

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

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

Annual Parish Info Sheets:

For 2011 to date, 14 Annual Parish Info Sheets (10 online + 4 mail/by hand) have been submitted plus Dianne Weatherford and Alyce Daniel sent updated listings 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 once a year.

Constant Contact:

Paula Bird used Constant Contact to send email campaigns about the Blackbelt convocation spring meeting (as she did for her Fall 2010 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.

For the 2nd year, we are utilizing the Constant Contact Event Marketing module for Fall Conference registration. This year, Montgomery Convocation will use it for non-online registrations. As of 9/2/11, 17 online registrations have been received.

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 92 people who “Like” our FB page (up from 84 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 are down 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.

Alabama ECW – Constant Contact Email Database
Number of Email Addresses by Sub-List/Category as of Sept. 2, 2011
 Total Number of Email Addresses = 529 active contacts

	Number of Email Addresses		
General Interest (default list)	452	<p>Please note this database is a work in progress.</p> <p>We need to decide what sub-lists/categories we really need and will make use of in our broadcast email communications.</p>	
UTO Interest	55		
CPC Interest	24		
Scholarship Interest	10		
St. Clare's Needle Arts eGuild	35		
DOK Interests	21		
Black Belt Convocation	40		
Birmingham Convocation	189		<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>
Cheaha Convocation	42		
East Alabama Convocation	35		
Montgomery Convocation	53		
Mountain Convocation	39		
Tennessee Valley Convocation	79	<p>We are categorizing as many women as possible by convocation.</p> <p>Convocation Coordinators can communicate by email specifically with women in their convocation about their convocation meetings, etc.</p> <p>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.</p>	
President of Parish ECW	58		
Contact at Parish (Not President)	78		
Treasurer of Parish ECW	2		
DOK President of Parish	13		
UTO Chair of Parish ECW	37		
CPC Chair of Parish ECW	16		
Former Parish ECW President	76		
Clergy	24		
Convocation Coordinators and Treasurers	15		
Committees and Coordinators	25		
Diocesan Board	27		
Diocesan Board - Previous Member	26		
Board Officers	8		
Clergy Liaison	1		
National / Province IV Officers	3		
Attended 2009 Fall Conference	93		
Attended 2010 Fall Conference	101		

Alabama ECW – Constant Contact Email Database

Contact Counts as of Sept. 2, 2011

	Prior	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Overall
New	467	2	1	0	118	26	31	1	1	2	39	2	10	10	0	1	0	52	0	763
Removed	14	0	0	0	35	65	86	4	1	0	0		1	6	0	0	0	0	11	223
Do Not Mail	7	0	0	0	2	0	1	0	0	0	0		0	0	0	0	0	1	0	11
Growth	446	2	1	0	81	-39	-56	-3	0	2	39	2	9	46	0	1	0	51	-11	529
Total	446	448	449	449	530	491	435	432	432	434	473	475	484	488	488	489	489	540	529	529

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: Non-profit pricing rate for the Constant Contact Email Marketing application using prepay 12 months option is \$126 per year for list size of 500 or less email addresses and for list size over 500 is \$252 per year. This cost does not include use of any other features offered, such as the Event Marketing module, which we use for Fall Conference.

We pay this cost no matter how many or little email campaigns we send out. We need to make more use of this communication resource to make it more cost efficient.

Alabama ECW – Constant Contact Email Database - Email Campaigns Report

Comparative Metrics – All Email Campaigns		Sent	Bounces			Opens	Clicks	Forwards
Overall		7738	11.8%			39.3%	19.9%	0.4%
Last 3 months		980	5.6%			39.1%	18.0%	0.3%
Date Sent	Email Campaign Name	Sent	Bounces	Spam Reports	Opt-outs	Opens	Clicks	Forwards
8/27/2011	Deadline ECW Hotel -Fall Conference- Group Discount	491	4.3%	0	0.2%	36.8%	20.2%	0
7/28/2011	Save the Date!122nd Annual ECW Fall Conference 2011	489	7.0%	0	0	41.5%	15.9%	0.5%
4/6/2011	Blackbelt Spring Conv 2011	88	2.3%	0	0	41.9%	0	0
1/25/2011	Like us on FaceBook	471	2.3%	0	0	37.0%	28.8%	0
11/1/2010	Birmingham Convocation Fall Meeting Nov. 3, 2010	144	1.4%	0	0	38.0%	9.3%	0
10/1/2010	Blackbelt Fall Convocation 2010	57	0	0	0	40.4%	0	0
10/1/2010	Last Reminder: ECW Fall Conference	435	2.1%	0	0	30.0%	14.1%	0
9/13/2010	Reminder Fall Conference- Hotel Discount Cutoff Date	447	4.7%	0	0	31.5%	18.7%	0.7%
9/2/2010	Join Us: 121st Annual ECW Fall Conference	437	4.1%	0	0.2%	46.5%	27.2%	1.0%
7/19/2010	2010 Fall Conference - Mark Your Calendar	539	21.5%	1	0.4%	41.6%	30.7%	0.6%
1/7/2010	Diocesan First Outreach Summit	442	19.7%	1	0.2%	45.4%	26.7%	0
10/1/2009	Last Reminder Fall Conference 2009	436	18.8%	0	0	27.7%	17.3%	0
9/24/2009	Reminder Hotel Deadline / Raffle Fall Conference 2009	440	19.3%	0	0	31.5%	25.0%	0.9%
9/11/2009	Fall Conference 2009	444	21.4%	0	0	38.1%	24.8%	0
9/6/2009	2009 09-05 Bham Convocation Meeting Invite	15	0	0	0	46.7%	0	0
4/28/2009	2009 Women's Weekend	254	17.7%	0	0	37.8%	7.6%	0
4/20/2009	2009 Women's Weekend	254	17.7%	0	0	38.8%	13.6%	0
1/19/2009	2009 01-19 Request for Updated Officer Info	63	6.3%	0	0	61.0%	36.1%	0
1/19/2009	2009 01-19 Request for Pictures	247	16.6%	0	0	52.4%	0	0
9/4/2008	2008 Fall Conference Invitation	240	13.8%	0	0	52.7%	17.4%	0
5/1/2008	2008 Women's Weekend Reminder	241	12.4%	0	0.4%	46.4%	25.5%	4.1%
4/14/2008	Art Auction Reminder - April 2008	376	15.2%	0	0.8%	37.3%	43.7%	0.8%
2/20/2008	2008 Art Auction	376	15.2%	0	0.3%	35.7%	0	0
8/12/2007	2007 Fall Convocation Letter to Pres/Contacts	55	1.8%	0	0	66.7%	41.7%	0
7/10/2007	2007 Jul 10 - Bylaw Change Request Letter	69	2.9%	0	0	67.2%	6.7%	0
7/5/2007	2007 Fall Conference Announcement to Clergy	142	9.2%	0	0	36.4%	0	0
6/15/2007	2007 Jun 15 - Bylaw Change Request Letter	46	0	0	0	47.8%	0	0

<p>Sent: Total sent, including bounces Bounces: Emails sent, but not received by contacts Bounced %: # bounced emails divided by # sent Spam Reports: # complaints received Opt-outs: Contacts moved themselves to Do Not Mail List Opt-out %: # opt-outs divided by # sent Opens: Trackable emails contacts received and viewed</p>	<p>Opened %: # opened divided by # delivered (delivered = sent minus bounced) Clicks: # Contacts who clicked from email through to website Click-through %: # click-throughs divided by # opened Forwards: # times email forwarded using Forward Email to Friend link Forwards %: # forwarded divided by # opened Overall: Totals since using Constant Contact Last 3 months: Totals for last 3 months</p>
---	---

Alabama ECW – Website Unique Visitors - Feb. 2006 – Aug. 2011

