

Website Report for ECW Board - August 2010 www.alabamaecw.org

Submitted by: Sally Sinclair webmaster@alabamaecw.org sally@sinclairservices.net

1 If any board member wants information on the website about their convocation, program, event, committee, etc., please send it to me by email.

2 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 website.

Each board member is responsible for ensuring that they are receiving emails sent to them through the Google Group email address (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 where emails are forwarded automatically to their personal email addresses.

3 Website statistics - see chart on page 5. Less emphasis on website = less visitors compared to previous years.

4 For 2010 to date, there have been 21 Annual Parish Info Sheets submitted (13 online, 7 mailed, and 1 by email) from parishes and this info has been updated on associated Convocation pages on our website. This is out of 92 parishes in the diocese. There are 44 parishes that we have not had an update on since at least 2008. Even if there continues to be "No active ECW " at a parish, it would be most helpful to have that status reported.

I am 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.





5 Two "email campaigns" have been sent using the Constant Contact application to help publicize Fall Conference, with at least one more scheduled to go out to remind and encourage registration. An email campaign was sent in January 2010 promoting the Diocesan First Outreach Summit.

6 The Constant Contact database / email application is a work in progress. I have done extensive update and cleaning. I removed over 150 out of date / incorrect email addresses and have added about 140 new or corrected ones. I created sub-lists/categories so that we can code people in this database with details that will allow us to target communications, such as Convocation fields so that we can begin using this application on the convocation level, if wanted. An example would be for Convocation Coordinator to send email to all in the database that are coded for their convocation to inform them of Convocation meetings in spring and fall.

I obtained a non-profit rate discount for Alabama ECW from Constant Contact, by providing documentation of our tax exempt status that I obtained from Rob Morpeth. This should have been done when the account was opened in 2007. This will save us over 15% per year.

I converted our online registration process from old application to Constant Contact's new Event Marketing module. This module for event registration is integrated with the email marketing module. The Event Marketing module costs an additional \$10/month, which for about 6 weeks this year, I will pay for personally as I wanted to use this as a test to see if it would help smooth out some issues we were having with the old application. The Event Marketing module can be paid by the month and I will discontinue it on our account after Fall Conference. I would like the board to discuss whether we want to pay the additional \$25 for its use next year (for an approximate 10 week period) and will bring this to the board at one of the early 2011 board meetings.

Please see attached detail pages (2 -4) for further information about the Constant Contact application / database and how we are using it.

7 I have begun adding "Social Media" tools and links to our website and email campaigns.     ShareThis You can see these links on our "What's New" and Fall Conference webpages and there was a Facebook Share button on the most recent email campaign. 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. Valerie Burnes has volunteered to set up a Facebook page for Alabama ECW which might be very helpful in reaching younger women in our diocese.

8 For several reasons, I am seeking full time permanent employment and therefore will have to change how I work in my current capacity as web and email marketing consultant. This means I will not be able to spend as much time on Alabama ECW web and email projects as I have been. I would like to find a few women in the diocese that would like to learn how to update the website and 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. As many of you know, my passion is Marketing and utilizing analysis to improve marketing efforts. If any of you have any contacts that you think would be helpful to me in my job search, I would most appreciate it.

Alabama ECW – Constant Contact Email Database
Number of Email Addresses by Sub-List/Category as of September 3, 2010

Total Number of Email Addresses = 435 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)	397
UTO Interest	47
CPC Interest	19
Scholarship Interest	2
St. Clare's Needle Arts eGuild	1
DOK Interests	16
Black Belt Convocation	30
Birmingham Convocation	115
Cheaha Convocation	24
East Alabama Convocation	31
Montgomery Convocation	52
Mountain Convocation	36
Tennessee Valley Convocation	81
President of Parish ECW*	50
Contact at Parish (Not President)	73
Treasurer of Parish ECW*	2
DOK President of Parish *	12
UTO Chair of Parish ECW *	43
CPC Chair of Parish ECW *	14
Former Parish ECW President	62
Clergy **	3
Convocation Coordinators and Treasurers	20
Committees and Coordinators	16
Alabama ECW Diocesan Board	44
Alabama ECW Diocesan Board - Previous Member	27
Board Officers	20
Clergy Liaison	1
National / Province IV Officers	3
Attended 2009 Fall Conference	103

Please note this database is a work in progress.

I started with the sub-lists/categories that Lisa Gruner made and then have added some (like convocations and St. Clare's Needle Arts) and dropped some. We need to decide what sub-lists/categories we really need and will make use of in our broadcast email communications.

- 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.
- 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.
- 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.)
- 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.

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.

Now that we are categorizing as many women as possible by convocation, Convocation Coordinators can communicate by email specifically with women in their convocation about their convocation meetings, etc.

*Some Sub-List/Categories that have people still coded in that category that are out of date and need to be moved out.

** Originally (starting in 2007) there was a goal of having an up to date database of all clergy in the diocese, due lack of having such a database available. But in recent years it was not maintained very well and Carpenter House now has this up to date list of clergy and it is available to us to use. Therefore, we now have clergy on our list if they want to be on it, but we won't try to maintain an official list.

Alabama ECW – Constant Contact Email Database

Contact Counts as of September 3, 2010

	Prior	Apr	May	Jun	Jul	Aug	Sep	Overall
New Contacts	467	2	1	0	118	26	0	614
Removed Contacts	14	0	0	0	35	65	55	169
Do Not Mail List	7	0	0	0	2	0	1	10
Growth	446	2	1	0	81	-39	-56	435
Total Contacts	446	448	449	449	530	491	435	435

Key

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

FYI: At our current (new) non-profit pricing rate, the Constant Contact 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.

Alabama ECW – Constant Contact Email Database Email Campaigns Report

Date Sent	Email Campaign Name	Sent	Bounces	Spam Reports	Opt-outs	Opens	Clicks	Forwards
9/2/2010	Join Us: 121st Annual ECW Fall Conference (statistics as of 9/3/10)	437	4.1% (18)	0	0.2% (1)	35.3% (148)	20.3% (30)	0
7/19/2010	2010 Fall Conference - Mark Your Calendar	539	21.5% (116)	1	0.4% (2)	41.4% (175)	30.3% (53)	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
Comparative Metrics		Sent	Bounces			Opens	Clicks	Forwards
Overall		5116	15.9% (811)			40.1% (1726)	20.2% (348)	0.4% (7)
Last 3 months		976	13.7% (134)			38.1% (321)	25.9% (83)	0.3% (1)

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 the number sent.
Spam Reports	Number of complaints received from an email.
Opt-outs	Contacts who moved themselves to your Do Not Mail List.
Opt-out percent	Number of opt-outs divided by the number sent.
Opens	Trackable emails your contacts received and viewed.
Opened percent	Number of opened emails divided by the 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 the number opened.
Forwards	Number of times the email was forwarded using the Forward Email to a Friend link.
Forward Email to a Friend percent	Number of forwarded emails divided by the number opened.
Overall	Totals since using Constant Contact.
Last 3 months	Totals for the last three months.

Alabama ECW – Website Unique Visitors

