

HOW TO CREATE A MISSIONARY PRAYER LETTER

SETTING UP AN ACCOUNT AND CREATING A LIST

- 1. Select a free email marketing service.** The instructions below are for MailChimp, but there are a number of options, including Constant Contact, Campaign Monitor, Mad Mimi, and others.
- 2. Complete the signup process.** You'll link your account to a valid email address and verify the account through that address. MailChimp will then ask for some information about you and your organization before allowing you to proceed.
- 3. Import or assemble your mailing list.** Go to the MailChimp Dashboard by clicking on the chimp logo in the upper left corner.

To import a list:

- Click the IMPORT YOUR LIST button.
- Fill in the list details and select notification options, then click the CREATE LIST AND GO TO IMPORT button.
- On the next screen, select the appropriate source option and click NEXT.
- Select and upload your source file.

To assemble a list one subscriber at a time:

- Click on the LISTS tab at the top of the page.
- On the next page, click on the CREATE LIST button.
- Fill in the list details and select notification options, then click SAVE.
- On the next page, find the ADD SUBSCRIBERS tab and click ADD A SUBSCRIBER.
- Fill in the required information.
- Repeat process to add individual subscribers.

CREATING, SENDING, SHARING, AND REPLICATING YOUR MESSAGE

- 1. Create and send an email message.** After you've imported or built your subscriber list, it's time to start working on the message you want to send. MailChimp calls this a campaign.
 - Click on the CAMPAIGNS tab at the top of the page.
 - Click CREATE CAMPAIGN.
 - Select REGULAR CAMPAIGN.
 - On the next page, select the list or segment you want to receive the message, then click NEXT.
 - Fill in the campaign info on the next page, then click NEXT.
 - Now, on the SELECT A TEMPLATE page, choose a template or theme that fits your needs, and click NEXT.
 - On the DESIGN page, you can do all of the work in the browser window: upload photos, paste or write your text, edit copy, etc. It might seem complicated initially, but it's not a steep learning curve.
 - When your message (campaign) is ready to go, click NEXT in the bottom right corner.
 - Review the details, and click SEND or SCHEDULE when you're ready.

2. Share the campaign on your social platforms.

- Click on CAMPAIGNS at the top of the page.
- Find the campaign you want to share, and locate the VIEW REPORT button.
- Click the V-shaped symbol to the right of the VIEW REPORT button.
- Select SOCIAL SHARE.
- MailChimp will generate a URL for your campaign. Copy and paste this URL into your social media feeds.
- You can also link your MailChimp account to your Facebook and/or Twitter accounts. Follow the step-by-step instructions to do this.

3. Replicate your campaign. If you like the design of your current campaign, you can replicate it in the future, saving the time of selecting a template and creating a new design. Here's how:

- Click on CAMPAIGNS at the top of the page.
- Find the campaign you want to replicate, and locate the VIEW REPORT button.
- Click the V-shaped symbol to the right of the VIEW REPORT button.
- Select REPLICATE.
- Select the recipients for the new campaign and click NEXT.
- Rename your campaign and change the subject line, if you wish, and click NEXT.
- Your old campaign will come up on the DESIGN page. Make any necessary changes to your text or photos, then click NEXT.
- On the CONFIRM page, select SEND or SCHEDULE.

CREATING A SIGNUP FORM FOR YOUR MAILING LIST

Once you've set up a list, you can create an online signup form.

- Click on LISTS at the top of the page.
- Click on the name of the list you want to share.
- Click on SIGNUP FORMS near the center of the page.
- Select GENERAL FORMS.
- On the next page, you have the opportunity to select from a number of form options. The simplest format is the first on the pull-down menu: SIGNUP FORM.
- As you can see, MailChimp generates a URL for each signup form you create. After you've finalized your form, share this URL on social media or through your other communications to alert your potential prayer partners.

TIPS FOR WRITING A PRAYER LETTER THAT PEOPLE WILL READ

- **Keep it short.** A prayer letter is different from a newsletter. List no more than four items for your prayer partners to concentrate on.
- **Be specific.** Most intercessors would rather have too many details than too few.
- **Set expectations.** Before people sign up for your prayer letter, let them know what they're getting into. Tell them if they should expect to hear from you every week, month, or decade.
- **Be consistent.** Deliver what—and when—you've promised.
- **Share wins.** When God answers prayer, let your people know about it.

A weekly prayer bulletin from Mike, Nikki, Anna, Evan & Colin Murray, serving with NMU Chi Alpha

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March 14, 2016

This week's prayer points

Thank you for being part of the prayer team for Chi Alpha Christian Fellowship at Northern Michigan University. Each week, we share a few prayer points relating to NMU Chi Alpha and our family. We appreciate your partnership. Here is this week's list:

- 1) We realize every day that we need others with complementary giftings to join our on-campus ministry team. Please continue to pray for our future teammates—whenever and wherever they may be.
- 2) Once again, a top priority is to finish raising our financial support. Our support team is growing each week, and we are approaching our goal. Pray that God will continue to provide through His people. (If you're interested in giving to our ministry on a regular basis, or if you'd simply like to hear more about us and our vision, you can check out our [online brochure here](#).)



- 3) Please pray for good health for all of us. It's been a rough season.

Thanks, as always, for standing with us in prayer. Grace and peace to you.

Mike, Nikki, Anna, Evan & Colin Murray
Chi Alpha Christian Fellowship
Northern Michigan University

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MailChimp