

**Erasmus+**  
**Micro-Enterprise and Social Action**  
**international Partnership**  
**(MESAP)**

**‘Микропредприятия и социални инициативи за  
международни партньорства’**



**IO3: Digitalising Enterprise ("Наръчник за  
дигитализиране на предприятията")**

**2014-2-UK01-KA205-012139**

**February 2017**

**Bulgarian**



Co-funded by the  
Erasmus+ Programme  
of the European Union



## Table of Contents

Introduction	2
Erasmus+ MESAP objectives	2
How to use this manual & methods used	3
Digitalising Enterprise toolkit:	
How to use Trello	5
How to use Waveapp	20
How to use Mailchimp	34
Other Enterprise Digital tools	45
Youth Exchange Timetable	51



## Introduction

Проект за международни партньорства "Микропредприятия и социални инициативи" е програма, финансирана по програма "Еразъм +", предназначена да насърчава предприемачеството и социалното действие като алтернатива на традиционните пътища за кариерно развитие, като например заетостта или образованието за младежкия сектор.

Това ръководство, озаглавено "Наръчник за дигитализиране на предприятията", има за цел да предостави насоки за това как да се осигури подобен проект за млади хора и младежки работници, които се интересуват от предприемачество и социално действие като алтернатива на традиционния кариерно развитие и използват цифрови инструменти за постигането на това.

Ръководството за цифровизиране на предприятията ще предостави стъпка по стъпка ръководство за това как да се използва набор от цифрови инструменти, подходящи за предприемачески и социални действия. Това ръководство е предназначено да бъде достъпна за всички и ще се избегне, доколкото е възможно ученето на жаргон.

## Erasmus+ MESAP background and objectives

MESAP brought together partners from Western Europe (Asfar), Eastern Europe (NAMCB) and the Middle East (Cukurova Universitesi Adana Meslek Yuksekoku) to develop youth enterprise training, digital skills, while promoting social action and civic responsibility to develop young people. The project was delivered over a period of 24 months. The project promoted Youth Workers skills and inter-organisational sharing and best practice through Youth Worker Training and partnership meetings.

MESAP's 3 Partners, based in the UK; Bulgaria; and Turkey, worked together to share Youth Work best practice, develop youth professionals skills, attitudes towards Enterprise and Self-employment and develop a training programme to address youth unemployment, through which to support young people and promote their Enterprise Skills, Digital Skills and Social Action ideas, offering an alternative to traditional modes of employment.

The MESAP delivery model is broken down into 5 stages:

- 1. Partnership Implementation Activity**
- 2. Enterprising the Youth Sector: Youth Worker Training**
- 3. Youth Enterprise Skills**
- 4. Youth Social Action projects**
- 5. Digitalising Enterprise - mobility activities**

**1. Partnership Implementation Activity:** encourages partner cohesion and cooperation, while building strong links and finalising a unique programme design.



**2. Enterprising the Youth Sector:** Youth Worker training will deliver 7 days' worth of training for youth work professionals to develop their skills in Enterprise Skills, Digital Skills and Social Action, while increasing their awareness, knowledge, attitudes and the benefits towards self-employment and social entrepreneurship, and supporting young people to mobilise Digital skills to establish their businesses or social action projects.

**3. Youth Enterprise Skills:** is a 6 week Skills development programme, held in each country for young people interested in learning about Self-Employment, Business and Enterprise, with particular focus on how young people can set up their own business. Young people will develop Basic Skills including: Communication; Budgeting; Inter-personal; Leadership; Team-playing skills; followed by Enterprise-focused Skills including: What is Self-employment; Brainstorming and Business ideas; How to establish a Company; Business Plan development; HMRC, Tax and the Law; Strategy; Fundraising and Investments; Marketing and Competitors; National Enterprise Allowance; Presentation and Selling your ideas Skills; Partnership-working; Book Keeping basics; and many other key Enterprise Skills and themes required to become Self-employed and establish a business. Young People will also develop basic Language Skills in 3 different languages: Bulgarian; Turkish; and English to promote their Unique Selling Points as businesses and also on their CVs. Furthermore, all young people will complete Employability Skills training.

**4. Youth Social Action Projects:** will involve young people working together to understand, develop skills and launch a short Social Action project to benefit their Community, establishing the next generation of Social Entrepreneurs in the UK, Bulgaria and Turkey. This 6 week programme, will allow young people to use their new Enterprise Skills, to develop, mobilise and make a difference in their community.

**5. Digitalising Enterprise:** mobility activity brings young participants from each Country together to learn how digital technology can be used to benefit their Enterprises for 7 days. The activity will involve in-depth Digital Skills training, using systems that can make their Businesses more efficient, reduce costs and improve their general and specialist ICT skills. A long side Digital Skills, key themes will include International Enterprise and Partnerships; Global Business; Cross Cultural Awareness; Language Skills.

The knowledge, expertise and the outcomes will be researched, analysed and published through 3 MESAP Youth Worker instruction publications: Enterprising the Youth Sector; Digitalizing Enterprise; and the MESAP final manual for use amongst the Youth Sector, promoting Self-employment, work-focused Digital Skills and Social Entrepreneurship throughout Europe, offering real examples through the activities, job shadowing information and tools.

## Key Objectives

- Development of collaborative partnership amongst partners and wider stakeholders;
- Young people with an increased awareness of Enterprise, Social Action and Digital opportunities;



- Increased number of young people from socio-economic disadvantaged backgrounds, BAME communities and throughout the UK participating in Erasmus+ projects;
- Increased number of young people from disadvantaged backgrounds, BAME communities in London, Adana, Sofia, considering Enterprise as a feasible work option;
- Increased awareness of Stakeholders in Enterprise; Digital tools; Social Action; EU ; Erasmus+; and how Strategic partnership relationships can benefit local communities;
- Improvement in local economy through the establishments of new businesses, better skills and socially changing community projects.

### **How to use this manual & methods used**

This manual will provide key information and guidance on how to deliver a Digital tools training for Enterprise and Social Action programme. This will include a step-by-step guide.

For specific information on Enterprise and Social Action, please read either Enterprising the Youth Sector or the more general MESAP manual and the annexes for example of learning materials.

Further materials, such as original PowerPoint Presentations are available from the MESAP website: [www.mesap.asfar.org.uk](http://www.mesap.asfar.org.uk)



# How to use Trello for Enterprise



## Handbook



## What is Trello?

Trello is a website and App, which is designed to help people organise themselves. It is also a useful project management tool and communication tool.

It allows you to set up a series of work tasks, through 'boards', move these around as based on importance, create checklists of tasks and match a task to a deadline.

It also allows others to monitor your work tasks and communicate with each other.

It is linked to an email account, where you can select to receive notification e.g. if you receive feedback on a piece of work or a task from a manager or friend, you will receive an email. Trello's App is particularly popular, especially in managing information, communications without having to managing email account.

Asfar, one of the partners of MESAP, uses Trello on an individual level, as well as using it to manage Erasmus+ and Volunteers programmes. For instance, each partner involved in an Asfar Erasmus+ programme is invited to join the Trello programme board. This allows communication, especially the management of communication, sharing of documentation, partners' checklist for their individual responsibilities etc. It is particularly good for posting key information, reducing the need to repeat information to individual partners, instead, Asfar can re-link them to a particular Board/Card, where all partners have previously discussed.

This is just one example of how it can be used. It could also be used on a simpler level, such as managing your day.

## How can it assist an Enterprise or Social Action project?

It is important that an Enterprise or Social Action project has a plan and is well organised. Trello offers an opportunity to identify key actions to make your Enterprise/Social Action a success.

Often an Enterprise/Social Action project will have a key action which needs to be completed, however, within the key action, there may be several smaller tasks which need completing. Trello can help you manage these tasks through creating checklists. It is also good for managing key information about your Enterprise/Social Action while on the go.

For example, you meet someone at a networking event who is interesting in learning more about your business idea. You have their card, but often lose them, so instead you can copy their details onto a Trello card, put it onto your 'To do' Board. Several days later, you look at your Trello platform



and you realise you haven't contacted them. You search for their card and you have lost it. However, by clicking on the card, you find their details. You email them and move the card into your 'Done' Board.

It is as simple as that!

## Step-by-step guide

### Setting up an account

Visit <https://trello.com>

Click on Sign Up – you can either create a new account or you can use a google account

## Create a Trello Account

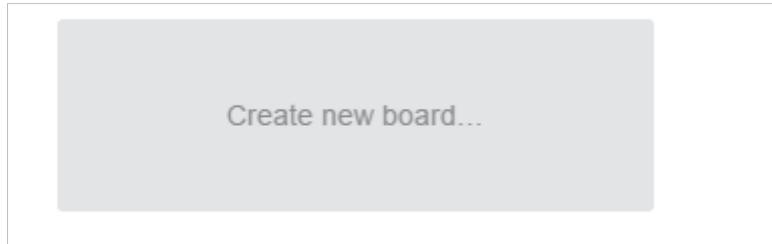
Name

Email

Password

**Create New Account**

Once you have logged in, you will have a white front page with the option to Create new board. Click on this



A Create Board will appear.

Type in the Board's title.

There is also the option to assign the Board to a Team. This is particularly useful if you wish to connect it to an organisation eventually.

Make sure the security is set on Private. If not, then anyone can visit your board.

Click Create

Create Board

Title

What are you planning?

Team ⓘ

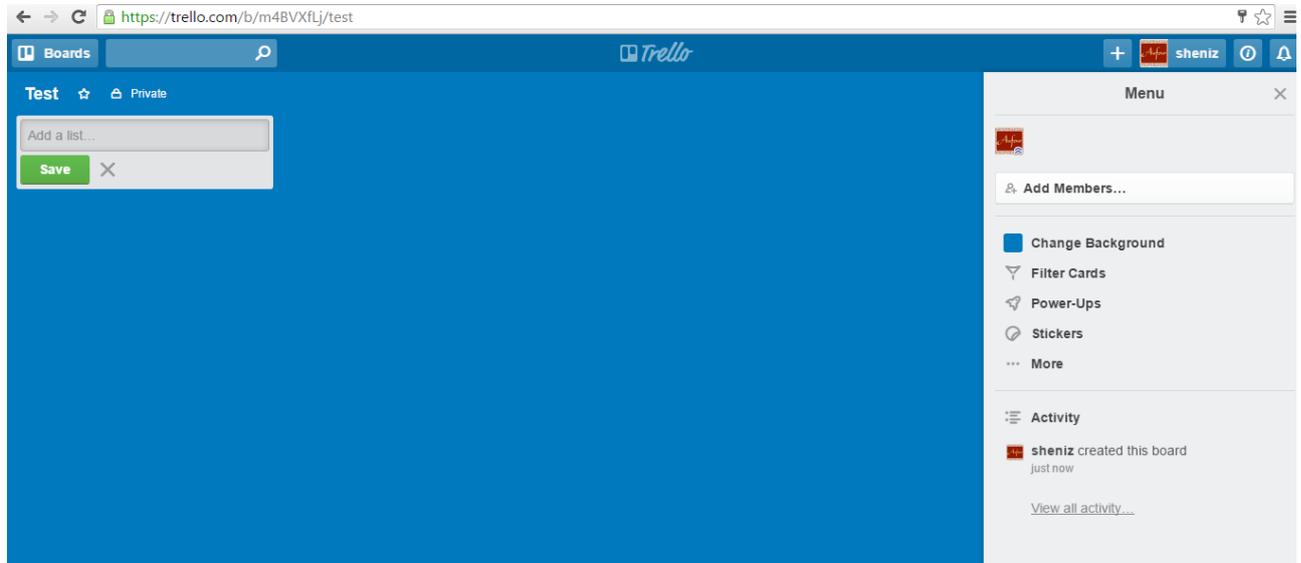
(none)

🔒 This board will be **Private**. [Change](#).

Create

The new Board will open up.

On the Right hand-side you will see the Menu

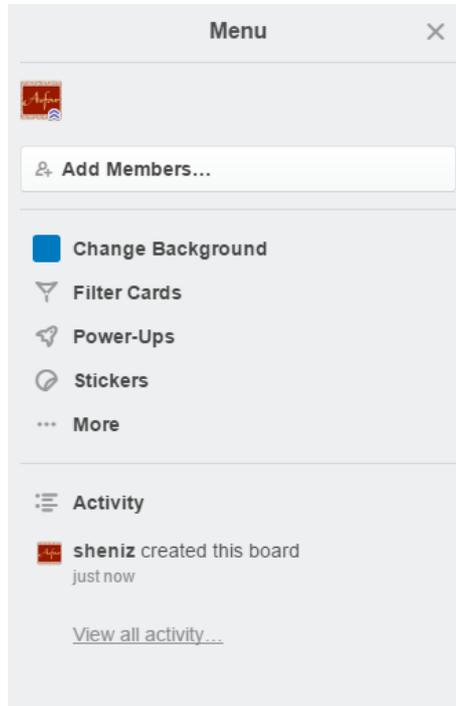


The Menu will allow you to Add Members to the Board.

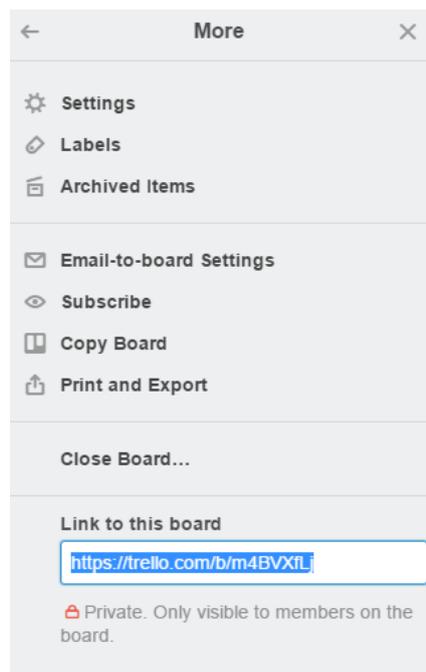
Members are people you wish to communicate with, share documents or work together on a task. A Member could also be your manager, if you use this in the work place.

The Menu will also allow you to change the Board's colour. This is useful if you are working on several different Board's at once. The options allow you to personalise your Board.

Under Activity, you can see the Board's timeline and if there has been any messaging, uploading of files or the creation of new Cards.

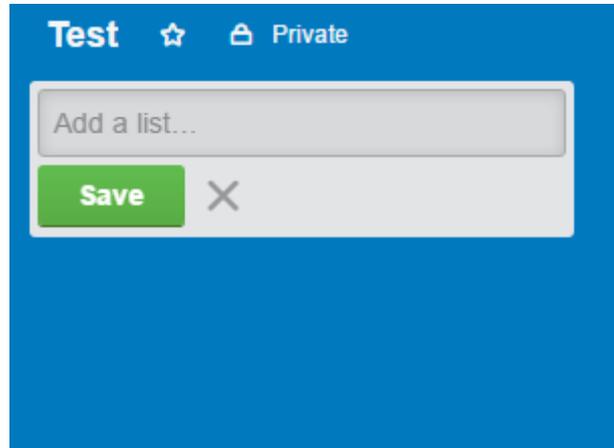


By clicking on More, you will have further options in connection to your Account and Board:  
Including Settings; Archived items; and the weblink in order to share the Board with a third party.

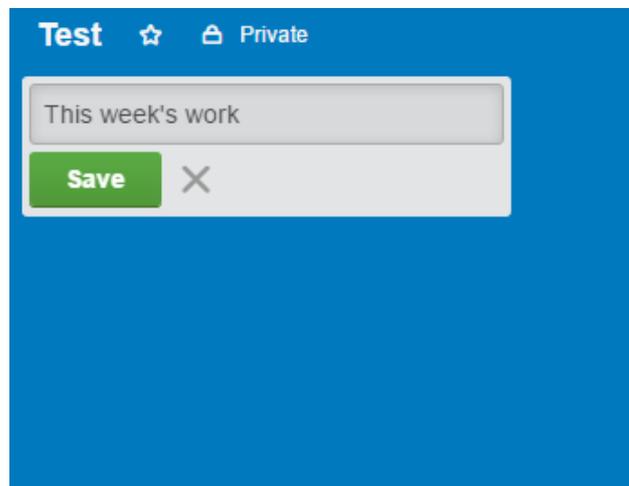




On the Left hand-side is a grey box. This is where you can create Cards:

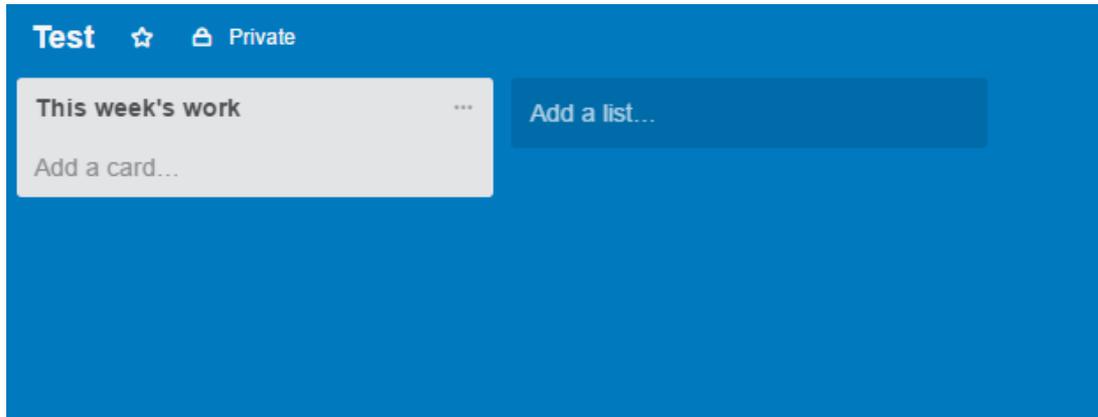


Type in the Add a list area the title of your Card.

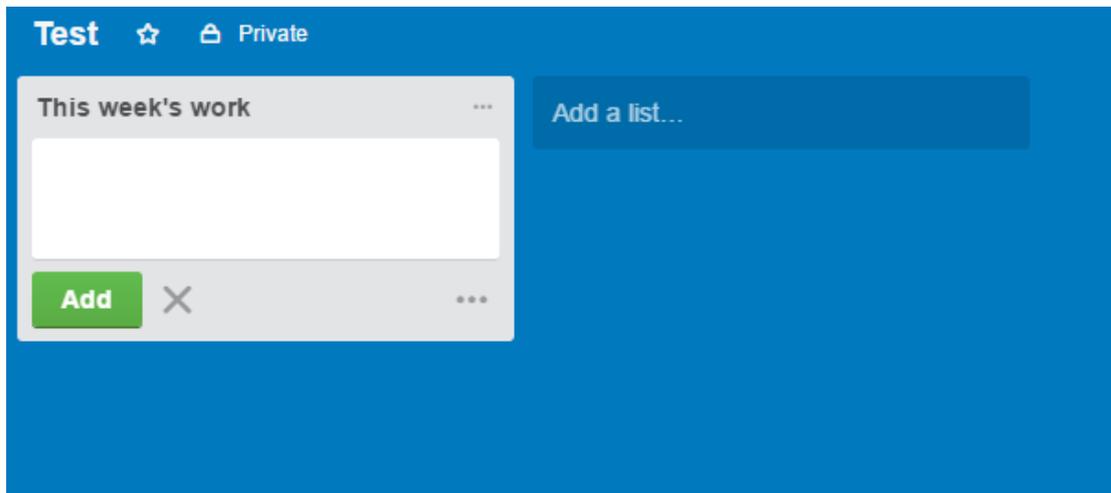


The click on the green Save button.

The Card is now created:

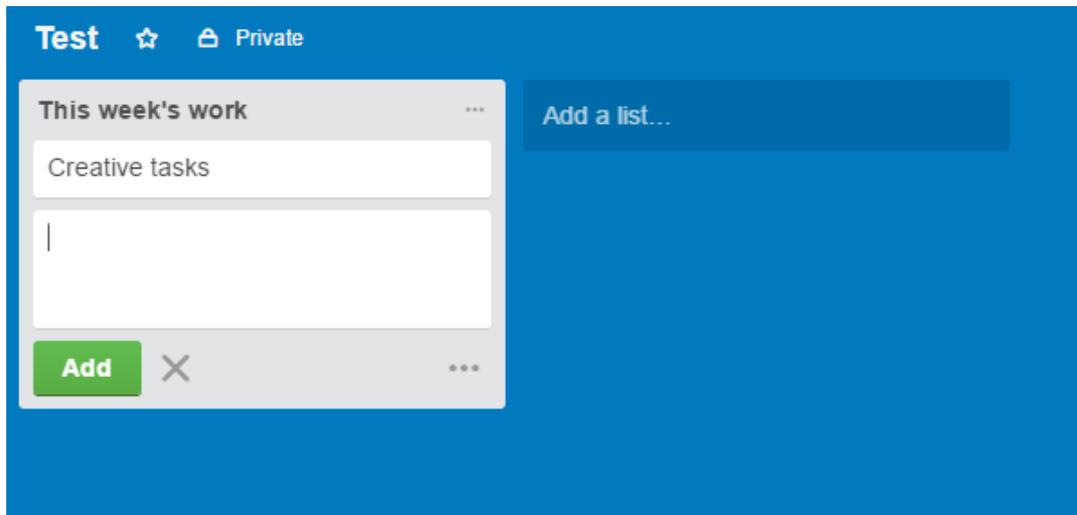


Click on Add a card:

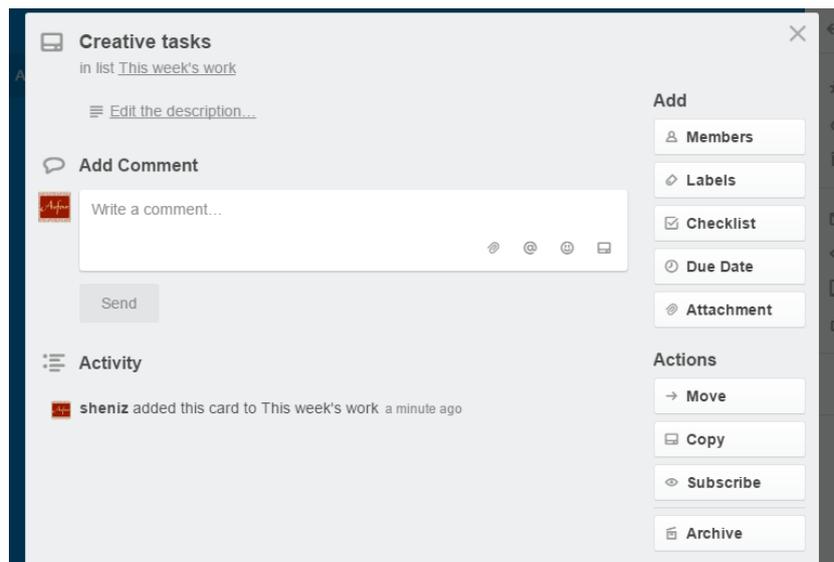


A White Box has appeared on the Card.

Type in the White Box and click Add. The White Box has become a List.



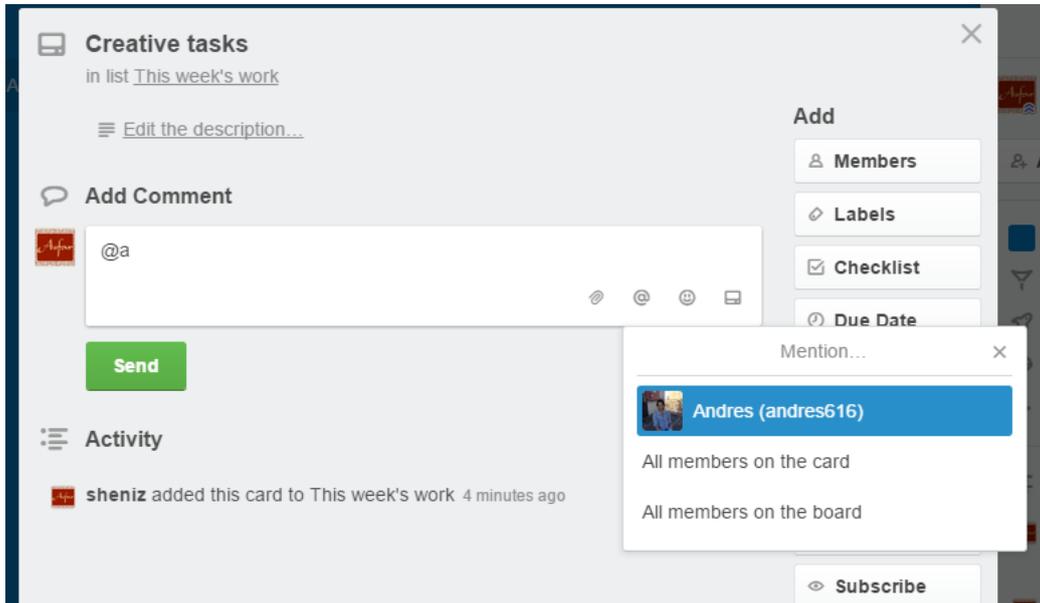
Click on the List



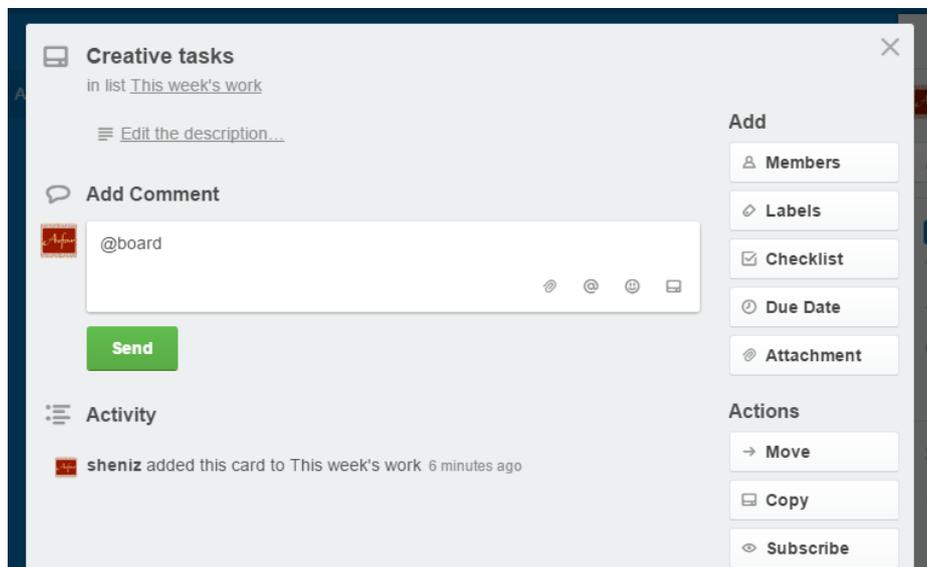
On the List, you can write a List Description, Comments, Add Members to the List, create a Checklist, assign Deadline date, upload Attachments as well as many other things.

Add a Comment, is particularly useful in communicating with others on the Board.

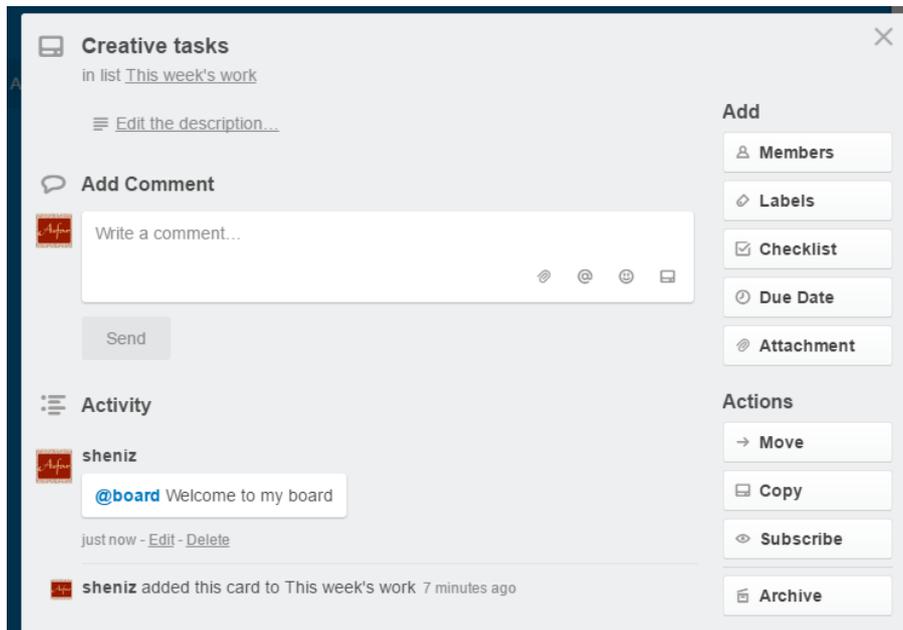
To do so, type in the Add Comment box @ and start to type the other person's name. You will then receive a number of options which have a similar name and who are Members of the board.



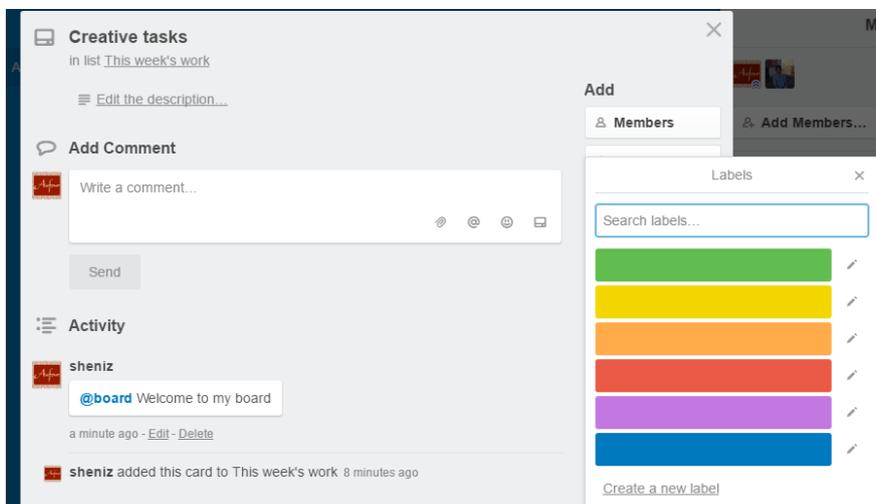
Click on the Member and there name will appear on the Comment. To communicate with all Members type: @board.



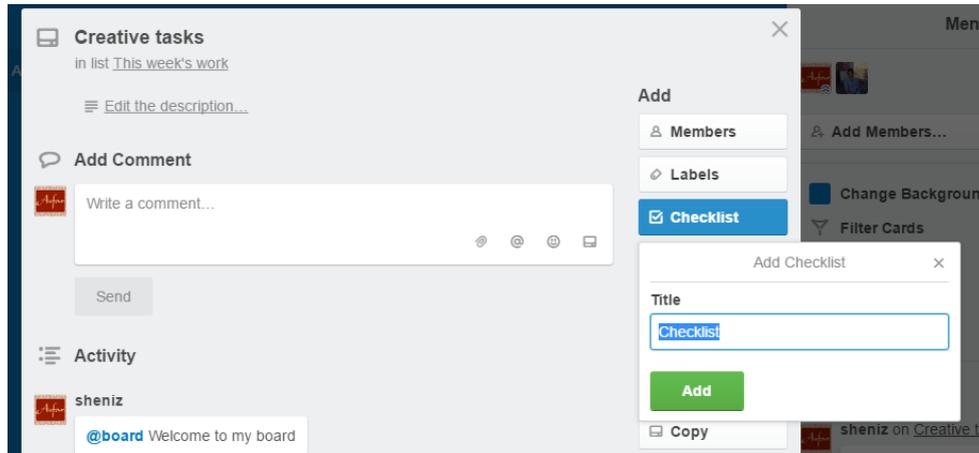
The Comment will then appear on the List.



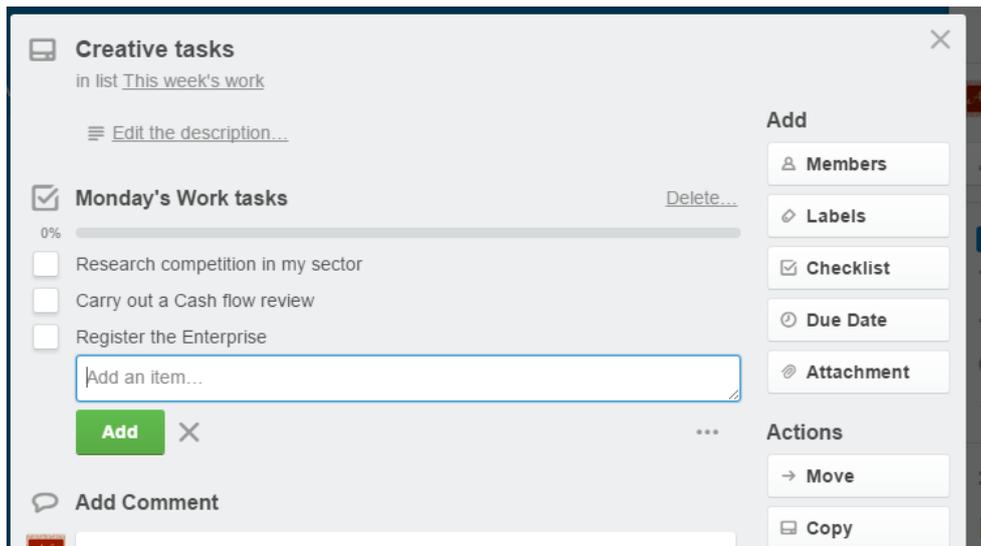
To Label different Lists, click on Labels and a series of coloured Labels will appear. You can assign each colour a meaning if you wish.



To create a Checklist on the List, click Checklist:



You can give the Checklist a title and then press Add.



You can then create individual Items, by typing titles into the Add an Item box and then click Add.

The Checklist allows you to monitor your progress. Once you have completed a task, you can click on the white box next to the Item. The Checklist also indicated the % of the tasks completed to date.



**Creative tasks**  
in list [This week's work](#)

[Edit the description...](#)

**Monday's Work tasks** [Hide completed items](#) [Delete...](#)

67%

- Research competition in my sector*
- Carry out a Cash flow review*
- Register the Enterprise

Add an item...

**Add Comment**

Write a comment...

**Add**

- Members
- Labels
- Checklist
- Due Date
- Attachment

**Actions**

- Move
- Copy
- Subscribe

A Deadline can be assigned, by clicking on Due Date

in list [This week's work](#)

[Edit the description...](#)

**Monday's Work tasks** [Hide completed items](#) [Delete...](#)

67%

- Research competition in my sector*
- Carry out a Cash flow review*
- Register the Enterprise

Add an item...

**Add Comment**

Write a comment...

Send

**Activity**

sheniz completed Carry out a Cash flow review on this card a minute ago

**Change Due Date**

Date: 8/13/2016 Time: 12:00 PM

Prev August 2016 Next

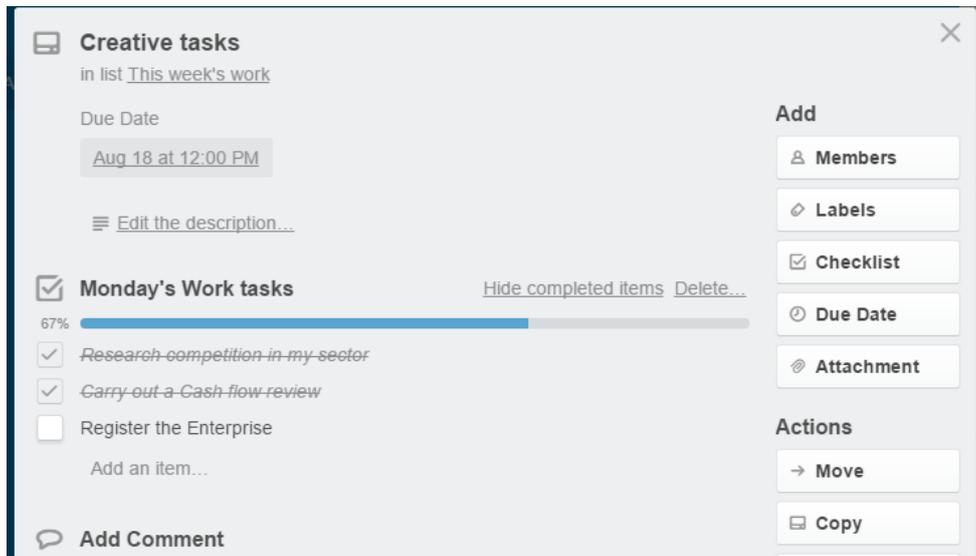
Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Save Remove

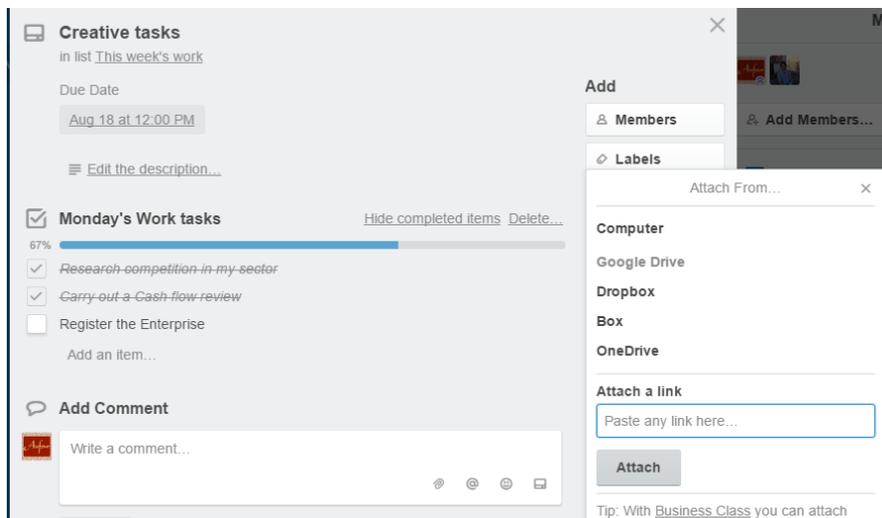
[Enable the Calendar Power-Up!](#)

You'll get a calendar view of your cards and an iCal feed. Woo!

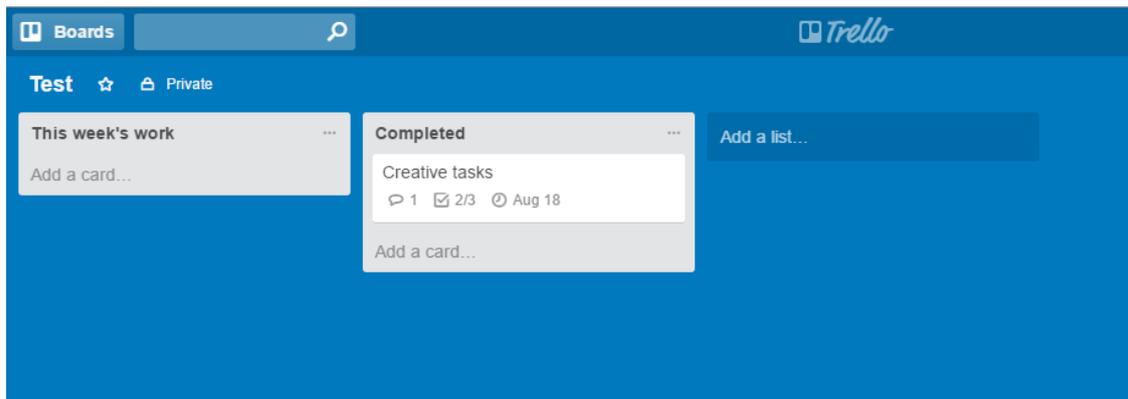
Once a Due Date is assigned, it will appear on the List:



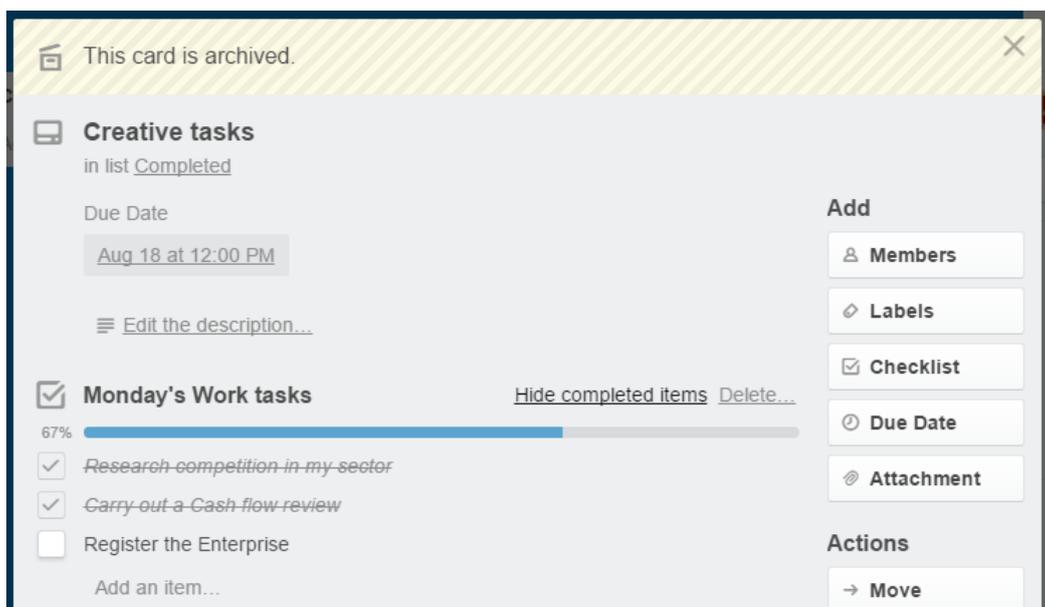
To attach an item, click on Attachment and choose where you wish to attach the document from. Not only does it allow you to use your computer as a source, but also Dropbox; Box, OneDrive, Google Drive or even from a website, making it perfect to use off a Smart phone as well as a computer.



Lists can be moved about the Board by clicking on it, and move your mouse/finger across the page:

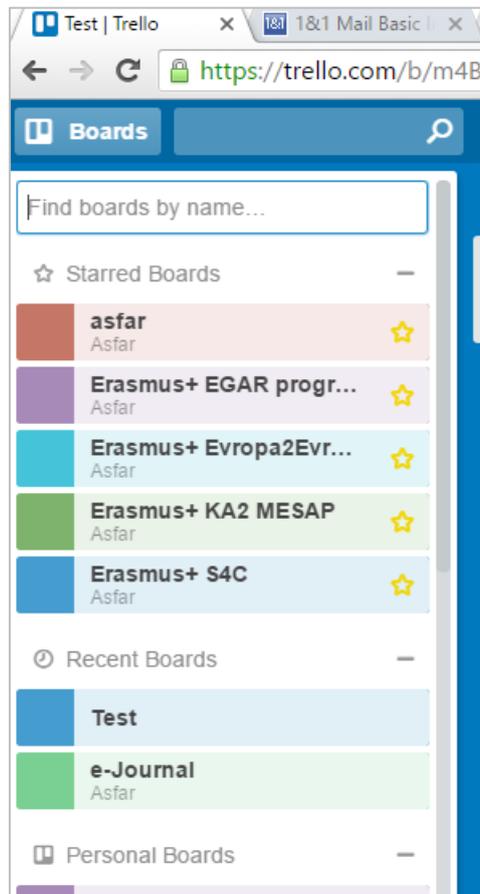


If your Board is becoming very full, you can archive old Cards and Lists by selecting Archive on either the Menu tab or in the List.

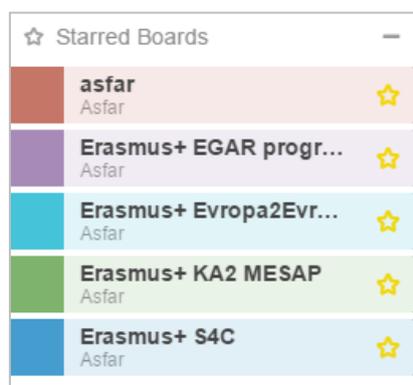


Once archived, a List can be deleted.

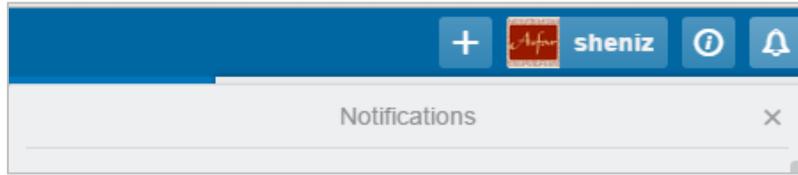
Once you have many Boards, to view them all without visiting the front dashboard, all you need to do is click on Boards and of your current Boards will appear on the Left hand-side.:



You can create favourite Boards, by adding a Star to them  :



To read messages, click on Notification on the Right hand=side:



## Resources

To set up or receive help with Trello, visit - <http://help.trello.com/>

Trello introduction video - <https://www.youtube.com/watch?v=aaDf1RqeLfo>

Trello Getting started Demo - <https://www.youtube.com/watch?v=xky48zyL9iA>

Trello – Guide to the basics - [https://www.youtube.com/watch?v=tHDJ\\_CS3rmI](https://www.youtube.com/watch?v=tHDJ_CS3rmI)

Using Trello for Online Management - <https://www.youtube.com/watch?v=fe5ei52usQ8>



# How to use Wavapp for Enterprise



## Handbook



## What is Wavapp?



It is a free Digital accountancy tool and is available as:

- Website Dashboard
- App

## What it offers:

- Overview of finances.
- Allows you to upload receipts/bills/invoices and it calculates your profit, loss, expenditure etc.
- Can be done via a Computer.
- You can take photos of your receipts and upload via the App.

## Benefits:

- You accountant can also log on and do your annual accounts using the system
- It does the bookkeeping
- It means all of your financial documents are immediately uploaded and secure
- If you lose your hard copy documents, you have a back up
- It is quick, functional and easy to use
- Secure and password protected

## Negatives:

- It does not require bookkeeping skills, so a business without those skills will not notice any mistakes
- You need to be digital and app savvy
- The documents still have to be uploaded



### How can it assist an Enterprise or Social Action project?

As a new business or social action project, getting your accounts right, especially managing finances is essential. If you get them wrong, it can have big consequences.

As a new organisation, you may not be able to afford an Accountant immediately.

However, Wavapp offers a easy to use, flexible and end to end method to managing your organisation's Finances.

It is free to use. Is 100% available through its' apps option and can even let you send out Invoices from its dashboard.

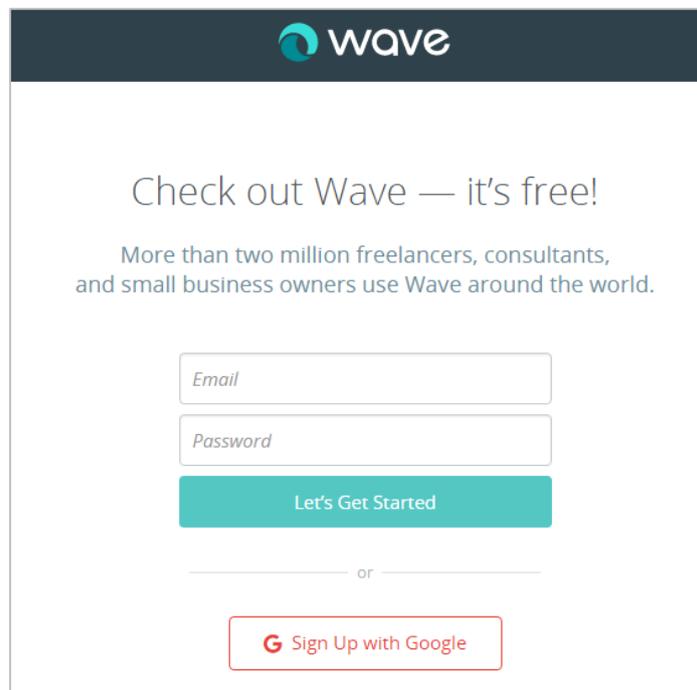




## Step-by-step guide

Create a Waveapp account by visiting - <https://my.waveapps.com/register/>

You can use a Google or Yahoo account, if you wish.



The screenshot shows the Wave registration page. At the top, there is a dark header with the Wave logo. Below the header, the text reads "Check out Wave — it's free!" followed by "More than two million freelancers, consultants, and small business owners use Wave around the world." There are two input fields: "Email" and "Password". Below these fields is a teal button labeled "Let's Get Started". Underneath the button, there is a horizontal line with the word "or" in the center. Below this line is a red button labeled "G Sign Up with Google".

After you have logged in the for first time



Welcome MockBusinessMESAP.  
Where do you want to start?



### Get Paid for Your Work

Send unlimited invoices and estimates.



### Organize Your Finances

Automate tracking your income and expenses.

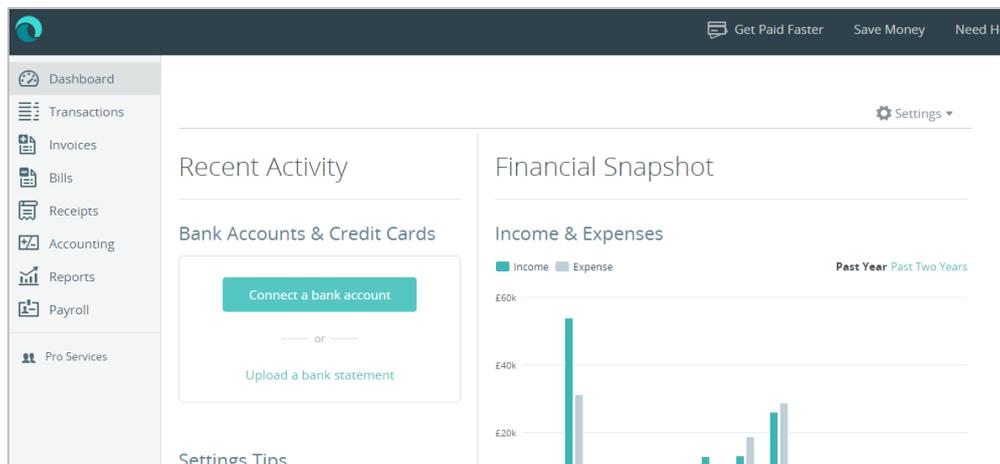


### Capture Your Receipts

Stay compliant by keeping accurate records.

## Dashboard

Once you login, it will open your dashboard:



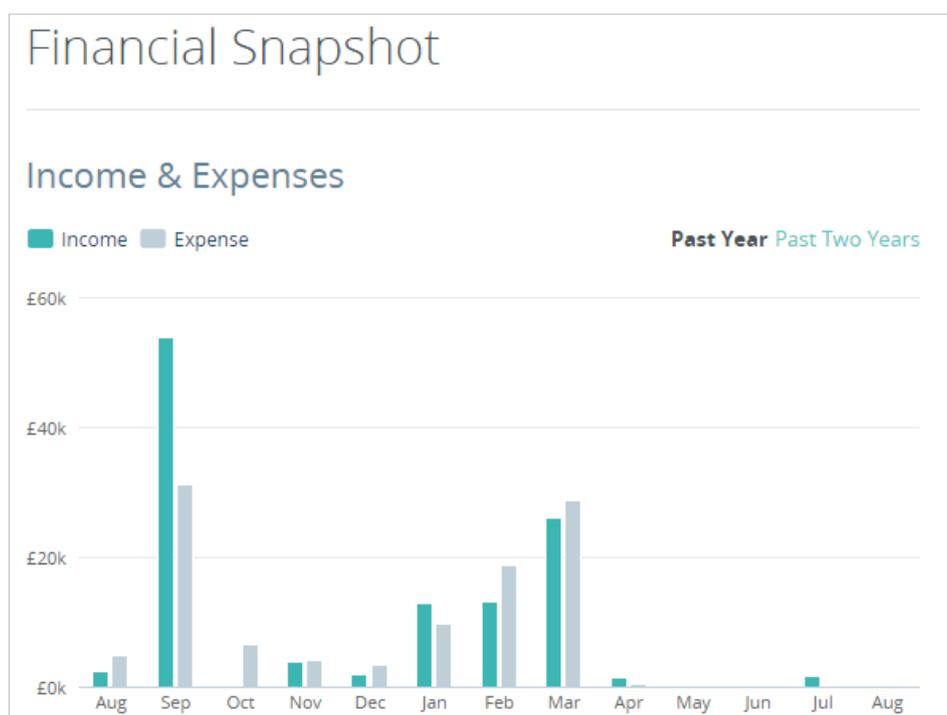


This will give you a snapshot of your activity.

On the first occasion you login, this will be mainly blank.

But in can include the following information:

### Financial Snapshot



Incoming and Outgoing – now due



## Payable & Owing

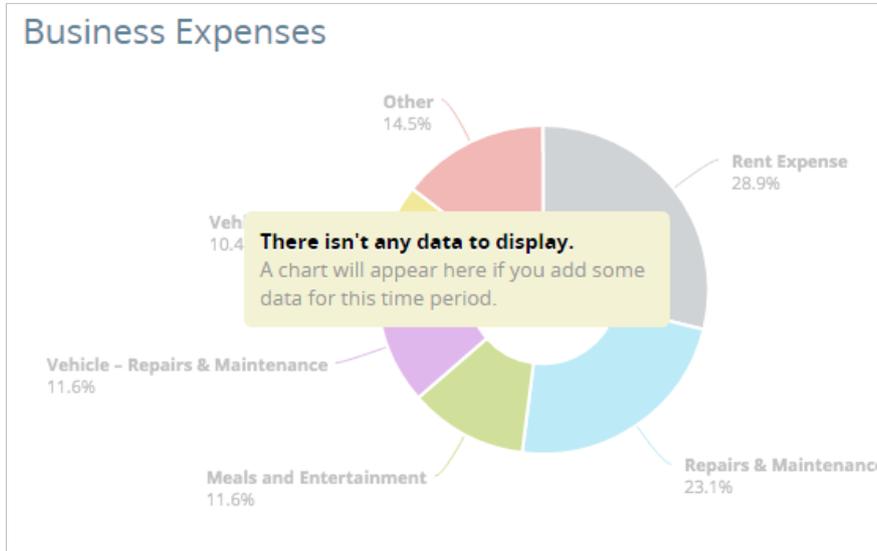
INVOICES PAYABLE TO YOU		BILLS YOU OWE	
Coming Due	£0.00	Coming Due	£0.00
1-30 days overdue	£0.00	1-30 days overdue	£0.00
31-60 days overdue	£0.00	31-60 days overdue	£0.00
61-90 days overdue	£0.00	61-90 days overdue	£0.00

Net Income:

## Net Income

FISCAL YEAR ?	2016	2017
Income	£246,276.15	£1,802.68
Expense	£189,620.80	£0.00
Net Income	£56,655.35	£1,802.68

Annual Expenditure



## Creating Invoices

A activity all organisations needs to do, even a social action project, on occasion is to create an Invoice. And Waveapp offers an easy way to do this:

The screenshot shows the Waveapp Invoices dashboard. At the top, there are tabs for 'Invoices', 'Recurring', 'Estimates', and 'Statements', along with a 'Settings' dropdown. Below the tabs is a 'Create an Invoice' button. The main section displays 'INVOICE ACTIVITY' with a refresh icon and the text 'Last updated: just a moment ago'. Below this, there are three summary statistics: 'OVERDUE £0.00 GBP', 'COMING DUE WITHIN 30 DAYS £0.00 GBP', and 'AVERAGE TIME TO GET PAID 33 DAYS'. A banner for 'VISA' and 'MasterCard' offers to 'Get paid instantly by allowing your customers to pay by credit card. Set up in seconds.' At the bottom, there are tabs for 'Unpaid (0)', 'Draft (0)', and 'All Invoices', with a 'Show Filters' dropdown. A message states 'You have no unpaid invoices.' and there are two buttons: 'Create a New Invoice' and 'View All Invoices'.



Click on Create a New Invoice

Complete the Invoice Date and Payment Due Date, as well as the Invoice number.

Then click on Add a Customer.

You will be able to choose customers you have already sent out invoices too, but if this is the first time you are sending an invoice out, click on New Customer.

Fill in the key information under the following tabs: Contact; Billing; Shipping and then click Save.



New customer ✕

Contact Billing Shipping More

Customer: \*

Email:

Phone:

Contact:

In order to add the amount of money due to the invoice, click on Add an Item and click on Add a new item:

[Edit columns](#)

PRODUCT/SERVICE	QUANTITY	PRICE	AMOUNT
<a href="#">+ Add an Item</a>			
Subtotal:			£0.00
<b>Total:</b>		<input type="text" value="GBP (£) - Pound sterling"/>	<b>£0.00</b>

Complete the item details and the amount:



[Edit columns](#)

PRODUCT/SERVICE	QUANTITY	PRICE	AMOUNT
<input type="text" value="Enter item name"/> <input type="text" value="Enter item description"/>	<input type="text" value="1"/>	<input type="text" value="0"/>	£0.00
<a href="#">Edit Income Account</a>	Tax: <input type="text" value="Select a tax"/>		—
<a href="#">+ Add an Item</a>			
Subtotal:			£0.00
<b>Total:</b> <input type="text" value="GBP (£) - Pound sterling"/>			<b>£0.00</b>

This will then allow an item to appear on the invoice. Add further items, until everything is included on the invoice.

Asfar CIC

Get Paid Faster Save Money Need Help? Account

[Edit columns](#)

PRODUCT/SERVICE	QUANTITY	PRICE	AMOUNT
<input type="text" value="Consultancy"/> <input type="text" value="Bid writing"/>	<input type="text" value="1"/>	<input type="text" value="300.00"/>	£300.00
<a href="#">Edit Income Account</a>	Tax: <input type="text" value="Select a tax"/>		—
<a href="#">+ Add an Item</a>			
Subtotal:			£300.00
<b>Total:</b> <input type="text" value="GBP (£) - Pound sterling"/>			<b>£300.00</b>

NOTES  
ACCOUNT DETAILS

Click on Preview to see the draft Invoice.



**INVOICE**

*You have not added a customer.*

**Invoice Number:** 21  
**Invoice Date:** August 12, 2016  
**Payment Due:** August 27, 2016  
**Amount Due (GBP):** £300.00

Product/service	Quantity	Price	Amount
Consultancy Bid writing	1	£300.00	£300.00
<b>Total:</b>			<b>£300.00</b>

Waveapp will also allow you to add your logo, address etc.

To send, click on Save and select the Save and Send option. You can also record a Payment from this tab.

Invoices | Recurring | Estimates | Statements | Settings

**New Invoice** Preview Save

Business Address and Contact Details, Title, Summary, and Logo

Add a Customer
Invoice Number: 21  
P.O./S.O. Number:

Save and Send...  
Save and Record a Payment

If it is a regular invoice, you can click on Recurring and input the dates when you would like it to be sent:



Invoices **Recurring** Estimates Statements Settings

### Recurring invoices scheduled

[Schedule a recurring invoice](#)

CUSTOMER	STARTING	REPEAT EVERY	NEXT	PREVIOUS	TOTAL CREATED	AMOUNT
<p><b>1</b> You don't have any recurring invoices. Why not <a href="#">schedule a recurring invoice?</a></p>						

25 Previous 1 of 1 Next 1

## Managing Expenditure

To report expenditure, you can click on Receipts.

Click on Upload a receipt and you will have the option to upload a PDF copy of the document

Receipts [Upload a receipt](#)

All Statuses

DATE	MERCHANT	CATEGORY	ACCOUNT	SOURCE	TOTAL
		Select a category	Select a payment account	MOBILE	£0.00
		Select a category	Select a payment account	MOBILE	£0.00
		Select a category	Select a payment account	MOBILE	£0.00

Receipts can also be uploaded via the App, by taking a photograph of them and using the App to upload them to the system.

The Waveapp App is available for download on Apple and Google Play.



Once you have created an account, you can use it.

## Resources

- Waveapp – Getting started short video - [link](#)
- Waveapp – Getting Started long video - [link](#)



# How to use Mailchimp for Enterprise



## Handbook



## What is Mailchimp?

Mailchimp is a mailshot (an email that is sent to many people at once and its successful can be monitored) or mass communication tool, which will allow you to send professional emails to your contacts. It is accessible through visiting <https://mailchimp.com/>

Mailchimp allows a business to sell its products, services or itself. It can be used to communicate with partners, promote new opportunities or even be used to advertise that there is news about the organisation or to launch a new website.

It offers a step-by-step method of designing a mailshot, looks like it has been designed by a professional graphic designer and will allow you to learn what readers have done with the information in the mailshot. For example, if someone visits your website by clicking on the links in the mailshot, the data is recorded. If someone wishes to unsubscribe, it is recorded and automatically deleted, so

## How can it assist me to run an Enterprise?

Mailchimp will allow an organisation to communicate their clients, customers and stakeholders in a professional way. Furthermore, Mailchimp can be used as a customer database, within Data Protection Act rules.

It manages customer data, and can identify when an email contact is no longer valid. If an organisation uses traditional methods of data management i.e. an Excel spreadsheet, when a contact is invalid (i.e. an email bounces back), then the entire spreadsheet must be searched for the rogue contact.

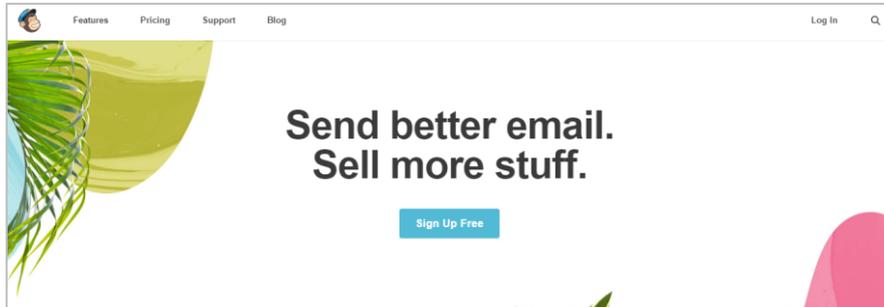
However, Mailchimp will identify the invalid email address, remove it from the contact list and notify you which organisation needs an alternative key contact.

It also allows contact to take themselves off the list, if they do not wish to receive mailshots from your organisation. Again, Mailchimp notifies you of this change, ensuring you keep up to date with contact management.



## Step-by-Step guide

Visit - <https://mailchimp.com/>



Click log in and select Create an account.

Log In

Need a MailChimp account? [Create an account](#)

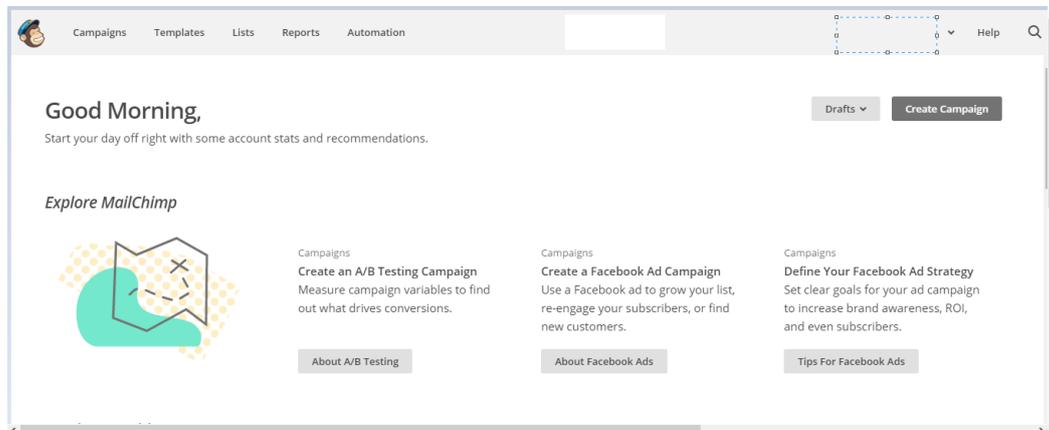
Username

Password Show

[Log In](#)

Keep me logged in

Once you have set up your account, log in to Mailchimp.



Click on Campaigns



Click on Create Campaign



Give the Campaign a name and select the Campaign type i.e. Regular and then click create.

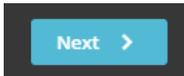
Select a list and indicate if it is for the Entire list or only a group/segment of the list



Who are you sending to?

Choose a list ▾

Guidance on how to create a list can be found below.



Click next -

Campaign info – the Campaign will need:

- Email subject
- From name (your organisation's name is best. Your contacts will then know it is from you)
- The email address it will be sent from
- The rest are optional and will depend on your overall objective for using Mailchimp

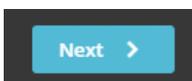
Campaign info

Campaign name  
test2  
Internal use only. Ex: "Newsletter Test#4"

Email subject 150 characters remaining  
How do I write a good subject line? • Emoji support

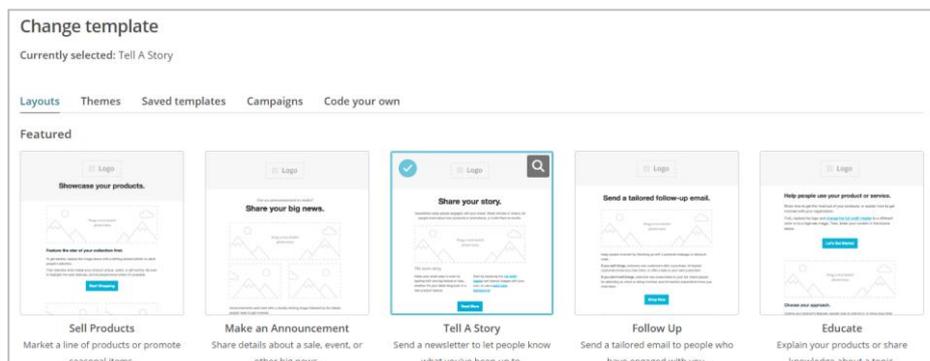
From name 94 characters remaining  
Sheniz  
Use something subscribers will instantly recognize, like your company name.

From email address  
info@asfar.org.uk



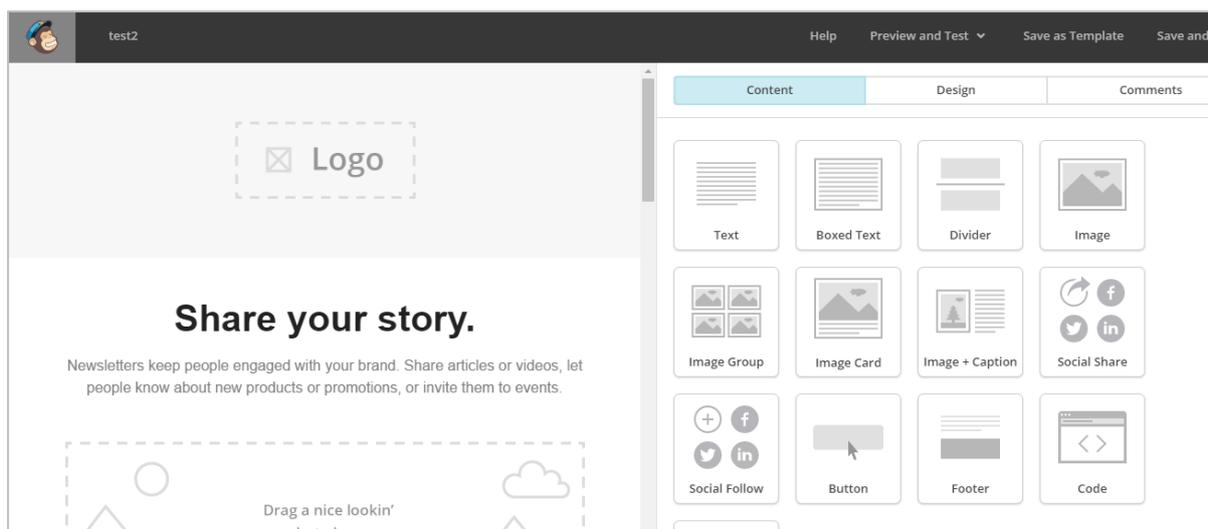
Click next -

Select a template



Which template you use will really depend on the type of information you wish to distribute, whether it is information on a product, a story, a news update, a video/photos etc. However, all of Mailchimp's template are flexible and you can change your template at any time you wish.

The next step is to design your mailshot:



The left hand side is your canvass and will be how your final mailchimp will appear. The right hand side are options you can select, drag and place on your canvass.

So for example, you can select a Boxed Text option

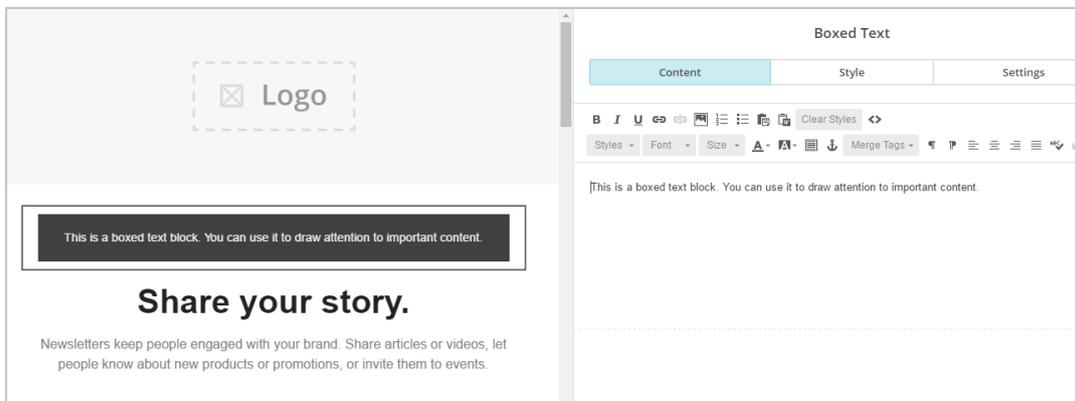




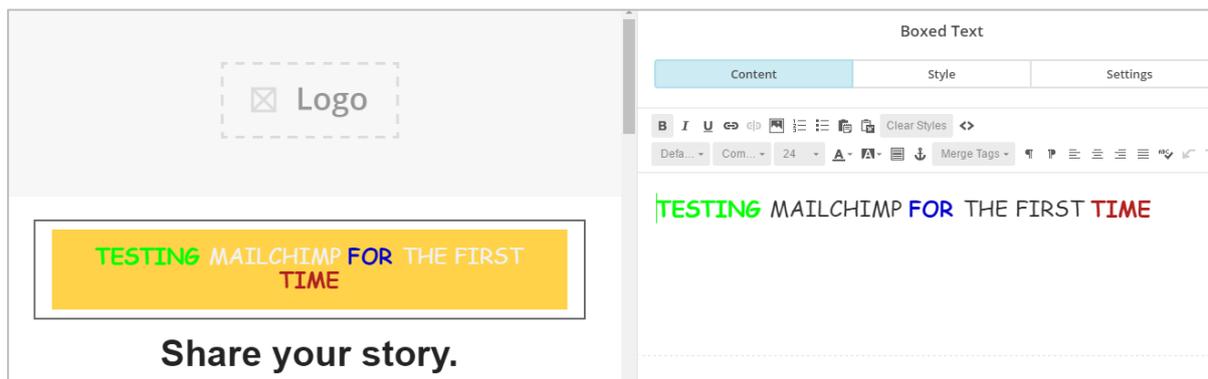
And drag the Boxed Text, where you would like it to appear on your mailshot



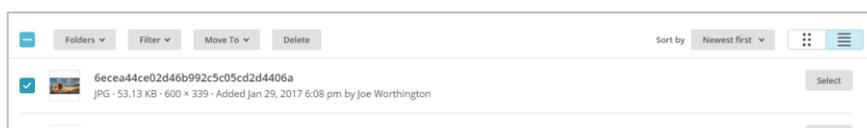
The Boxed Text will then appear on your canvass and on the right hand side of the page, you have the option to add content into the Boxed Text.



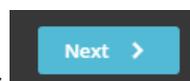
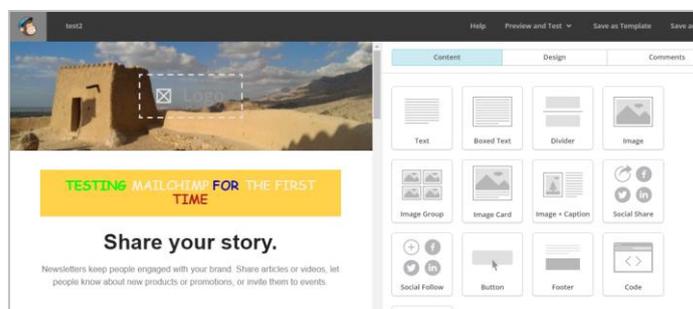
There is a great deal of flexibility here. You can change the font, text size, colour and background based on what you wish to put across and your own branding.



To Insert an image, select the Image box, drag onto your canvass and then click on the image. This will take you to your images pages. Images can be uploaded here and then selected by ticking the box and clicking select.



The image will appear on the canvass.



Once you have finished your mailshot design, click next -

This page will allow you to confirm your settings and do final checks before sending out the mailshot to your contacts.

This is an essential stage, because once you click send, it cannot be changed.



**Looks like there's a problem**

Review the feedback below before sending your campaign.

<span style="color: red;">✘</span>	<b>List</b> Your list "UK Participants/applicants" is empty (0 recipients).	<b>Resolve</b>
<span style="color: green;">✔</span>	<b>Subject line</b> "test"	<b>Edit</b>
<span style="color: green;">✔</span>	<b>Replies</b> All replies will go to Sheniz <info@asfar.org.uk>.	<b>Edit</b>
<span style="color: green;">✔</span>	<b>Tracking</b> You chose to track clicks and opens in the HTML email. Clicks in the plain-text email will also be tracked.	<b>Edit</b>

An key element of these final checks include: HTML and Plain texts options.

<span style="color: green;">✔</span>	<b>HTML email</b> You're sending an HTML email using the Tell A Story template.	<b>Edit</b>
<span style="color: green;">✔</span>	<b>Plain-text email</b> A plain-text version of this email will be generated and included automatically. <a href="#">Learn more</a>	<b>Edit</b>

We recommend that your Mailshot using HTML always, however, at this stage make sure you click Edit under the Plain-text email option. When the below box loads up, click Regenerate from HTML. This will ensure that the plain text matches the HTML text (in case you are using an old template). The plain text option exists for any contact who may not be able to view the HTML version of your mailshot.

Edit Plain-Text Version

```

** (http://www.facebook.com)
** (http://www.twitter.com/)
** (http://www.instagram.com/)
** (http://mailchimp.com)
Copyright © *|CURRENT_YEAR|* *|LIST:COMPANY|*, All rights reserved.
*|IFNOT:ARCHIVE_PAGE|* *|LIST:DESCRIPTION|*

Our mailing address is:
*|LIST_ADDRESS|* *|END:IF|*

Want to change how you receive these emails?
You can ** update your preferences (*|UPDATE_PROFILE|*)
or ** unsubscribe from this list (*|UNSUB|*)

*|TF:REWARDS|* *|REWARDS.TEXT|* *|END:TF|*

```

Once you are happy with your mailshot, you can either select – Schedule or Send

<input type="button" value="Schedule"/>	<input type="button" value="Send"/>
---	-------------------------------------

If you select Send, the mailshot will be send immediately.





However, if you select Schedule, then this will allow you to set the time and date when the mailshot should be sent:

**Set up your schedule**

Delivery date

Delivery time  
 Send at a specific time  
 :   Greenwich Mean Time · Edit

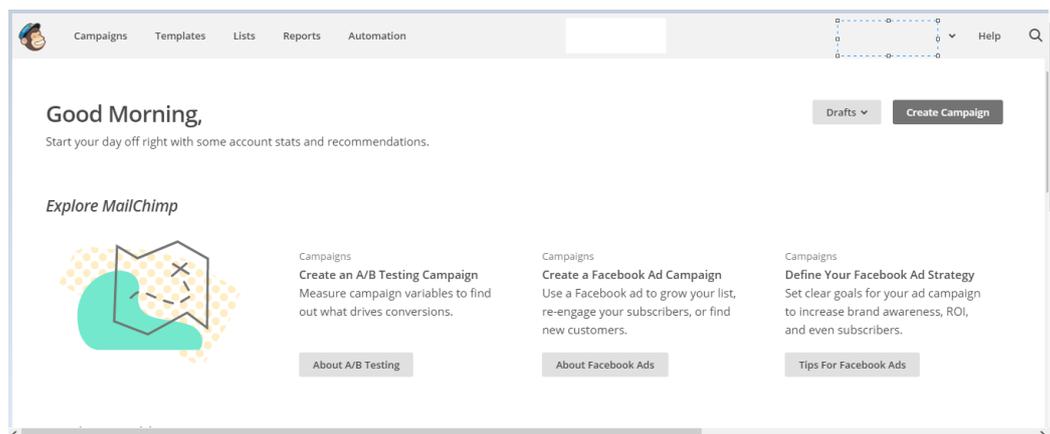
Batch delivery **Paid Feature**  
 Deliver your campaign to a large list in batches to prevent website-crushing click floods.

Send in  batches of subscribers  apart

This gives you flexibility and also allows you to send the mailshot at the best time for readers to see and read (i.e. early in the week and sent before 11am).

## Creation of a Database

In order to create a database or in Mailchimp language a List, return to your dashboard and click the List option at the top of the page:



**Create List**

Any lists you had previously created will appear here. To create a new list, select -

The New list or group box will appear. This will give you the option to use a current list but make a separate group based on these contacts or set up a completely new list:



**New list or groups?**

Do you want to create a new list, or do you just want to sub-divide an existing list with groups?

[List management](#) · [What are groups?](#)

[Cancel](#)

Click on Create List. Then complete the below box with key details about your list:

### Create List

*List details*

List name

Default From email address

Default From name

Remind people how they signed up to your list

Write a short reminder about how the recipient joined your list.

Once you have completed this information box, the list is created and you can add contacts:

### Test

Switch list ▾

Stats ▾ Manage contacts ▾ Add contacts ▾ Signup forms Settings ▾ 🔍

#### View contacts

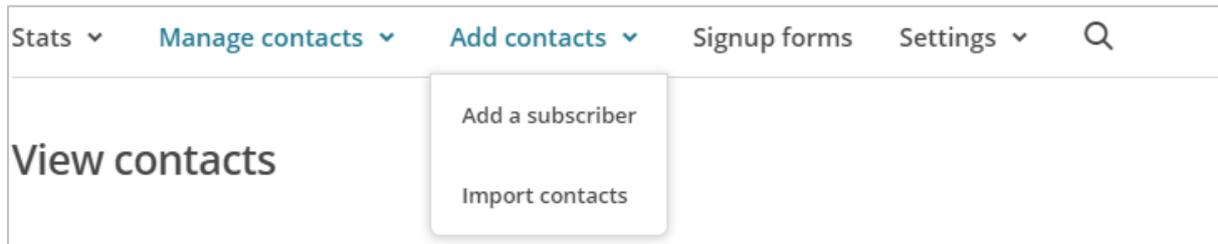


**You have no contacts**  
[Import subscribers](#) or [Create a signup form](#) to get started.

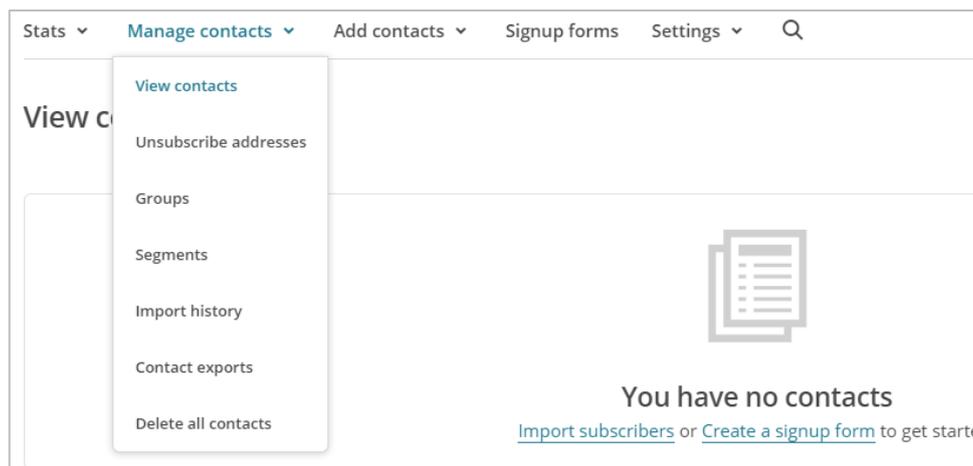


We recommend importing your contacts, rather than adding each contact one by one. Importing will involve the importing a list of contacts on an adapted Excel spreadsheet (CSV) or another format depending on your systems.

You can either use the Import subscribers' option in the centre of the page or alternatively click on Add contacts. Then select Add a subscriber or Import contacts.



To remove contacts from a database, click on Manage contacts and click on View contacts or Unsubscribe addresses which will provide you with your contact list.

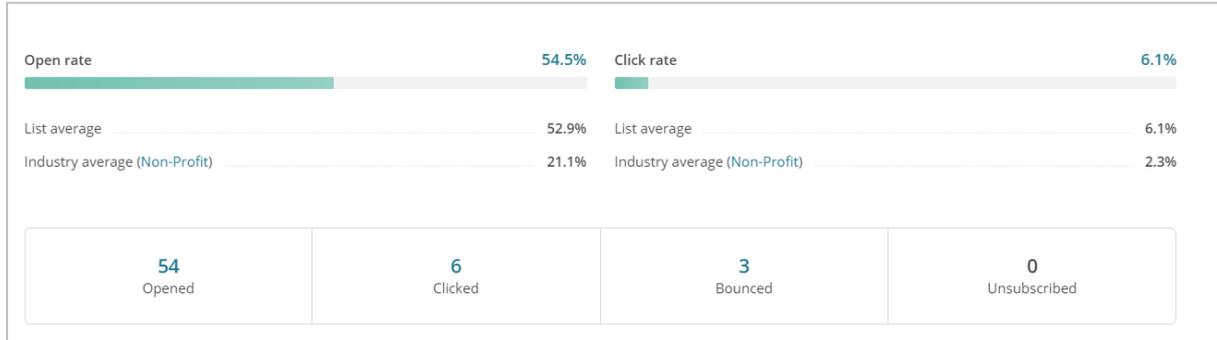


If you are a new account holder, then you may have to provide evidence that these contacts have given you permission to use their data on Mailchimp.

### Monitoring the success of your mailshots.

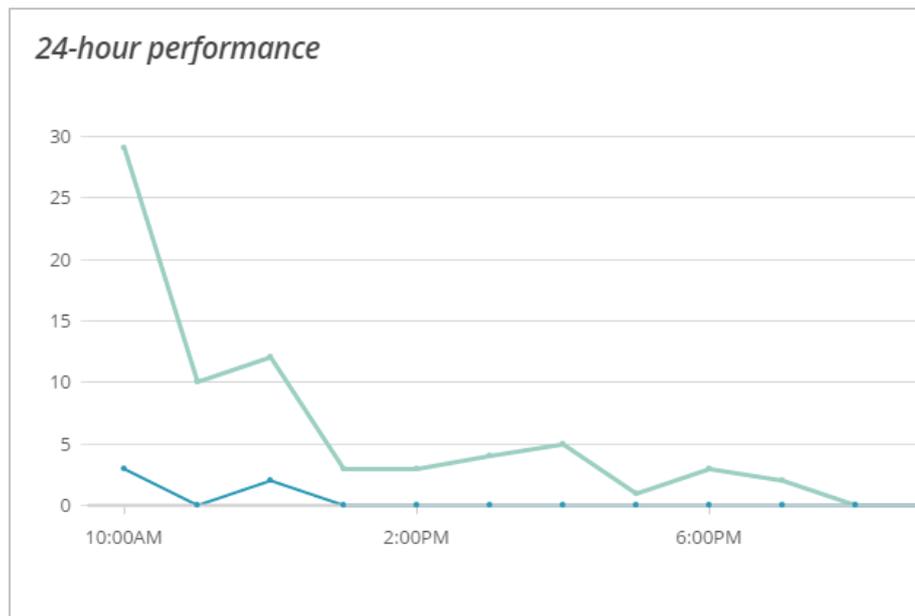
As well as sending mailshots and managing your contacts and databases, Mailchimp allows you to monitor how successful your mailshots are, which is an essential form of e-analytics.

Once you have sent a mailshot, on your dashboard, click on Campaigns. Find your campaign and select View Report and an individual report on data will appear:



This indicates how many opened the mailshot and how many then visited your website or further information about the mailshot subject.

It can also indicate how successful the mailshot was and at what time. So the example below was most successful within the first 2 hours after the mailshot was sent, however, less contacts read it in the afternoon, confirming that a morning post is more efficient and likely to be read.



This manual is just a basic step-by-step guide and Mailchimp can offer more to supporting you to connect with your customers and clients.

### Other Enterprise Digital tools



New Digital tools are constantly being launched and offer lots of opportunity for those working in Enterprise. The best way to find these tools is searching for them online, with search headings such as: Top 10 enterprise tools.

See below four examples:

Digital Tool	What does it do?
<p>WeTransfers</p> 	<p>This website and app transfers big files (up to 2GB on the free version) as an alternative to the cloud programmes outside. The files will only be available for download for approximately 2 weeks, which is great if you are working with sensitive data. It is quite simple to use, and sends a link to the person's email address.</p> <p>However, unlike the cloud options, you do not need a Cloud account to access the files, they can be downloaded immediately.</p>
<p>Vimeo</p> 	<p>Vimeo is an alternative to YouTube. It offers more flexibility and you do not need a Google Account.</p>
<p>Clouds</p> 	<p>There are many cloud options out there, all which provide opportunities for Micro-Enterprises and Social Action project to complete there businesses in a secure setting. Here are a few we would recommend:</p> <ul style="list-style-type: none"> <li>▪ <b>DropBox</b></li> <li>▪ <b>Google Drive</b></li> <li>▪ <b>Apple iCloud</b></li> <li>▪ <b>SpiderOak</b></li> <li>▪ <b>OneDrive</b></li> </ul> <p>The cloud market is constantly expanding and you should take care that not only the package is good for you, but the security is at a high level and fundamentally is easy for you to use and share with others.</p>
<p>Google Analytics</p> 	<p>This Google programme allows you to monitor how successful your website is and when it receives the most attention.</p> <p>For example, has a recent Twitter post resulted in an increase in website hits? If so, they this type of activity might be suitable marketing for your business.</p> <p>Google Analytics will support you to develop an e-marketing strategy, linking all of your wider marketing activities together.</p> <p>Monitoring promotion is key and this tool is easy to use and is very supportive. Alternatively, if you are using a Word Press-based website, then Word Press will also provide this service.</p>



## Digitalising Enterprise: Youth Exchange timetable

Activity Programme	
Timetable	Activities
<i>06/09/2016</i>	
TBC	Arrival in Bulgaria & Orientation
7pm (Approx)	Welcome dinner
<i>07/09/2016</i>	
10am	Opening the meeting in the hotel
10.30am	Getting to know each other/icebreakers
10.45am	Enterprise and Digital tools
1.30pm	Lunch
2.30pm	Social Action workshop
4.00pm	Speaker Mrs. Marina Stefanova PhD
8pm	Dinner
<i>08/09/2016</i>	
08.30am	Departure from the hotel
9am	International seminar Business storm
1.30pm	Lunch
2pm	Introduction to Wavapp
3.30pm	Trello: managing your business
5pm	Comms: how to market your organisation via Mailchimp
8pm	Dinner
<i>09/09/2016</i>	
10.15am	Departure from the hotel
11am	Meeting businesses in Sofia: Allianz
1.30pm	Lunch
2.30pm	Visit to the state agency for SMEs
8pm	Dinner
<i>10/09/2016</i>	
10.30am	Departure from the hotel
11am	Youth cultural engagement in Sofia
1pm	Lunch
2pm	Youth cultural engagement in Sofia
4pm	Free time
8pm	Dinner
<i>11/09/2016</i>	
09.30am	Departure from the hotel
10am	Social Action projects: youth meeting
1pm	lunch
2am	Social Action projects: youth meeting



4pm	Free time
8pm	Farewell dinner
<i>12/09/2016</i>	
08.00am onwards	End of Youth Exchange