

How to Use YAMM

Yet Another Mail Merge or YAMM is a Google Sheet add-on that is a very easy and helpful tool to send out personalized emails en mass. We use YAMM extensively at the national office to do our weekly podcast and brief outreach, and to send invitations to chapter events.

Step 1: Install YAMM

This feature can only be used in a Gmail-based email. In order to use YAMM, you will first have to install the add-on. To do that, go to your Gmail account and open a Google Sheet. Then, go to add-ons, look for Yet Another Mail Merge, and install the add-on.

Step 2: Draft an Email

The next step is to create a draft email inserting bracketed fields <<like this>> as placeholders for names, and any information you'd like to customize in each email.

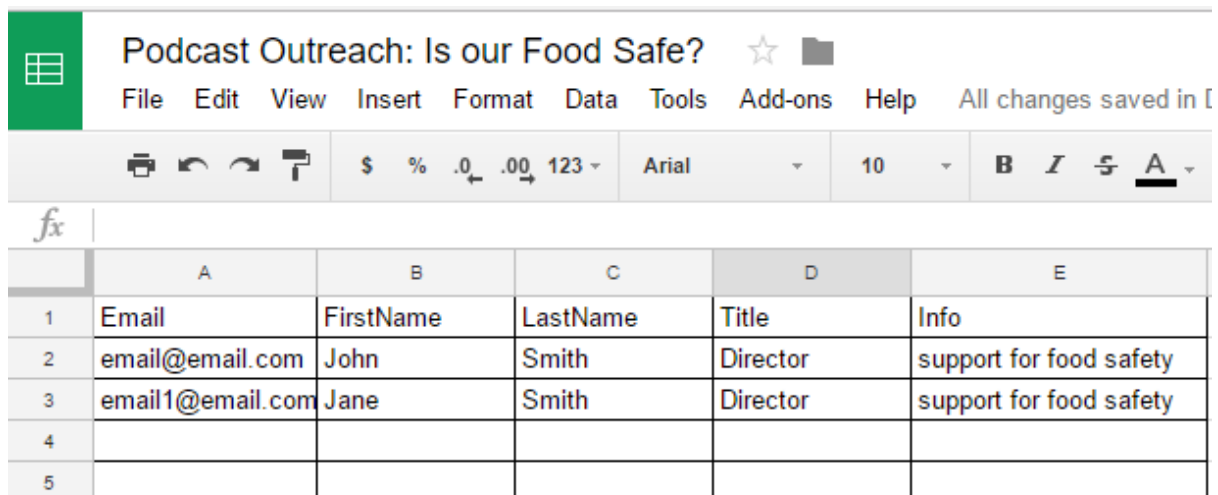
This is an example of a draft email from a podcast outreach:



Step 3: Create Contact List

After that, you will create a spreadsheet with the inputs needed to send your emails. The inputs should include, at a minimum, the recipients' email addresses and names. If you are planning on customizing any other fields, add those as well.

Importantly, the title of the columns in your spreadsheet must match the content in your draft email. Given the example draft email above, the columns in the corresponding spreadsheet should look like this:



	A	B	C	D	E
1	Email	FirstName	LastName	Title	Info
2	email@email.com	John	Smith	Director	support for food safety
3	email1@email.com	Jane	Smith	Director	support for food safety
4					
5					

Step 4: Send the YAMM

The last step is to send the emails. Select “Add-ons” again, then “Yet Another Mail Merge,” and finally “Start a Mail Merge.” Next, select your email template from the dropdown menu. You are now ready to send the mail merge.

As a best practice, we always recommend using the “Send Test Email” option to send yourself a test of what the email will look like to recipients.

In the free version of the add-on, you can only send emails to up to 50 recipients a day. If this isn’t enough for you, feel free to subscribe to one of the paid plans and seek reimbursement from your chapter budget. YAMM offers plans in which you can send up to 1500 emails a day for only \$24 a year.