

Website Report for ECW Board - April 2011 www.alabamaecw.org

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

Annual Parish Info Sheets: For 2011 to date, 9 parishes have submitted the Annual Parish Info Sheets (all online) plus Dianne Weatherford and Alyce Daniel sent me an updated listing of all the Birmingham parishes and this info has been updated on associated Convocation pages on our website. **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).

Constant Contact: Paula Bird used Constant Contact to send an email campaign about the Blackbelt convocation spring meeting (as she did for her Fall meeting) to those email addresses that are coded for Blackbelt. I would like to see some of the other convocations use the method to communicate with all the women that we have emails for in their convocation.

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

Facebook / Social Media: We have 84 people who “Like” our FB page (up from 39 in last report.) Anybody who has a facebook account can post to the “wall” so please give it a try. Please mention this at convocation meetings and that any parish can post activities, etc. on this FB page.

Board 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) 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) where emails are forwarded automatically to their personal email addresses.

Website: See chart/statistics on page 5 of this report. Unique visitors to the website is up very slightly from same periods last year.

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.

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 April 8, 2011
 Total Number of Email Addresses = 490 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.

	Number of Email Addresses	
General Interest - Ala ECW News (default list)	457	<p>Please note this database is a work in progress.</p> <p>We need to decide what sub-ists/categories we really need and will make use of in our broadcast email communications.</p> <p>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.</p> <p>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.</p>
UTO Interest	55	
CPC Interest	23	
Scholarship Interest	9	
St. Clare's Needle Arts eGuild	36	
DOK Interests	22	
Black Belt Convocation	41	
Birmingham Convocation	143	
Cheaha Convocation	41	
East Alabama Convocation	35	
Montgomery Convocation	54	
Mountain Convocation	40	
Tennessee Valley Convocation	81	
President of Parish ECW*	56	
Contact at Parish (Not President)	78	
Treasurer of Parish ECW*	2	
DOK President of Parish *	13	
UTO Chair of Parish ECW *	42	
CPC Chair of Parish ECW *	16	
Former Parish ECW President	72	
Clergy **	22	
Convocation Coordinators and Treasurers	15	
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	95	
Attended 2010 Fall Conference	101	

Alabama ECW – Constant Contact Email Database

Contact Counts as of April 8, 2011

	Prior	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Overall
New Contacts	467	2	1	0	118	26	31	1	1	2	39	2	10	8	708
Removed	14	0	0	0	35	65	86	4	1	0	0		1	2	208
Do Not Mail	7	0	0	0	2	0	1	0	0	0	0		0	0	10
Growth	446	2	1	0	81	-39	-56	-3	0	2	39	2	9	6	490
Total Contacts	446	448	449	449	530	491	435	432	432	434	473	475	484	490	490

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 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.

Alabama ECW – Constant Contact Email Database - Email Campaigns Report

Date Sent	Email Campaign Name	Sent	Bounces	Spam Reports	Opt-outs	Opens	Clicks	Forwards
4/6/2011	Blackbelt Spring Conv 2011	88	2.3% (2)	0	0	41.9% (36)	0	0
1/25/2011	Like us on FaceBook	471	2.3% (11)	0	0	37.0% (170)	28.8% (49)	0
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
Comparative Metrics		Sent	Bounces			Opens	Clicks	Forwards
Overall		6758	12.7% (856)			39.3% (2321)	20.2% (469)	0.4% (10)
Last 3 months		88	2.3% (2)			41.9% (36)	0	0

Sent: Total emails sent, including bounces.

Bounces: Emails sent, but not received by contacts.

Bounced %: Number of bounced emails divided by number sent.

Spam Reports: Number of complaints received

Opened %: Number of opened emails divided by # of emails delivered (delivered = emails sent minus emails bounced).

Clicks: Contacts who clicked from an email to website.

Click-through %: Number of click-throughs divided by #opened.

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

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

Opt-out %: Number of opt-outs divided by # sent.

Opens: Trackable emails your contacts received and viewed.

Overall: Totals since using Constant Contact.

Last 3 months: Totals for last 3 months.

Alabama ECW – Website Unique Visitors

