SESSION TITLE : Using Email Marketing as an Outreach Tool

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SUMMARY OF DISCUSSION, CONCLUSIONS and/or RECOMMENDATIONS:
What Participants Want from Session:

- What are the best methods for good responses?
- Database/List Management?
- Sign up/check in sheets help maintain databases
- Advocacy what can you put in?
- Tips for effective emails
- Preventing over social networking? How know when is too much??
    - The more the better…IF it is very relevant
- Distinction between fundraising/volunteerism versus increasing trail usership.

Mass email options:
Constant Contact (http://www.constantcontact.com) has event management system + subscription management

- has capacity for tracking responses,
- multiple staff can edit same newsletter
- great for rural areas
- some free trainings
- can be simple or complex
- Good system for avoiding being blacklisted, (once blacklisted hard to get un-blacklisted)
- can use existing lists through list exports

Eventville.org (http://eventville.org) – Surveys and preferences for events
Survey Monkey (http://www.surveymonkey.com) – free, includes event registration
Kintera (http://www.kinterainc.com) – all-in one web management, expensive. Kintera is now owned by Blackbaud makers of Raiser's Edge.

Best Practice Tips:

Good:
Relevant and Catchy titles
Identify Audiences
Seek preferred type of engagement
Putting content directly into email-still many challenges with opening content
Keep email size lower by using links to content within web

Not so Good:
Mass emails (depending on constituency)

Getting “blacklisted”

Facebook can be way to engage volunteers on their own terms, but must be kept up very rapidly-no way to really bring people to it, but people who “like” difference between ringing doorbell or leaving it to them to be proactive.

Email may not be as effective because people overloaded, receive too many emails
Switching types of online media for different constituent groups.

List Management:
- Hand out/collect at events
- Use internal lists
- Link on website
- “VolunteerMatch” (http://www.volunteermatch.org) 3rd party list-serve where orgs can sign up
- Have business cards for organization/trail to give out while on trail.
- Offer free resources in exchange for contact information
- Membership & Donor lists
- Large trainings with multiple orgs
- DON’T buy email lists
- Ask chapter chairs
- Local media

Effective Email:
- topics outlined in beginning
- Descriptive title

RECOMMENDATION for PNTS ACTION: None