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## Grand Blanc High School Robotics Team 2015 Marketing Deliverable Create a Newsletter Challenge



Brandi Bolinger  
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Mentors to ask if you have questions about this Challenge: Brandi Bolinger or Toni Lynch

Use your OWN personal electronic device (or pen and paper) to:

1. Write two or three short articles (around two paragraphs each) about your robot, your progress, process, or an event that has occurred while on the VEX Team
  - a. Make sure to choose appropriate topics that can be published
2. Take one photo to correspond with each article that you have written
3. You may ask a friend or family member to proof-read your article, but they may NOT write it for you.

Once you have completed the steps above, use one of the Team's PR laptops to:

1. Open an internet browser, and go to <http://mailchimp.com/>
2. Click the "Sign Up for Free" button at the Top
3. Create an account, using this format: YourFirstNameYourLastName OR YourInitialNameYourLastName
  - a. If the above account name is taken, add a digit to the end
  - b. Please do not use "creative" usernames, because you may use this account to post articles for the Team, and send information to our Partners
  - c. Activate your account using the Email that was sent to the address you supplied.
4. Complete your profile, and include the following information:

Company / organization

Website URL  
  
[No website?](#)

Address 1

Address 2

City  State / Province / Region

Zip / Postal code  Country

Your industry  
So we can show you [how your campaign performance compares](#) to similar companies/organizations.



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### Organization Information

These questions will help us tailor MailChimp to you in the future.

About how many people  
are in your organization?

51-100

About how old  
is your organization?

6-10 years

Do you have a list of emails  
to import into MailChimp?

No

Are you setting this up  
for a client?

No

5. In your Dashboard, click on "Send a Campaign"
6. Send the Campaign to yourself AND to Brandi at [bbolinger@gmail.com](mailto:bbolinger@gmail.com)
7. Complete the Campaign Info to fit your articles
8. In the bottom left corner, click "NEXT"
9. Select a template that you like, depending on the number of articles you've written, and their length
10. Add images and text, then click "NEXT" at the bottom
11. Click "Send" when your newsletter is complete
12. Confirm with Brandi that the campaign was successfully sent

### After your newsletter is complete:

1. USING COMPLETE SENTENCES, write an entry in your engineering notebook, including:
  - a. Your experience with MailChimp
  - b. How did you decide what to write about?
  - c. Who is the audience for your articles? Who would you send it to?
  - d. What sources did you use to gather information?
  - e. Would you consider writing articles for the EngiTIMES (the FRC weekly newsletter)?
  - f. Would you enjoy writing and publishing content for the Team's website?
2. Print a copy of your newsletter from the Team's PR laptop (use the EngiPrinter), and attach it to the journal entry in your Engineering Notebook
3. Ensure that your Engineering Notebook entry is complete
4. Ask one of the Mentors listed on this challenge to approve your Engineering Notebook entry and have your deliverables checklist validated.
5. Return this document to the marketing binder, in the green crate in the conference room.