Connect Mailchimp** **Save & Connect** **Cancel**

**1 Log In**

Log in to Mailchimp to authorize and connect your account with PlayHQ.

**Log in to Mailchimp**

**2 Audience**

Select the Mailchimp audience you wish to connect with your participant list.

**Primary Audience\***

Please select



## Log in and authorize

Log in to authorize your Mailchimp account to PlayHQ PoC.

Username

Password

 Show

Log In

Create An Account

[Forgot username?](#) · [Forgot password?](#)

©2001–2020 All Rights Reserved. Mailchimp® is a registered trademark of The Rocket Science Group. [Cookie Preferences](#), [Privacy](#), and [Terms](#).



## Authorize PlayHQ PoC

Connecting **PlayHQ** will allow access to your account.



PlayHQ by PlayHQ  
This is a test app for the PlayHQ integration  
App created on October 4, 2020

Ensure you trust this app with these tips:

- Learn about [authorized apps](#).
- Be sure you want to share data from your Mailchimp account with this app. This app will be able to [read and change your account data](#).
- Keep in mind you can [disable this app](#) in your account.
- Understand Mailchimp is not responsible for the privacy and security of any third-party app.
- Contact the app for any questions.

Allow

[Cancel](#)

## Connect Mailchimp

Save & Connect

[Cancel](#)

### 1 Log In

Log in to Mailchimp to authorize and connect your account with PlayHQ.

✓ Logged in

### 2 Audience

Select the Mailchimp audience you wish to connect with your participant list.

Primary Audience\* ⓘ

<Audience Title 1>



## Importing a List of Contacts

In order to set up your previous club members within Mailchimp who have not yet registered via PlayHQ, you have the ability to manually import your previous participant list.

To import a manual list of existing contacts, please follow these simple step-by-step instructions from Mailchimp

<https://mailchimp.com/help/import-contacts-mailchimp/>

Note: This import only needs to occur once upon set up and transition of your current contacts into Mailchimp. Moving forward, all new PlayHQ registrations will automatically synchronise across into your Mailchimp audience list.

## Synchronising your Contacts

\* As outlined above, synchronisation of contacts occurs for all new registrations in PlayHQ (not the import of historical contact lists).

### Overview

This section provides information on how PlayHQ contacts are synchronised with your organisation's Mailchimp audience.

### Pre-requisites

*Created a connection to Mailchimp*

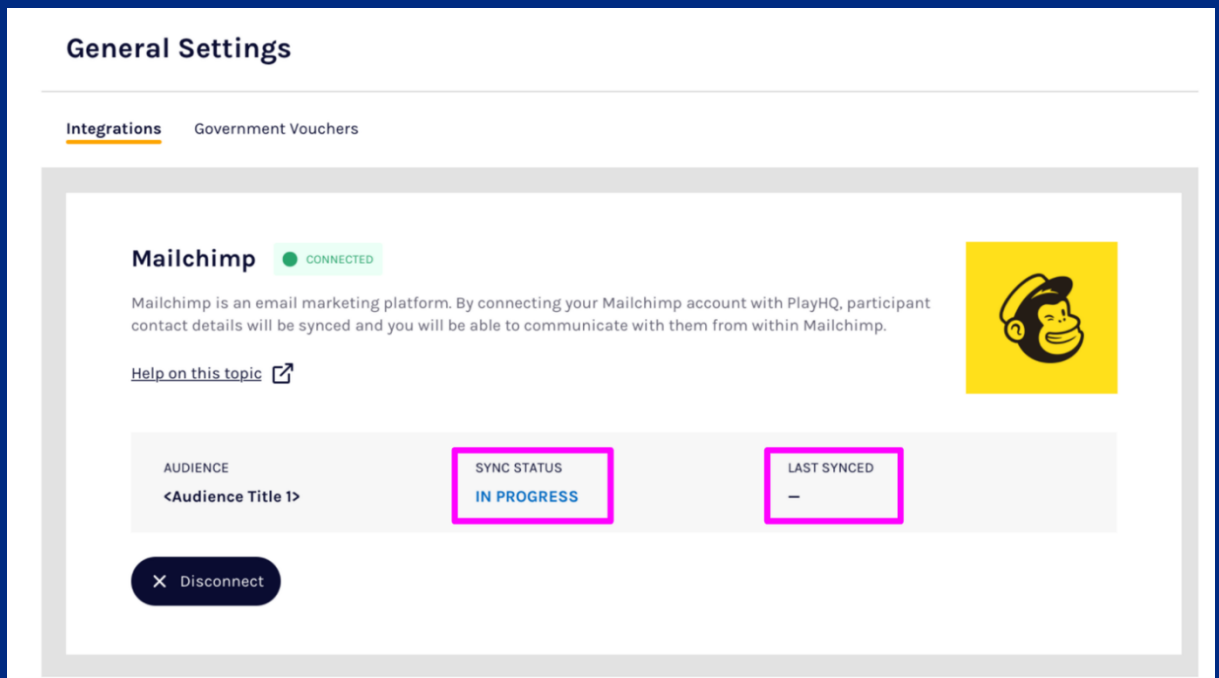
### Synchronisation

Once a connection is created to Mailchimp, PlayHQ will immediately start synchronising your organisation's contacts. The following rules will be applied:

- Only the primary account holder details of participants are synced to Mailchimp; individual participants or additional parent/guardian contact details are not synchronised.
- The following details are synchronised for each contact along with the tags: Email, Date First Registered, First Name, Last Name, Mobile, Address, Suburb, State, Postcode, Country.
- If the contact does not exist in Mailchimp already, PlayHQ will create one in Mailchimp. If it does exist, the contact's details are updated in Mailchimp.

Daily synchronising of your organisation's contact will occur overnight.






## There are three different Sync Status'

- In-Progress: Displayed when the syncing of contacts is still in progress. There is no action required by the user, they just need to wait until it updates to either a completed or failed status
- Completed: Displayed when there has been a successful sync or syncs with individual contact data issue
- Failed: Displayed when there is logical or timeout issues. In this case, the user needs to refresh the webpage to try sync again. If this does not work, then try Disconnecting from Mailchimp and then Create a connection to Mailchimp again.

## MailChimp Costing

FREE PLAN	CUSTOM PLAN (STANDARD)	EXTERNAL PROVIDER
<ul style="list-style-type: none"> <li>Free</li> <li>Up to 2,000 contacts in their database</li> <li>Send emails to a total of 10,000 recipients per month</li> </ul> <p> <b>Recommened for most community clubs</b></p>	<ul style="list-style-type: none"> <li>For leagues or Clubs with more than 2,000 contacts and/or needed to send more than 10,000 individual recipients per month, there will be costs associated.</li> <li>A 15% discount is offered to not-for-organisation Mailchimp's standard commercial rates, instructions to follow.</li> <li>The AFL is also looking at options to negotiate further with Mailchimp to achieve better commercial rates - this is not confirmed at the moment.</li> </ul>	<ul style="list-style-type: none"> <li>Leagues and clubs can continue using other email and database providers at their own cost.</li> <li>These platforms may not necessarily be integrated with PlayHQ data but PlayHQ reporting makes contact details easily accessible. Refer to the Communications Guide for Leagues and Clubs.</li> </ul>

## Standard Plan

Standard Plan Note: Mailchimp charges in USD - for AUD guide we have used an exchange rate of USD to AUD = \$0.75	Monthly cost (USD)	Approx Monthly cost (AUD)	Approx Annual cost (AUD)
2,501 – 5,000 contacts	\$68 (\$80 without NFP discount)	\$91 (\$107.05 without NFP discount)	\$1092 (\$1284.60 without NFP discount)
5,001 – 10,000 contacts	\$89.25 (\$105 without NFP discount)	\$101.51 (\$119.43 without NFP discount)	\$1218.19 (\$1433.16 without NFP discount)

**Note:** The monthly email send limit is 10 times your maximum contact count.

NFP (Not-for-profit) definition - NFP organisations are organisations that provide services to the community and do not operate to make a profit for its members. All profits must go back into the services the organisation provides. Football Leagues and Clubs generally operate as not-for-profit organisations.

## Non-profit discount

- Mailchimp offers a 15% discount to non-profits and charities that we verify.
- To submit a request for a non-profit discount, visit MailChimp's contact form and select Billing. Under Billing, select Non-Profit Discount Requests, and click Access our contact form. The approval process varies depending on your location.
- [Contact form for the NFP Discount](#)
- If it's not extremely obvious on your website that you're a non-profit, MailChimp may require you to email additional proof of your non-profit status.