Newsletter Creation & Distribution

Playbook	**NL-01**
Status / updated	Version 1 | 19 October 2026

Purpose

A repeatable process for preparing, building, checking, sending and promoting Kingston Kayak Club newsletters using Mailchimp. Intended for authorised club communications volunteers and their successors.

Before you begin

- Have access to the club's Mailchimp account and the current newsletter template or recent campaign.
- Gather confirmed club news, event details, session-booking links, relevant images and any material requiring approval.
- Verify dates, deadlines, costs, contact details, eligibility, safeguarding considerations and permission to publish photographs.
- Use the club's approved Mailchimp audience; membership of KKC does not automatically mean somebody has subscribed to marketing emails.

1 Collect and prepare the content

1. Request news from committee members, coaches, event organisers and competition leads.
2. Draft each item with a clear headline, concise explanation and action for the reader (for example: book, reply, register, read more).
3. Check factual details with the person responsible, particularly for policy changes, payments, event booking and safety guidance.
4. Arrange content in an order that puts time-sensitive or high-priority announcements first.
5. Prepare supporting images for email: use appropriately sized files, include descriptive alternative text and make sure club permissions are in place.

Recommended KKC newsletter layout

- Club banner / newsletter heading
- "At a glance…" – short list of the main stories
- "Book Your Paddling" – prominent JustGo booking link
- Main articles and club announcements
- Upcoming events and dates for the diary

- Events Portal, newsletter archive and website/social links
- Mailchimp-managed subscription and mailing-address footer

2 Create the Mailchimp campaign

6. Sign in to the club Mailchimp account.
7. Open the campaign area and locate the most recent suitable KKC newsletter.
8. Replicate the established newsletter layout by duplicating the previous campaign or starting from the approved saved template. Check which method is currently used by KKC.
9. Give the internal campaign an identifiable name, such as “KKC Newsletter – October 2026”.
10. Set the recipient audience to the club’s intended subscribed Mailchimp audience; do not substitute an unconsented membership spreadsheet.
11. Check the “From” name and reply-to address against the club’s current approved settings.
12. Write a clear subject line highlighting the main stories and a short preview text without repeating the subject verbatim.

3 Build the newsletter content

13. Open the newsletter email designer. Retain the existing KKC header and branding.
14. Replace the previous edition’s “At a glance…” entries with the current main headlines.
15. Work through each content section, replacing old headings, paragraphs, photographs and calls to action.
16. Update the JustGo “Book Your Paddling” link if required; verify that it leads to the club’s current public bookings.
17. Remove obsolete event details, passed deadlines and expired prices.
18. Update the dates-for-the-diary section and make sure it agrees with the main stories.
19. Preserve the standard website, archive, social and Mailchimp-managed footer sections.
20. Review the mobile layout as well as the desktop layout.

4 Quality checks and test send

Do not send the live campaign until the following checks are complete:

- Subject, preview text, sender details and recipients are correct.
- Names, dates, days of the week, venues, prices and booking deadlines are accurate.
- Every link opens the intended live page, booking form or email address.
- Images load, are not stretched, and have suitable alternative text.
- The newsletter is readable on mobile; headings, spacing and buttons are consistent.
- No old article text, filler content or previous edition dates remain.
- Privacy and unsubscribe links in the standard Mailchimp footer are intact.
- Send a Mailchimp test email to the editor and any designated reviewer. Check in an actual inbox and on a phone.
- Where the Mailchimp workflow offers a plain-text version, ensure it reflects the final HTML rather than an old draft.

5 Send the newsletter

21. Confirm the newsletter has received any required club approvals. This may include sending to article authors for approval of any edits.
22. Return to the campaign checklist in Mailchimp and resolve outstanding checks or warnings.
23. Review the subscribed audience and total recipient count one final time.
24. Use the Mailchimp send or scheduling option agreed for that edition; if sending immediately, review the confirmation before committing.
25. Confirm Mailchimp shows the campaign as sent or scheduled. Keep a record of the edition/date.

6 Publish and promote after sending

26. Use the campaign's public web/archive URL to make the edition accessible outside email, where appropriate.
27. Check whether the KKC website Newsletter Archive needs a manual update, and add the latest edition if that is the club's current process.
28. Share the public newsletter link on KKC social media when appropriate; link back to the full newsletter rather than copying private subscriber links.
29. Review basic delivery and engagement reporting in Mailchimp to identify problems such as bounces or broken links.
30. Retain the newsletter campaign for the next edition and keep approved assets in the club's shared storage.

Final publishing checklist

☐ Content approved
☐ Correct subscribed audience
☐ All dates and links tested
☐ Desktop and mobile checked
☐ Test email checked
☐ Footer and unsubscribe intact
☐ Live send confirmed
☐ Archive/social promotion complete (where required)