



## How do I integrate my Mailchimp account with GameDay Passport?

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**You can now integrate with Mailchimp, the #1 email marketing and automation software globally.**

Many GameDay customers utilise Mailchimp to communicate with their members, create and send newsletters and manage marketing-related opt-ins. This integration will provide a seamless flow of contacts from GameDay to an existing Mailchimp account.

The product integration with Mailchimp will make it easy to bring member data from your organisations GameDay account into Mailchimp. By connecting your organisations Mailchimp and GameDay accounts, all members from your organisation will sync to a nominated audience list in Mailchimp with any new members or updated details continuing to sync on a daily basis.

### **BEFORE YOU START**

- You will require access to an active Mailchimp account, login credentials and an audience already created in Mailchimp in order to continue with setting up the integration via *GameDay Marketplace*.
- For customers on a free Mailchimp plan, you can connect your organisations GameDay and Mailchimp accounts for free and remain on a free plan provided the number of contacts does not exceed the limit of your free plan - *a contact is considered to be a member with a unique email*. In GameDay members may have multiple family members registered on the one email address so only the one contact will be synced through - unfortunately this is a downside from the Mailchimp side and not something we can change, so make sure your userbase is aware of this or get all family members to have a unique email address.
- If the number of contacts in your GameDay account exceeds this limit, customers may need

to change their plan with Mailchimp. To review available plans with Mailchimp - [click here](#)

*A contact is considered to be a member with a unique email.* In GameDay Passport members may have multiple family members registered with the same email address so only the first listed contact will be synced across as Mailchimp only permits a single email to be listed - so where possible, we encourage all members to have a unique email address

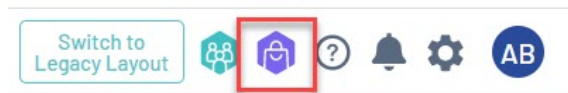
The data synced across to Mailchimp includes:

- **Profile Information:** Email, Name, DOB, Postcode, City/Town
- **Tags:** Season, Member Type & Product

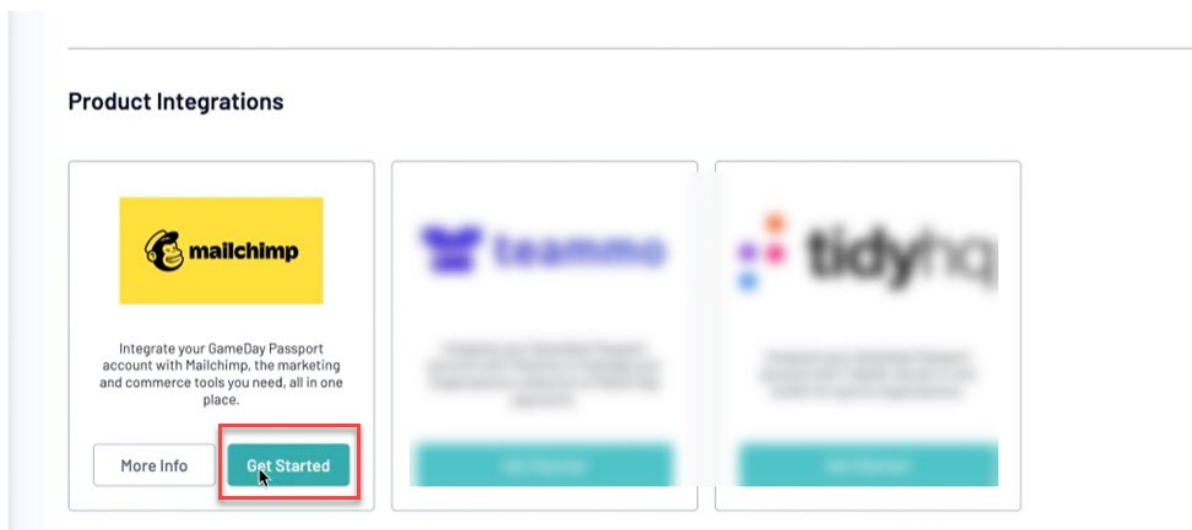
**NOTE: we recommend you to log out of your existing Mailchimp account (if you are logged in on the same browser) before being able to integrate.**

## GETTING SET UP WITH MAILCHIMP

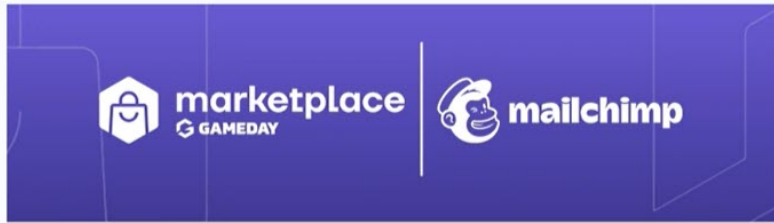
1. Log into your organisations database.
2. Click on the GameDay Marketplace icon.



3. Scroll down to Product Integrations and select Get Started against **MAILCHIMP**.



4. Read the important information related to the syncing of contacts between Mailchimp and GameDay, then select **the checkbox** to confirm you give permission for GameDay to access this information.



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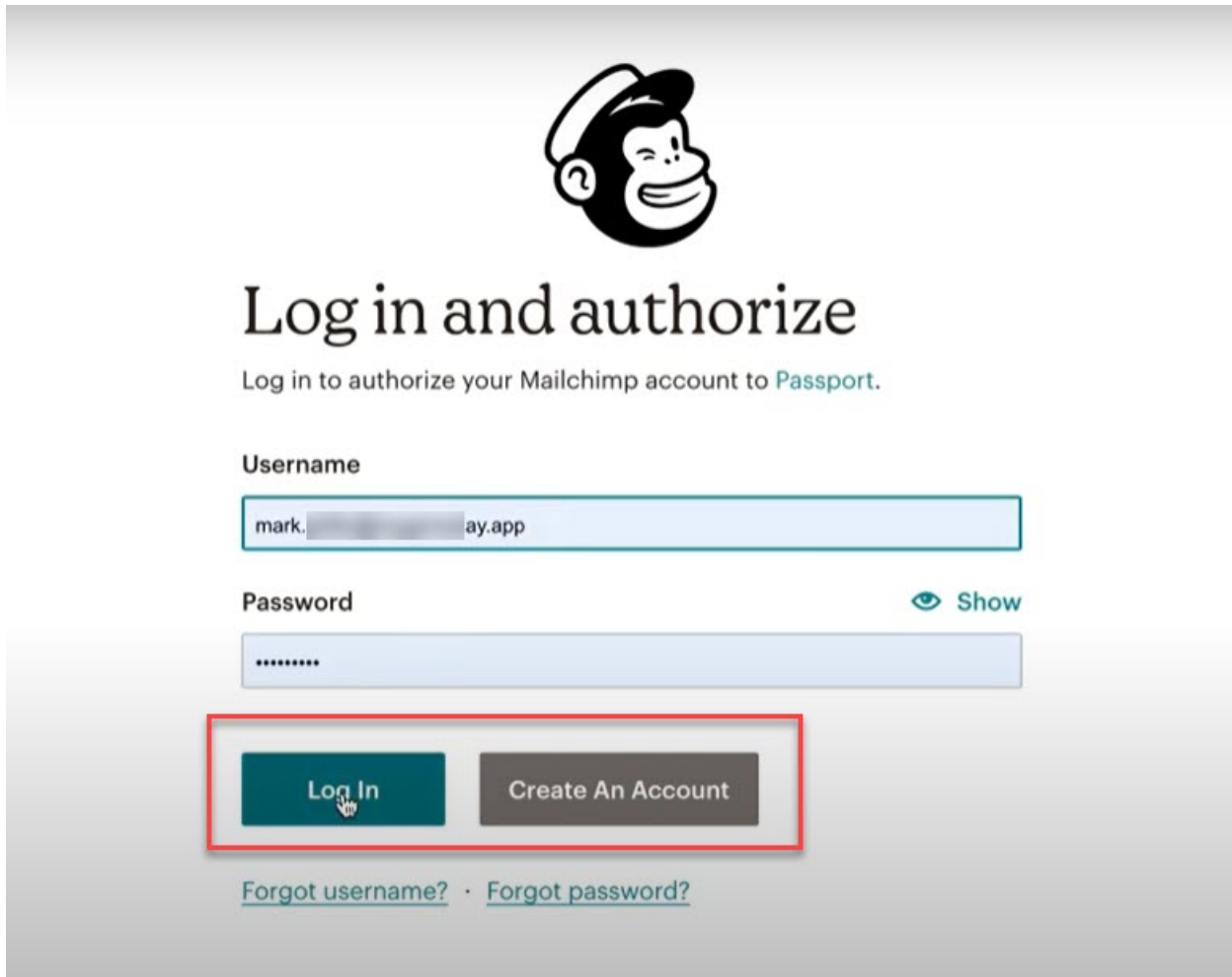
You will require an active Mailchimp account, login credentials and an audience already created in Mailchimp in order to continue with setting up this integration. To start the data sharing process please provide your consent by ticking the box below. Once you confirm your consent you will be asked to login to your Mailchimp account and select an audience in order to start the setup process.

**i** For free Mailchimp plans, this includes a limited number of contacts (a contact is considered to be a member with a unique email). If the number of contacts in your GameDay account exceeds this limit, you may need to change your plan with Mailchimp. To review available plans with Mailchimp - [click here](#)

Provide your consent

Yes, I consent to share data with Mailchimp.

5. Log into Mailchimp using your existing Mailchimp credentials.




6. Click **ALLOW** to give permission for GameDay share data from your Mailchimp account.



# Authorize Passport

Connecting Passport will allow access to your account.



Passport by **GameDay**  
Passport test  
App created on May 30, 2022

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**Ensure you trust this app with these tips:**

- Learn about [authorized apps](#).
- Be sure you want to share data from your Mailchimp account with this app. This app will be able to [read and change your account data](#).
- Keep in mind you can [disable this app](#) in your account.
- Understand Mailchimp is not responsible for the privacy and security of any third-party app.
- Contact the app for any questions.



7. Select the **AUDIENCE LIST** and the **CONTACTS** you want to sync across from your Mailchimp account.

8. Click the checkbox to grant permission for GameDay to share this data, then click SUBMIT.

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Choose an Audience list from your Mailchimp account

Mark FC ▾

Which contacts do you want to sync?

All Contacts (13 contacts) ▾

Provide your consent

Yes, I consent to share data with Mailchimp.

**Note: If you cannot see an AUDIENCE listed here, it means you don't have one set up within Mailchimp itself, so please do so before integrating. We cannot be of assistance here as this pulls from Mailchimp, so please contact Mailchimp support directly if you are unsure.**

9. You have now completed the integration between Mailchimp and GameDay, where you can now log into Mailchimp and do your thing!



Contacts have been imported successfully into Mailchimp.

**Note:** Data will continue to sync daily between GameDay and Mailchimp. This includes any updates to member records and addition of new members.