

HOW TO USE THE MAIL MERGE PROGRAM YAMM (Yet Another Mail Merge)

There are several reasons you may want to use a mail merge program, for example, to track who in your network receives, opens* and clicks on links in your email; if you have a large network (typically over 50) that is over the limit your normal email client will accept in the bcc line; if you want to customize the salutation, subject line or other parts of each email; if you are comfortable with a slightly more complicated approach.

If you have a gmail account, the mail merge program we use is YAMM (Yet Another Mail Merge). It is a popular one that works with Gmail and is free within a limited number of emails per month. Details about YAMM and its features can be found at <https://yamm.com> . Contact Janine at fm.multipliers@gmail.com if you have questions about using YAMM.

To use YAMM:

1. In Google Drive, open a new Google Sheet and name it something like "Force Multiplier network". Create three columns with these headings: "First Name", "Last Name", "email address"
2. Populate this spreadsheet with the names and email addresses of folks in your network. Be sure to separate first name, last name and email address in each row.
3. Prepare your email to send (see #3 above). Check all links to make sure they work. Close the document. It will be saved to your Drafts GMail folder.
4. Go back to the Google Sheet that you've named "**Force Multiplier Network**". The first (and only) time you use YAMM, click on "Add-ons" at the top of the spreadsheet and then click on "Get Add-ons". Once you're in the new page, use the magnifying glass to search for "YAMM" or "Yet Another Mail Merge". Follow the instructions to enable YAMM.
5. Now, from the drop down menu on the Google sheet, select "Add-ons", then down to "Yet Another Mail Merge for Gmail", then over to "Start Mail Merge." Once you've enabled YAMM (see #3 above) you can go to this step directly, every time you send an email.
6. Once the mail merge window opens, make sure that you have correctly identified the column that contains the email addresses. Select the email that you want sent in the drop down menu. Send a test email to yourself to make sure the mail merge works correctly and that the email looks OK.
7. Hold your breath and click "**Send Emails**". The program will tell you when all the emails are sent. Note, if you have other Gmail accounts open on your computer, you will need to close them before the mail merge program will work. You can track the

emails that are opened* or not – as you wish, by going back to “Add-ons” > “Yet Another Mail Merge” > “Tracking Report”.

**YAMM will track the open rates of the emails you sent. But be aware that Google monitors the use of YAMM and occasionally “samples” the emails sent – resulting in a false open rate. If it appears that suddenly all of the emails sent to your network were opened within a minute (an unlikely scenario), then probably these are false opens. Also, some email clients have the option to have a preview window open whether or not the recipient actually opens the email. This can also cause a false open report*