

- 1 Website:** See chart/statistics on page 5 of this report. Less emphasis on and less contributions to the website = less visitors compared to previous years.

If any board member wants information on the website about their convocation, program, event, committee, etc., please send it to me by email. I need the info in "ready to copy and paste" format.

- 2 Annual Parish Info Sheets:** For 2010, there were 30 Annual Parish Info Sheets submitted for parishes (13 online, 9 mailed, 1 by email, and 8 directly from Convocation Coordinator – Joanna Brooks) and this info has been updated on associated Convocation pages on our website. This is out of 92 parishes in the diocese. There are 41 parishes that we have not had an update since at least 2009. **Even if there continues to be "No active ECW" at a parish, it would be most helpful to have that status reported.**

I am still in the process of converting the online version of the Parish Info Sheet to another application, as there is a problem with the current process (it does not record an email address, if any, for the parish ECW president).


- 3 Constant Contact:** Four "email campaigns" were sent (from 7/19/2010 to 10/1/10) using the Constant Contact email marketing application to help publicize Fall Conference. Also an email campaign reminder was sent for the Birmingham Convocation fall meeting to those email addresses who are coded for the Birmingham convocation. Paula Bird used Constant Contact to send an email campaign about the Blackbelt convocation fall meeting to those email addresses that are coded for Blackbelt. An email campaign was sent in January 2010 promoting the Diocesan First Outreach Summit.

The Constant Contact database is still a work in progress. Please see attached detail pages (2 –4) for further information about the Constant Contact application / database and how we are using it.

**Online Registration:** I converted our online registration process from old application to Constant Contact's new Event Marketing module (which is integrated with the email marketing module and with PayPal.) After a few "burps", this new registration process worked pretty well with a few minor issues that we had to work around. Marilyn Atkins, as Fall Conference Registrar, used this application and was easily able to log into the online application at any time to obtain registration and payment information. 29 people registered online through Constant Contact (17 paying with PayPal and 12 were to send check). There were more online registrations from old process before converting to CC – of these 8 paid with PayPal. A total of 25 paid with PayPal and were charged an extra \$2 to cover the PayPal processing fee. 25 people X \$30 = \$ 750. The net amount collected by PayPal after the processing fee for those 25 people = \$ 767. Therefore we actually made about \$17 extra. (Note: these figures are based on operation reports and may not exactly match the Registrar's final reports due to refunds, cancellations, etc. Please use Registrar's reports for final results for Fall Conference 2010.)

We are now saving over 15% per year on Constant Contact fees since I obtained a non-profit rate discount for Alabama ECW. The Event Marketing module costs an additional \$10/month, for about 6 weeks when we need it during Fall Conference registration. The Event Marketing module can be paid by the month and I discontinued it on our account after Fall Conference 2010. The 2011 budget includes an amount that will cover us to use the Event Marketing module again for next Fall Conference. If we have any other ECW events where we charge a fee and/or need a convenient way to handle a large number of registration, I recommend we use CC for this process.

- 4 Facebook / Social Media:** Valerie Burnes set up a Facebook page for Alabama ECW ([www.facebook.com/AlabamaECW](http://www.facebook.com/AlabamaECW)). We hope this will be helpful in reaching younger women in our diocese. I have made some additions to this page. Anybody who has a facebook account can post to the "wall" so please give it a try. So far there are 39 people who "Like" our FB page! We hope to get lots more. I have begun adding "Social Media" tools and links to our website and email campaigns.

 You can see these links on our "What's New" webpage (also were on the Fall Conference webpage) and there was a Facebook Share button on the last email campaign for Fall Conference. These allow people to "share" information from the website and our email communications to their Facebook (and more) friends and connections. This new form of marketing is very effective, highly targeted, and best of all FREE (currently). I encourage any board members who use Facebook and other social tools to make use of these tools and links to help spread the word about Alabama ECW and our events, programs, and website.

- 5 Email Communications:** If your email address changes, please let me know so I can update the Alabama ECW Board Google Group and the forwarding for ECW custom email addresses. I also will change it on the Board Members webpage.

Each board member is responsible for ensuring that they are receiving emails sent to them through the Google Group email address ([alaecwboard@googlegroups.com](mailto:alaecwboard@googlegroups.com)) and that these are not being stopped by spam-blockers by their computer or their Internet Service Provider (ISP). This responsibility also applies to board members with custom email addresses (such as [treasurer@alabamaecw.org](mailto:treasurer@alabamaecw.org)) where emails are forwarded automatically to their personal email addresses.

- 6** I still would like to find a few women in the diocese that would like to learn how to update the website and/or do the Social Media sharing and linking and/or to use and maintain the Constant Contact application and database. Please let me know of any women who you think would be interested in these responsibilities.

**Alabama ECW – Constant Contact Email Database**  
**Number of Email Addresses by Sub-List/Category as of January 5, 2011**  
 Total Number of Email Addresses = 467 active contacts

PLEASE NOTE! Due to anti-spam laws: Any person can remove their email address from this database at any time with one click at the bottom of any email with no questions asked (there is an optional question about the reason for unsubscribing). Once someone removes themselves, we can not add them back – the person has to add themselves back.

Sub-List/Category	Number of Email Addresses	
General Interest - Ala ECW News (default list)	433	<p><b>Please note this database is a work in progress.</b></p> <p>We need to decide what sub-lists/categories we really need and will make use of in our broadcast email communications.</p> <ul style="list-style-type: none"> <li>Women can add themselves to the database by entering their email address in the box at the top left of the home page of our website. On the signup form, they are given a chance to check off sub-lists/categories that they are interested in and/or belong to.</li> <li>Also, when parish ECWs send in their Annual Parish Info Sheets, all officers with email addresses listed on the sheet are entered into the database and appropriate sub-list/categories are coded.</li> <li>Another way that people are added to the database is that I add any woman who communicates with me by email concerning any ECW activity (mainly concerning the website such as parish events, marketplace items, announcements, photos, etc.)</li> <li>Email campaigns reports show email addresses that “hard bounce” as non-existent. As I have no way of determining their new, changed, or correct email address, these are removed from the database and not replaced unless provided to me.</li> </ul> <p><b>The main goal in general is to maintain as many email addresses of women in our diocese as we can get who want to receive our communications – these will be coded “General Interest” (default list). This will be our base to communicate Fall Conference and any other diocesan wide events, as well as official notifications.</b></p> <p>Now that we are categorizing as many women as possible by convocation. <b>Convocation Coordinators can communicate by email specifically with women in their convocation about their convocation meetings, etc.</b></p>
UTO Interest	51	
CPC Interest	19	
Scholarship Interest	8	
St. Clare's Needle Arts eGuild	35	
DOK Interests	20	
<b>Black Belt Convocation</b>	<b>40</b>	
<b>Birmingham Convocation</b>	<b>130</b>	
<b>Cheaha Convocation</b>	<b>42</b>	
<b>East Alabama Convocation</b>	<b>35</b>	
<b>Montgomery Convocation</b>	<b>50</b>	
<b>Mountain Convocation</b>	<b>41</b>	
<b>Tennessee Valley Convocation</b>	<b>77</b>	
President of Parish ECW*	51	
Contact at Parish (Not President)	74	
Treasurer of Parish ECW*	2	
DOK President of Parish *	13	
UTO Chair of Parish ECW *	42	
CPC Chair of Parish ECW *	14	
Former Parish ECW President	63	
Clergy **	17	
Convocation Coordinators and Treasurers	14	
Committees and Coordinators	25	
Alabama ECW Diocesan Board	27	
Alabama ECW Diocesan Board - Previous Member	27	
Board Officers	8	
Clergy Liaison	1	
National / Province IV Officers	3	
Attended 2009 Fall Conference	96	
Attended 2010 Fall Conference	101	
<p>*Some Sub-List/Categories that have people still coded in that category that are out of date and need to be moved out.</p> <p>** We have clergy on our list if they want to be on it, but we won't try to maintain an official list. The official list is now kept by Carpenter House and they will help you send an email to all clergy.</p>		

## Alabama ECW – Constant Contact Email Database

### Contact Counts as of January 5, 2011

	Prior	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Overall
New Contacts	467	2	1	0	118	26	31	1	1	2	33	682
Removed Contacts	14	0	0	0	35	65	86	4	1	0	0	205
Do Not Mail List	7	0	0	0	2	0	1	0	0	0	0	10
Growth	446	2	1	0	81	-39	-56	-3	0	2	33	467
Total Contacts	446	448	449	449	530	491	435	432	432	434	467	467

### Key

<b>Prior</b>	Total of the months not shown.
<b>Overall</b>	Totals since using Constant Contact.
<b>New Contacts</b>	Contacts added to database.
<b>Removed Contacts</b>	Contacts removed by List Owner.
<b>Do Not Mail List</b>	Contacts moved to Do Not Mail List.
<b>Growth</b>	Net contact growth.
<b>Total Contacts</b>	Total number of contacts at the end of that period.

**FYI:** At our current non-profit pricing rate, the Constant Contact Email Marketing application costs Alabama ECW \$126 per year (if we prepay 12 months in advance and for list size of 500 or less email addresses). If we increase our list size over 500, then it will cost \$252 per year. This cost does not include use of any other features offered, such as the Event Marketing module, which I hope we will use again for Fall Conference for registration period of about 6 weeks – and runs about \$10 per month.

## Alabama ECW – Constant Contact Email Database -Email Campaigns Report

Date Sent	Email Campaign Name	Sent	Bounces	Spam Reports	Opt-outs	Opens	Clicks	Forwards
11/1/2010	Birmingham Convocation Fall Meeting Nov. 3, 2010	144	1.4% (2)	0	0	38.0% (54)	9.3% (5)	0
10/1/2010	Blackbelt Fall Convocation 2010	57	0	0	0	40.4% (23)	0	0
10/1/2010	Last Reminder: ECW Fall Conference	435	2.1% (9)	0	0	30.0% (128)	14.1% (18)	0
9/13/2010	Reminder Fall Conference- Hotel Discount Cutoff Date 9/15	447	4.7% (21)	0	0	31.5% (134)	18.7% (25)	0.7% (1)
9/2/2010	Join Us: 121st Annual ECW Fall Conference	437	4.1% (18)	0	0.2% (1)	46.5% (195)	27.2% (53)	1.0% (2)
7/19/2010	2010 Fall Conference - Mark Your Calendar	539	21.5% (116)	1	0.4% (2)	41.6% (176)	30.7% (54)	0.6% (1)
1/7/2010	Diocesan First Outreach Summit	442	19.7% (87)	1	0.2% (1)	45.4% (161)	26.7% (43)	0
10/1/2009	Last Reminder Fall Conference 2009	436	18.8% (82)	0	0	27.7% (98)	17.3% (17)	0
9/24/2009	Reminder Hotel Deadline / Raffle Info Fall Conference 2009	440	19.3% (85)	0	0	31.5% (112)	25.0% (28)	0.9% (1)
9/11/2009	Fall Conference 2009	444	21.4% (95)	0	0	38.1% (133)	24.8% (33)	0
9/6/2009	2009 09-05 Bham Convocation Meeting Invite	15	0	0	0	46.7% (7)	0	0
4/28/2009	2009 04-28 Women's Weekend	254	17.7% (45)	0	0	37.8% (79)	7.6% (6)	0
4/20/2009	2009 04-17 Women's Weekend	254	17.7% (45)	0	0	38.8% (81)	13.6% (11)	0
1/19/2009	2009 01-19 Request for Updated Officer Info	63	6.3% (4)	0	0	61.0% (36)	36.1% (13)	0
1/19/2009	2009 01-19 Request for Pictures	247	16.6% (41)	0	0	52.4% (108)	0	0
9/4/2008	2008 09-03 Fall Conference Invitation	240	13.8% (33)	0	0	52.7% (109)	17.4% (19)	0
5/1/2008	2008 Women's Weekend Reminder	241	12.4% (30)	0	0.4% (1)	46.4% (98)	25.5% (25)	4.1% (4)
4/14/2008	Art Auction Reminder - April 2008	376	15.2% (57)	0	0.8% (3)	37.3% (119)	43.7% (52)	0.8% (1)
2/20/2008	2008 02-20 Art Auction	376	15.2% (57)	0	0.3% (1)	35.7% (114)	0	0
8/12/2007	2007 Aug 10 - 2007 Fall Convocation Letter to Pres/Contacts	55	1.8% (1)	0	0	66.7% (36)	41.7% (15)	0
7/10/2007	2007 Jul 10 - Bylaw Change Request Letter	69	2.9% (2)	0	0	67.2% (45)	6.7% (3)	0
7/5/2007	2007 07-03 Fall Conference Announcement to Clergy	142	9.2% (13)	0	0	36.4% (47)	0	0
6/15/2007	2007 Jun 15 - Bylaw Change Request Letter	46	0	0	0	47.8% (22)	0	0
<b>Comparative Metrics</b>		<b>Sent</b>	<b>Bounces</b>			<b>Opens</b>	<b>Clicks</b>	<b>Forwards</b>
Overall		6199	13.6% (843)			39.5% (2115)	19.9% (420)	0.5% (10)
Last 3 months		144	1.4% (2)			38.0% (54)	9.3% (5)	0

**Key:**

**Sent:** The total emails sent, including bounces.

**Bounces:** Emails sent, but not received by your contacts.

**Bounced percent:** Number of bounced emails divided by number sent.

**Spam Reports:** Number of complaints received from an email.

**Opened percent:** Number of opened emails divided by number of emails delivered (delivered = emails sent minus emails bounced).

**Clicks:** Contacts who clicked from an email to your website.

**Click-through percent:** Number of click-throughs divided by number opened.

**Forwards:** Number of times the email was forwarded using the Forward Email to a Friend link.

**Forward Email to Friend %:** Number of forwarded emails divided by the number opened.

**Opt-outs:** Contacts who moved themselves to Do Not Mail List.

**Opt-out percent:** Number of opt-outs divided by number sent.

**Opens:** Trackable emails your contacts received and viewed.

**Overall:** Totals since using Constant Contact.

**Last 3 months:** Totals for the last three months.

# Alabama ECW – Website Unique Visitors

