

## **Spreading the Word: Raising Awareness and Funds with Email**



Section 1: Email 101

Section 2: Getting Started

Section 3: Getting Your Email Delivered and Read

Section 4: Interpreting Results: Reporting and Tracking

# Spreading the Word:

## Raising Awareness and Funds with Email



### Section 1: Email 101

- Why Email?
- What is Email Marketing?
- Why Use an Email Service?
- Why Email Works

“What’s email? I don’t like you. Go away.”

**-Foundation of Hermits and Recluses**

“Tournament participation has increased 30% since we started sending email reminders to our members.”

**-United States Tennis Association, Central Arizona**

“Our email newsletter provides added value for our sponsors.”

**-YMCA of the USA**

“Email allows us to stay in touch with our supporters on a regular basis. It’s a powerful tool for relationship building.”

**-America on the Move**

“Our donors say they love receiving our beautiful e-newsletters and e-invites, and our staff loves how professional they make our organization look.”

**-United Way of Tucson and Southern Arizona**

# Why Email?



Because people read it:

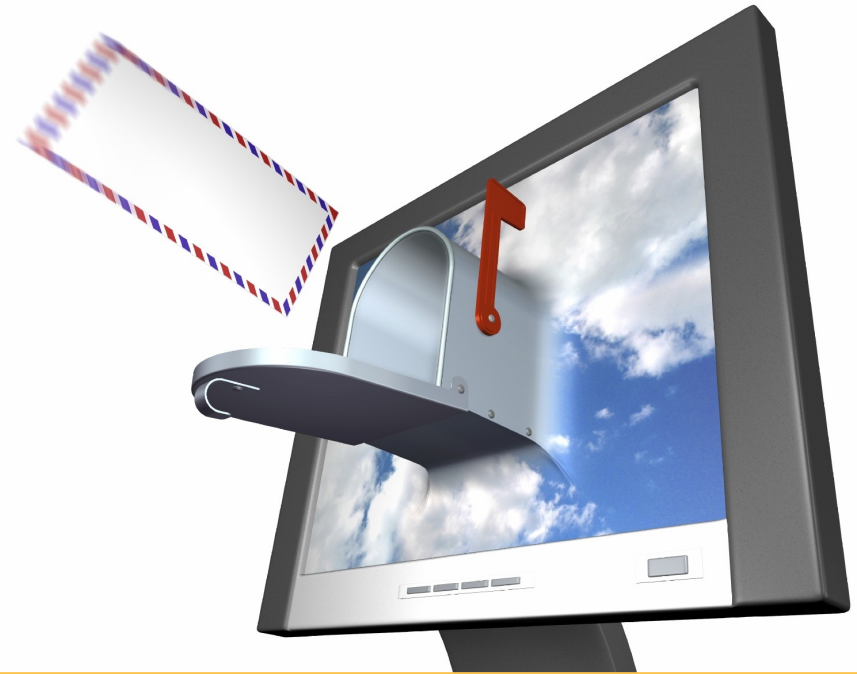
- 91% of Internet users between the ages of 18 and 64 send or read email
- An even higher number of users ages 65 or older do the same
- 147 million people across the country use email, most use it every day.



Source: eMarketer

## It's Cost-effective: Direct Mail vs. Email

- For the same response, direct mail costs 20 TIMES as much as email



Source:  
Forrester Research, Inc

# What is Email Marketing?

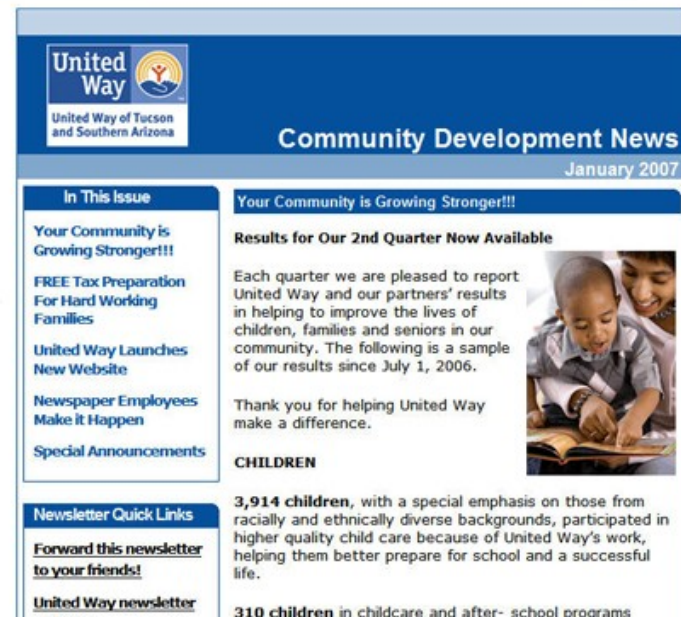
Utilizing email to create, strengthen, and maintain relationships with stakeholders:

- Establishes regular, ongoing communication
- Educates
- Promotes identity awareness
- Keeps supporters informed
- Broadens your audience

“Nonprofits that don't integrate email into the management of their relationships remain profoundly disconnected.”

"Disconnected: the 2001 Nonprofit Email Survey."  
Michael C. Gilbert, August 2001

From: United Way [duncan@unitedwaytucson.org]  
To: Cates, Ron  
Cc:  
Subject: Results Hot Off the Press!  
Sent: Thu 1/25/2007 10:02 AM



**United Way**  
United Way of Tucson and Southern Arizona

## Community Development News

January 2007

**In This Issue**

- Your Community is Growing Stronger!!!
- FREE Tax Preparation For Hard Working Families
- United Way Launches New Website
- Newspaper Employees Make it Happen
- Special Announcements


**Newsletter Quick Links**

- [Forward this newsletter to your friends!](#)
- [United Way newsletter](#)

**Your Community is Growing Stronger!!!**

**Results for Our 2nd Quarter Now Available**

Each quarter we are pleased to report United Way and our partners' results in helping to improve the lives of children, families and seniors in our community. The following is a sample of our results since July 1, 2006.



Thank you for helping United Way make a difference.

**CHILDREN**

**3,914 children**, with a special emphasis on those from racially and ethnically diverse backgrounds, participated in higher quality child care because of United Way's work, helping them better prepare for school and a successful life.

**310 children** in childcare and after-school programs

## They Make it Easy

- Manage your database (subscriptions, bounces, unsubscribes)
- Templates make creation of professional-looking campaigns easy
- Maximize delivery

## They're Affordable

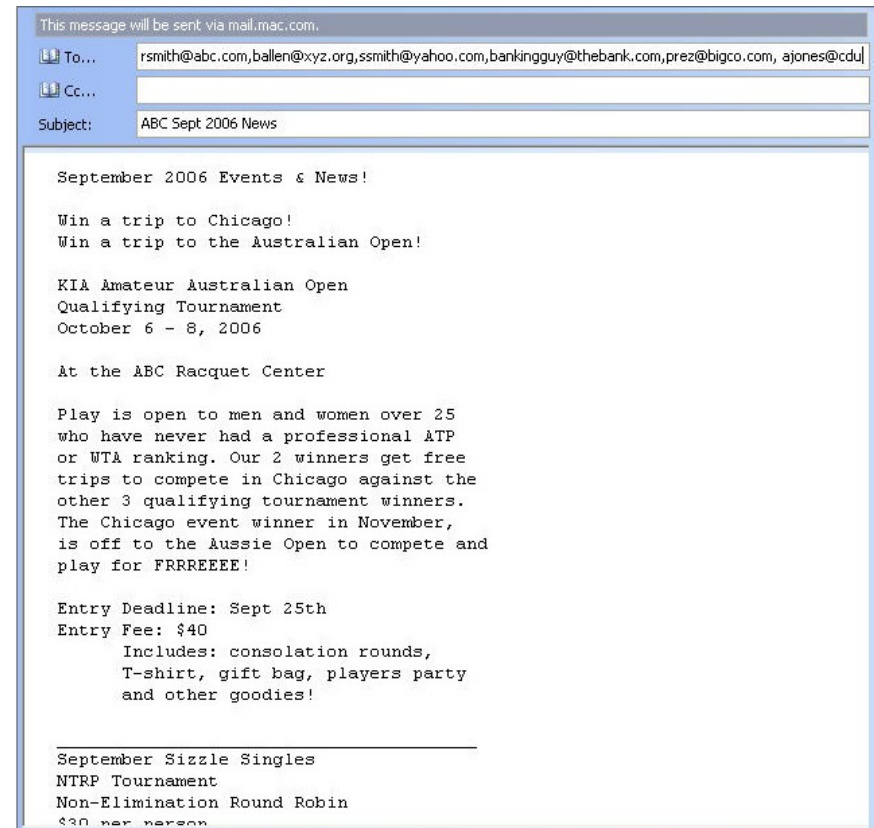
- Start as low as \$15/month
- Discounts for nonprofits
- Fractions of pennies per email

## They Teach Best Practices

- Email best practices are built right into the service (unsubscribe management, from address verification, & physical address appending)
- Online educational seminars

## Standard Email Programs (e.g. Outlook, Hotmail)

- Limited # of emails sent at one time
- No formatting control
- List break up more susceptible to filters
- No cohesive branding
- No tracking and reporting of email results



# Email Service vs. Outlook



## Email marketing services automate best practices

- Provide easy-to-use templates
- Reinforce brand identity
- Email addressed to recipient only
- Manage lists – adding new subscribers, handling bounce-backs, removing unsubscribes
- Ensure email delivery, tracks results and obeys the law

From: USTA Central AZ [larry@phoenixtennis.com] Sent: Thu 10/12/2006 9:38 AM  
To: Cates, Ron  
Cc:  
Subject: News from USTA Central Arizona

### USTA Central Arizona News & Events

October 2006

**In This Issue**

- Paseo Racquet Center Hosts Kia Amateur Australian Open
- Jensen Brothers Coming to Gold Key Racquet Club
- October Events

**Links**

 Click to visit

**Join our list**

Join our mailing list!

USTA Central Arizona hopes you find these email messages informative and useful. Please use the "Forward email" link at the bottom of this page to invite all of your fellow tennis players, fans, and enthusiasts to subscribe to our free e-newsletter.

**Paseo Racquet Center Hosts Kia Amateur Australian Open**

**Win a chance to go to the 2007 Australian Open!**

This singles tournament is for Men & Women over 25 and is a regional USA qualifying tournament. Events will be held on October 6-8, 2006 at Paseo Racquet Center. For more information contact Ed Prudhomme at (623) 979-1234.



**Jensen Brothers Coming to Gold Key Racquet Club**

**Presented by Gold Key Racquet Club and IMG**

Former Grand Slam Champions and TV Personalities Luke and Murphy Jensen will be holding a special 2 day tennis workshop at Gold Key Racquet Club in North Phoenix on Saturday and Sunday, October 7 & 8, 2006. The workshop will be for players of all skill levels and there will be

# Why Does Email Work?

Because people open email from those they know and trust...


From: Larry Funk [larry@phoenixtennis.com]  
To: Gates, Ron  
Cc:  
Subject: News from USTA Central Arizona

### USTA Central Arizona NEWS & EVENTS

**In This Issue**


- [Scholarships Available](#)
- [Coaches Workshop](#)
- [Upcoming Junior Tournaments](#)
- [Upcoming Adult Tournaments](#)

**Featured Article**




Each year, the USTA Tennis & Education Foundation awards scholarships to deserving youngsters who have participated in United States

USTA Central Arizona hopes you find these email messages informative and useful. Please use the "Forward email" link at the bottom of this page to invite all of your fellow tennis players, fans, and enthusiasts to subscribe to our free email newsletter!

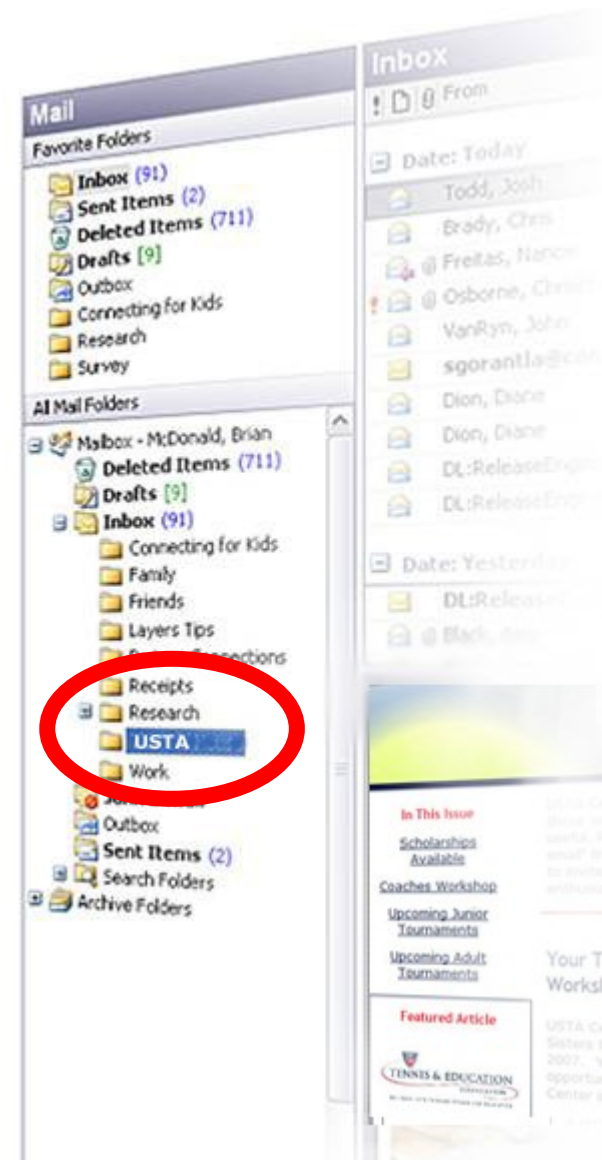


**Your Turn For Tennis Coaches Workshop**



USTA Central Arizona has teamed up with Big Brothers Big Sisters to offer a new sports and citizenship program in 2007. Your Turn For Tennis will offer Bigs and Littles an opportunity to learn and play tennis at Kiwanis Tennis Center in Tempe, AZ.

A recreational coaches workshop was held on Saturday, January 20th, for fifteen new coaches for the Your Turn For Tennis program. These new coaches will assist the professional teaching staff at Kiwanis Tennis Center to give lessons to Bigs and Littles who register for on-going classes. The workshop was conducted by Bill Lucero from the USTA Southwest Section.



And Simply Delete Everything Else



### Section 2: Getting Started

- Create a Winning Strategy
- Build Your Permission-based List
- Determine Format, Frequency, and Delivery
- Develop Compelling Content
- Optimize Usability

# A “Winning Strategy” Includes:



- Setting objectives
- Collecting contact information
- Determining message format
- Creating a delivery schedule
- Planning time for management and production
- Building professional communications
- Analyzing results
- Continuously refining your strategy!

Define objectives:  
“I want to...”

- Motivate stakeholders
- Enhance mission awareness
- Interact with my members
- Increase event attendance
- Bring visitors back to my website
- Obtain financial support

Use objectives  
to determine:

- What information to collect
- Communication type
- Communication frequency
- Measuring success

# Collecting Contact Information

Collect email addresses and permission at every contact point:

- Website
- Guest book
- Events
- Donors
- Volunteers
- Use features that build lists for you:
  - Send to a Friend

Start NOW!



57% of those surveyed will fill out a card to receive email alerts when asked to.

**Source: Transact Media Group**

# Permission – What is It?



Types of permission:

Explicit: Opt in from your website or fill out a card

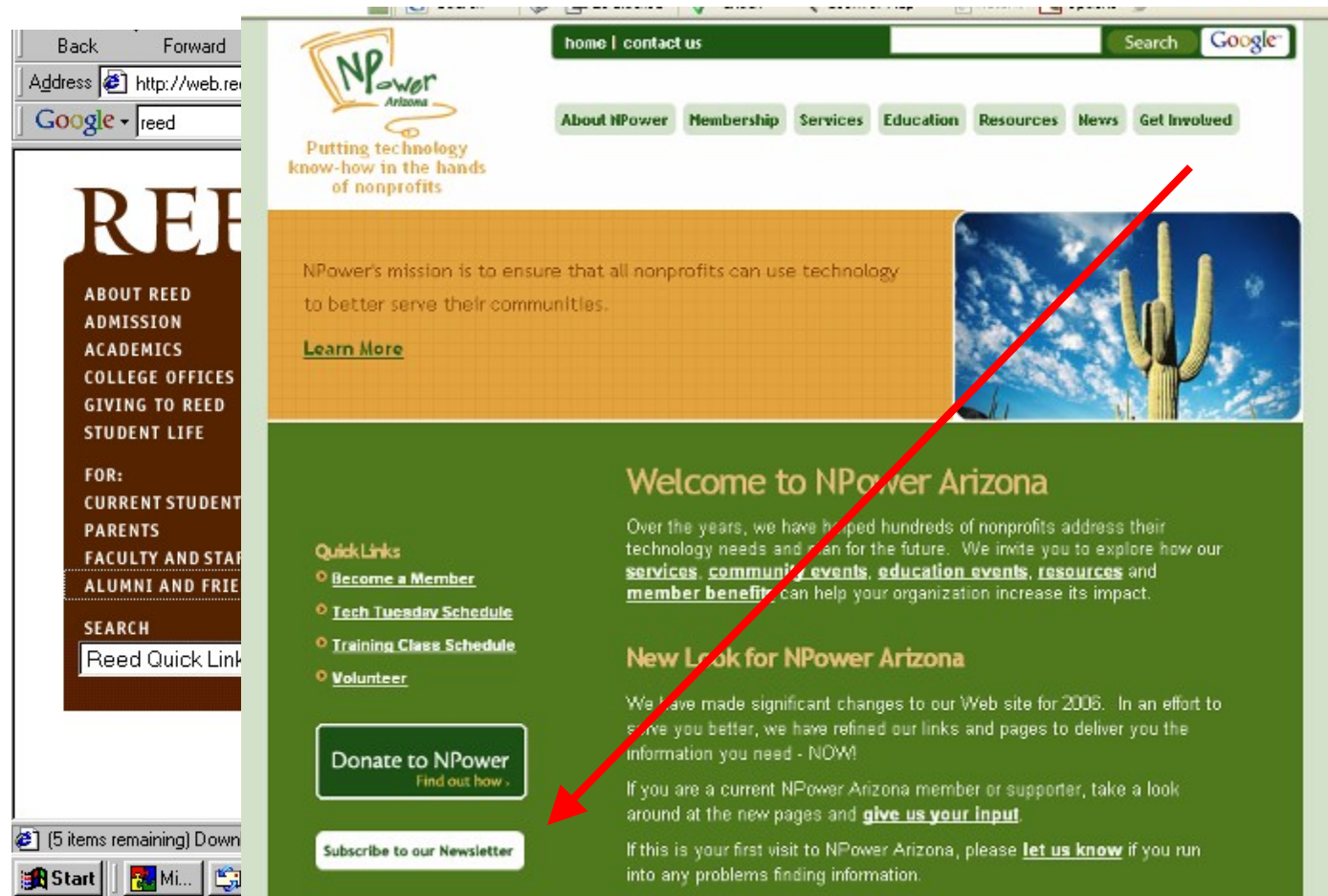
- “Join our mailing list”
- Single vs. Double Opt-in

Implicit: Requests for information, existing relationship

**Note:** Always make sure to ask for permission when collecting information

# Make it Easy to Subscribe

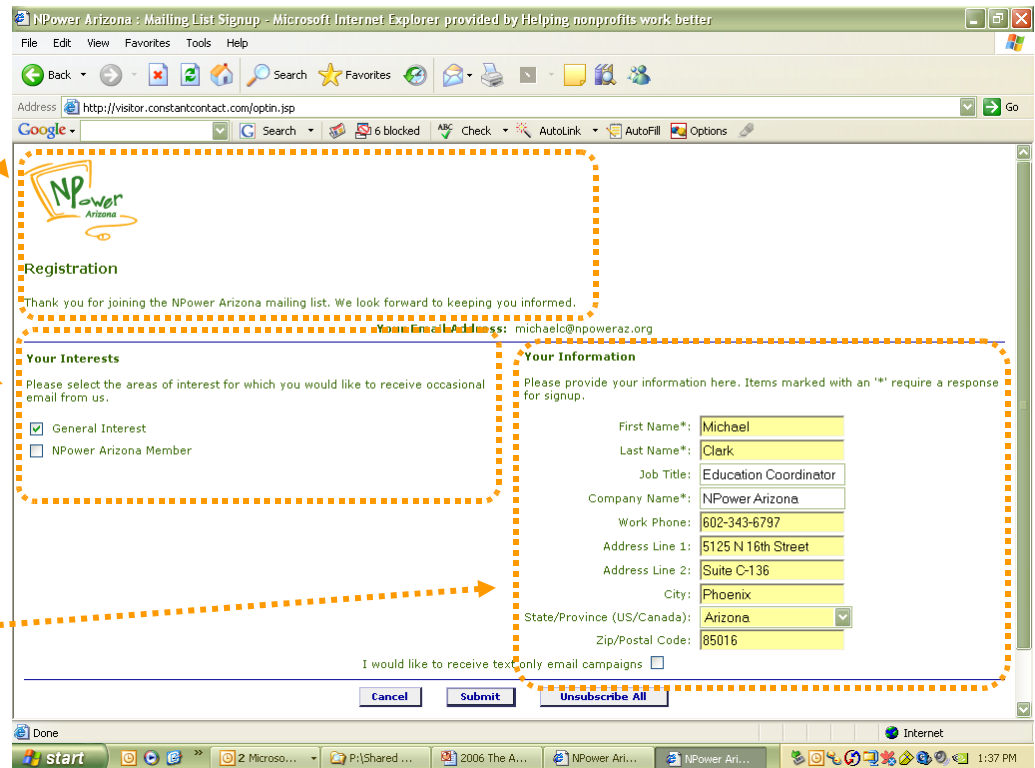
Where do I sign up?



The screenshot shows a web browser window displaying the NPower Arizona website. The browser's address bar shows 'http://web.re...' and the search bar contains 'reed'. The website header includes a navigation menu with links for 'home | contact us', 'About NPower', 'Membership', 'Services', 'Education', 'Resources', 'News', and 'Get Involved'. The main content area features a mission statement: 'NPower's mission is to ensure that all nonprofits can use technology to better serve their communities.' Below this is a 'Learn More' link. A large red arrow points from the top right towards the 'Subscribe to our Newsletter' button at the bottom of the page. Other visible elements include a 'Welcome to NPower Arizona' section, a 'Quick Links' list (Become a Member, Tech Tuesday Schedule, Training Class Schedule, Volunteer), and a 'Donate to NPower' button.

# Gather Your Contact's Interests

- Add your own logo and message to subscribers.
- Use data collected to send your recipients only what they want
- Learn about your subscribers' interests
- Collect names to personalize emails
- Determine your own interest categories and other data required.



NPower Arizona : Mailing List Signup - Microsoft Internet Explorer provided by Helping nonprofits work better

Address <http://visitor.constantcontact.com/optin.jsp>

**Registration**  
Thank you for joining the NPower Arizona mailing list. We look forward to keeping you informed.  
Your Email Address: michaelc@npoweraz.org

**Your Interests**  
Please select the areas of interest for which you would like to receive occasional email from us.

- General Interest
- NPower Arizona Member

**Your Information**  
Please provide your information here. Items marked with an "\*" require a response for signup.

First Name\*: Michael  
Last Name\*: Clark  
Job Title: Education Coordinator  
Company Name\*: NPower Arizona  
Work Phone: 602-343-6797  
Address Line 1: 5125 N 16th Street  
Address Line 2: Suite C-136  
City: Phoenix  
State/Province (US/Canada): Arizona  
Zip/Postal Code: 85016

I would like to receive text only email campaigns

Cancel Submit Unsubscribe All

# Determine Appropriate Format



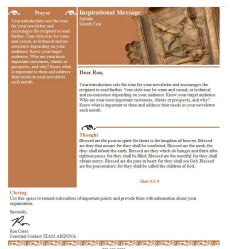
## Newsletters

- Frequency: monthly/quarterly
- Lots of educational content
- Most encompassing format for communication



## Announcements and Invitations

- Frequency: event-driven
- Educational with targeted message
- Invitations, special events, internal communication



## Inspirational

- Frequency: determined by clearly communicated expectation

## How often to send

- Create a master schedule
- Include frequency in online sign-up - “Monthly Newsletter”
- Coordinate timing for maximum impact

## When to send

- When is *your* audience most likely to read it?
  - Day of week (Tuesday & Wednesday)
  - Time of day (10am to 3pm)

Test, test, test

**Maximum impact with minimum intrusion**



Focus on the content - share knowledge so people care

- It's not about you
- It's about what you know

Trade useful information for attention

- Will they talk about it when out with friends?
- Will they look forward to your next communication?

Narrow your focus

- Be an expert
- Clearly convey the mission

**"The fact that [some people] want to help, for no other reason than because they like to help, turns out to be an awfully effective way of getting someone's attention."**

Malcolm Gladwell - The Tipping Point

# Usability– Internet vs. the Written Word



Print – Reading speed is what it is

Online – Reading speed is about 25% slower

Print – Length can be greater

Online – Length should be about half of paper

Print – Offers less creditability; it stands alone

Online – Hyperlinks to supporting information

Print – More formal

Online – Informal writing style; even humor

**Source:**  
**<http://usability.gov>**

# Putting it All Together

- Justify your place in their Inbox
- Be clear and concise
- Use appropriate graphics
- Use white space effectively
- Include “Call to Action” links
- Capitalize and punctuate carefully
- Design for “above the fold”

## Sarasota Film Society

Burns Court Cinemas  
Lakewood Ranch Cinemas

Nonprofit Member-Supported Cinema

April 20, 2006

### Show Times

Burns Court Cinemas  
Lakewood Ranch Cinemas

### Trailers

Friends with Money  
Merry Christmas  
Thank You for Smoking

### Coming Soon

Tsotsi  
On a Clear Day  
Marilyn Hotchkiss  
Ballroom Dancing &  
Cham School  
The Notorious Bettie  
Page  
L'enfant  
Wah Wah  
The Science of Sleep  
A Scanner Darkly

### Media Sponsors



**Dear Film Lover,**

This week we're opening the dynamite new feature *Friends with Money*, with an all star cast of some of our favorite women in film. It's funny, topical and creates a great opportunity for dinner conversation.

Speaking of dinner, the latest restaurant to open in the Main Street shops at Lakewood Ranch is *Astoria*, which features Fine Russian Cuisine. Try their Royal Seafood Combo appetizer, a mix of the finest black and red caviar served on puff pastry (yum), followed by their signature dish, Chicken Kiev. Great stuff, fully tested and approved by the Film Buff's chief restaurant critic. Tell 'em Sarasota Film Society sent you!

**Astoria**  
8126 Lakewood Main Street  
(941) 907-3873

### Burns Court Cinemas

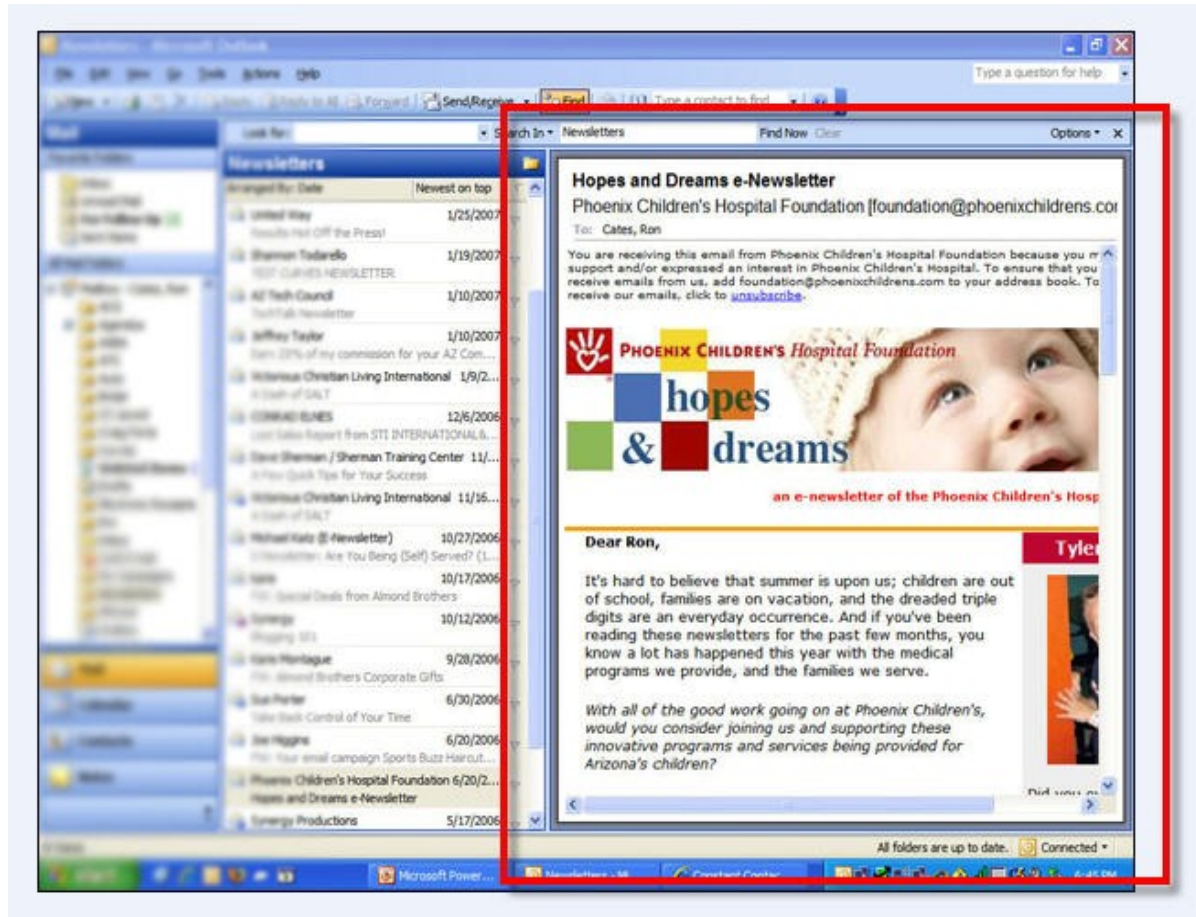
Show Times, April 21 - 27

[FRIENDS WITH MONEY \(R\)](#)  
D. Nicole Holofcener, USA, 2006;  
88 min.  
**Daily: 1:45, 4:00, 6:15, 8:30**  
This brittle social comedy by Nicole Holofcener (*Lovely & Amazing*) peers into the lives of four lifelong women friends. Who says mid-life crisis is for men only?



[MERRY CHRISTMAS \(PG-13\)](#)  
D. Christian Carion, UK (French/German/English/Latin), 2005; 116 min.  
**Daily: 2:00, 5:00, 7:45**  
Nominated for Best Foreign Film Oscar in 2006, *Merry Christmas (Joyeux Noel)* tells the heartwarming story of the Christmas truce that broke out on the Western Front during WWI in 1914.

# What is "Above the Fold"?



Ask yourself before you send:

- ✓ Are you prepared to handle inbound email responses and questions?
- ✓ Have you used appropriate graphics while also making good use of white space?
- ✓ Have you proofread the "From" line, "Subject" line, and email copy thoroughly?
- ✓ Have you previewed and sent yourself a test mailing?
- ✓ Have you checked all links to be sure they work properly?

# Spreading the Word:

Raising Awareness and Funds with Email



## Section 3:

### Getting Your Email Delivered and Read

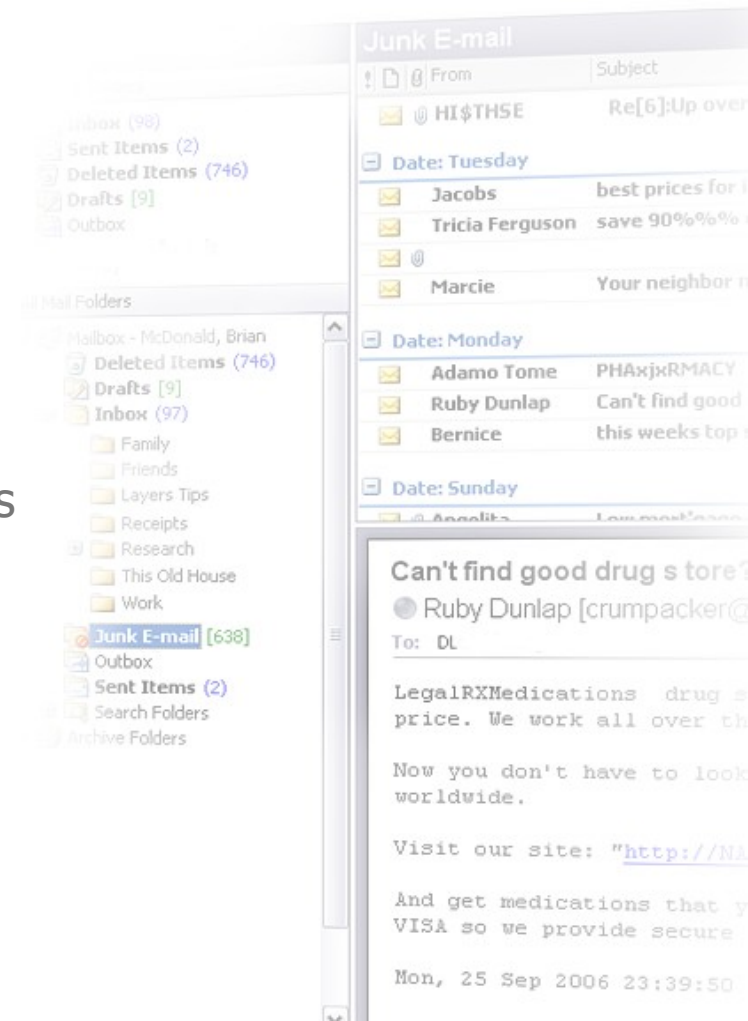
- Spam – What is It ?
- How Spam Filters Work
- Blocking & Filtering
- Getting Your Email Opened

# Spam – What is It?

Unsolicited Email  
(no relationship/no permission)

- List purchase, CD-ROMs
- Directory crawling
- Email appending
- List sharing with other nonprofits

Remember!  
Ultimately, it's the recipient who decides what is or isn't Spam.



Spam filters assign a score to different email attributes, such as phrases commonly used by spammers:

- ✗ Reverses aging 3.37
- ✗ “Hidden” assets 3.28
- ✗ Stop snoring 3.26
- ✗ Free investment 3.19
- ✗ Dig up dirt on friends 3.12

**Once the score exceeds a certain threshold, the email is classified as junk.**

# Avoiding "Spam-speak"

- ✗ The words: free, guarantee, spam, credit card etc.
- ✗ ALL CAPITAL LETTERS
- ✗ Excessive punctuation !!!, ???
- ✗ Excessive use of "click here"
- ✗ \$\$, and other symbols
- ✗ No "From:" address
- ✗ Misleading subject lines

## Example: Typical spam "From" and "Subject" lines

Junk E-mail				
	From	Subject	Received	Size
!	Dan Keyes	Cash credit / Home credit	Sat 9/9/2006 3:1...	1 KB
	acrylate	How to be irresistible to the opposite sex 4179-4	Sat 9/9/2006 3:0...	1 KB
!	Louella	???5?4? ??????? ????????	Fri 9/8/2006 10:2...	3 KB
	Andres Alexan...	Hey you!	Fri 9/8/2006 3:08 ...	697 B
	@ vendor. actual	~::~~Guaranteed Instant Approval..!	Fri 9/8/2006 3:41 ...	2 KB
	bosonic	Increase sexual satisfactions!!!! 7344	Fri 9/8/2006 1:51 ...	11 KB

# Anti-Spam Check



Preview  
Anti-Spam Check  
Undo

- ▶ [Add Blocks](#) ?
- ▶ [Global Colors & Fonts](#) i ?
- ▶ [Advanced Features](#)



Table of Contents Block  
Edit Delete Click and drag to move

In This Issue  
[Featured Article](#)

Title Block  
Edit Delete

Newslet

### Anti-Spam Check [Close](#)

Your Score: **0.0** (Scores of 5 or higher are likely to be blocked)

Result: **Low** - Your email should not be affected by spam filters.

# What is a SPAM Complaint?



A spam complaint happens when someone on your list clicks a button identifying your mail as unwanted

- Alternate way to unsubscribe
- No longer interested in your content
- Don't recognize your name / brand
- Don't remember subscribing
- By accident (while junking all the real spam)

Campaign Statistics						
Sent	Bounces	Spam Reports	Opt-outs	Opens	Clicks	Forwards
293	12.6% (37)	0	0	38.3% (98)	14.3% (14)	0

[« See All Campaign Reports »](#)

- Individual filters
- Challenge response systems
- Blocking (industry average is 19.2%\*)
- Blocklists (significant range with regard to quality)
- Whitelists
- Sender Authentication
- Feedback Loops

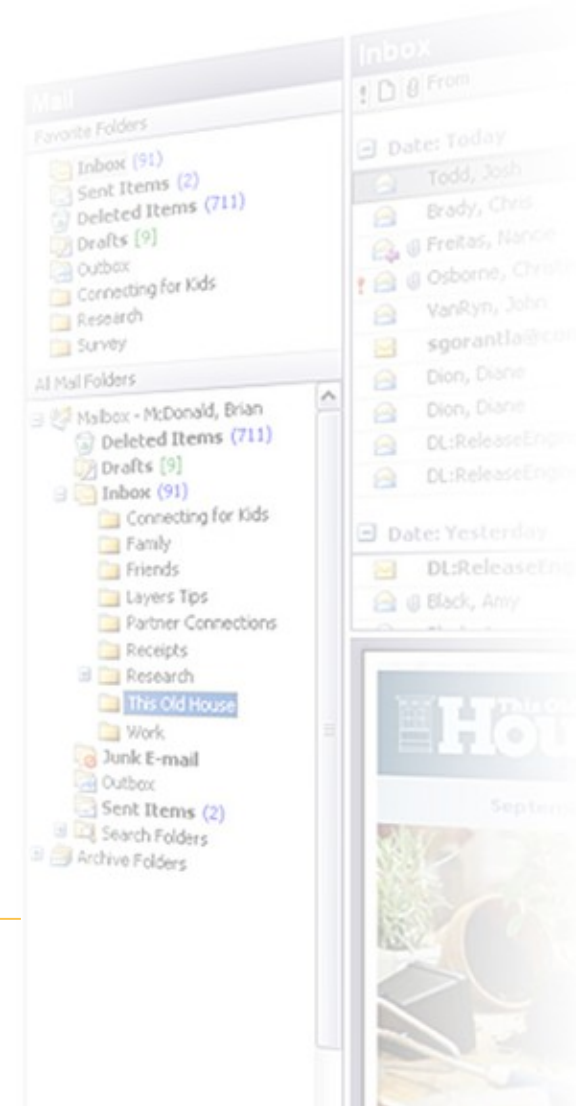
**\* Source: Return Path**

## The “Subject” Line

- Keep it short and simple
  - You have 3 seconds or less
  - 30-40 characters including spaces (5-8 words)
  - Stumped? Try a search engine
- Incorporate a specific benefit
- Include your brand
  - Branding in the subject line can increase open rates by as much as 60% (Source: SilverPop)
- Capitalize and punctuate carefully

Click-through rates for subject lines with 49 or fewer characters were 75 percent higher than for those with 50 or more...

**Source: Returnpath**



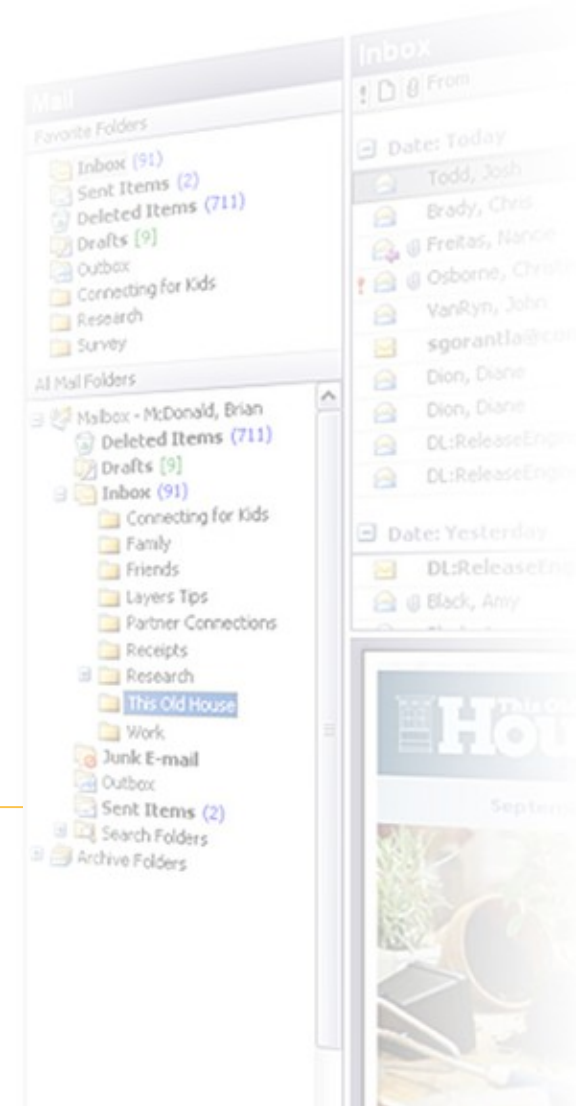
# Getting Email Opened

## The “From” line

- Use a name the recipient will recognize
  - Include your organization name or brand
  - The clearer the better
  - Try to obtain a recognizable domain name, in lieu of an abbreviated one
- The shorter the better
- Be consistent

60% of consumers say the "from" line most often determines whether they open an email or delete it.

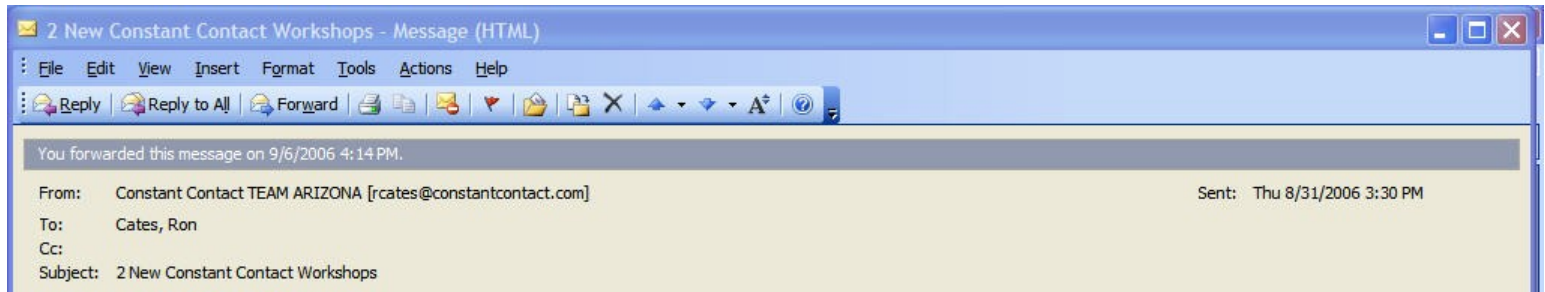
**Source: DoubleClick**



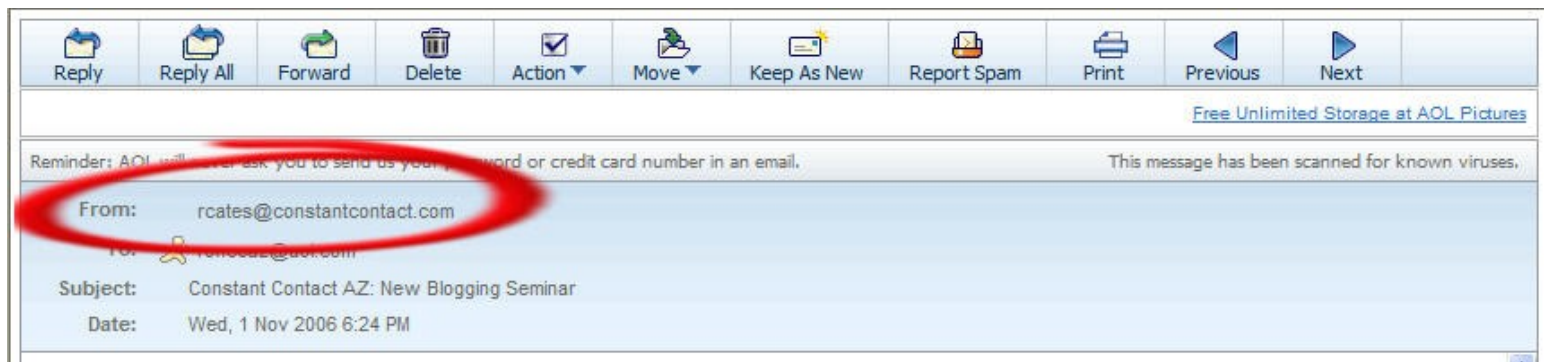
# Getting Email Opened

## The "From" line and AOL

Outlook



AOL



- Remind recipients why they are receiving an email from you at the beginning of each message

You are receiving Email Marketing Hints & Tips as a Constant Contact customer or because you subscribed on our website. To no longer receive our emails, click to [unsubscribe](#).

- Include unsubscribe or one-click opt-out line

✉ **SafeUnsubscribe™**  
This email was sent to partnermarketing@constantcontact.com, by [partnerconnections@constantcontact.com](mailto:partnerconnections@constantcontact.com)  
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

- Making it easy to unsubscribe actually aids retention
- Monitor your email frequency
  - Over-communication results in lower open rates and higher unsubscribe rates

## Deliver great content!

### Section 4:

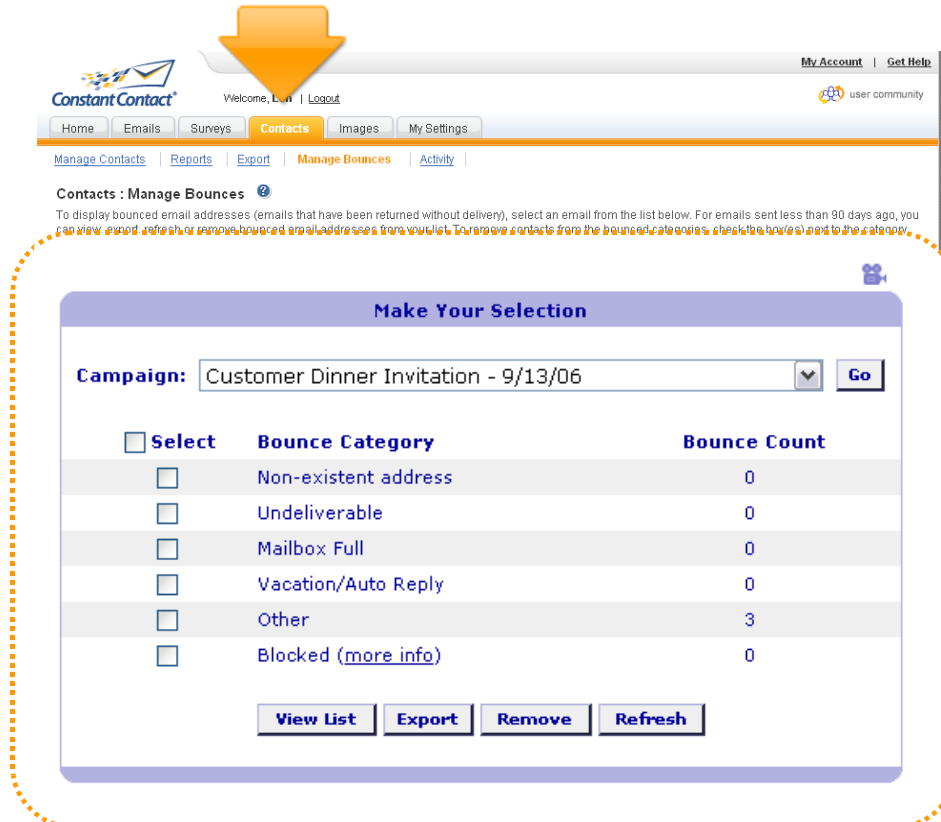
## Interpreting Results: Reporting and Tracking

- Bounces, Opens, and Click-throughs
- Unsubscribes and Forwards
- What's Next?
- Additional Resources

## Why does email bounce?

- Email addresses are no longer valid
- Servers are down
- Mailboxes are full
- Email is blocked

Clean bad addresses out of your list!



Contacts : Manage Bounces

To display bounced email addresses (emails that have been returned without delivery), select an email from the list below. For emails sent less than 90 days ago, you can view email addresses from your bounced email address list. To remove contacts from the bounce list, check the boxes and click the button.

<input type="checkbox"/> Select	Bounce Category	Bounce Count
<input type="checkbox"/>	Non-existent address	0
<input type="checkbox"/>	Undeliverable	0
<input type="checkbox"/>	Mailbox Full	0
<input type="checkbox"/>	Vacation/Auto Reply	0
<input type="checkbox"/>	Other	3
<input type="checkbox"/>	Blocked ( <a href="#">more info</a> )	0

[View List](#) [Export](#) [Remove](#) [Refresh](#)

# Evaluating Your Results

What influences the open rate?

- From/Subject line
- Delivery day/time
- List overuse, age, or quality

Watch your trends over time

[View Print](#)

	Sends	Opens	Clicks	Forward
	100%	68.5% (1426)	29.2% (416)	
	100%	68.5% (1425)	29.2% (416)	0.1% (1)
Overall	100%	37.0%	8.9%	0.1% (1)
Last 3 months				0.1% (1)
Compare with other sites				3.3%

Comparative Metrics

Overall

Last 3 months

Compare with other sites

Show 5 Email

Date Sent	Campaign name	Sent	Opt-outs	Opens	Clicks	Forward
9/22/2006	<a href="#">New Product Preview</a>	10	0	80.0% (8)	25.0% (2)	10.0% (1)
9/20/2006	<a href="#">Customer Dinner Invitation</a>	31	0	45.2% (14)	0	0
9/19/2006	<a href="#">Customer Lunch Invitation 2</a>	5	0	50.0% (2)	0	0.5% (1)
9/18/2006	<a href="#">September 18 Newsletter</a>	195	0	78.9% (153)	27.5% (42)	0
9/13/2006	<a href="#">Customer Dinner Invitation</a>	15	0	91.7% (11)	45.5% (5)	

# Evaluating Your Results

## Why did people click through?

- Call-to-action
- Interested in content
- Offer/promotion

## What were they interested in?

Email Campaigns					
Date Sent	Campaign name	Sent	Bounces	Spam Reports	Open Rate
9/22/2006	<a href="#">New Product Preview</a>	10	0	0	25.0% (2)
9/20/2006	<a href="#">Customer Dinner Invitation</a>	31	0	0	0%
9/19/2006	<a href="#">Customer Lunch Invitation 2</a>	5	20.0% (1)	0	0%
9/18/2006	<a href="#">September 18 Newsletter</a>	195	0.5% (1)	0	27.5% (42)
9/13/2006	<a href="#">Customer Dinner Invitation</a>	15	20.0% (3)	0	45.5% (5)

1 | 2 | 3 | 4 | Next >  
page 1 of 4

**September 18 Issue - 9/18/2006** [View Printable Version](#)

Campaign Link	Unique Click-throughs	Click-through Distribution
<a href="http://www.constantcontact.com">http://www.constantcontact.com</a>	3	3.3%
<a href="http://corpnet1/home/">http://corpnet1/home/</a>	12	13.0%
<a href="http://www.constantcontact.com">http://www.constantcontact.com</a>	0	0.0%
<a href="http://www.imdb.com/name/nm0000228/">http://www.imdb.com/name/nm0000228/</a>	5	5.4%
<a href="http://www.metrowestdailynews.com/businessNews/view.bg?articleid=140">http://www.metrowestdailynews.com/businessNews/view.bg?articleid=140</a>	4	4.3%
<a href="http://www.nytimes.com/2006/09/12/business/smallbus/12soft.html?_r=2&amp;oref=slogin&amp;oref=slogin">http://www.nytimes.com/2006/09/12/business/smallbus/12soft.html?_r=2&amp;oref=slogin&amp;oref=slogin</a>	1	1.1%
<b>Total Click-throughs</b>	92	100%

[View Printable Version](#)

[Back](#) [Save as Interest Category](#)

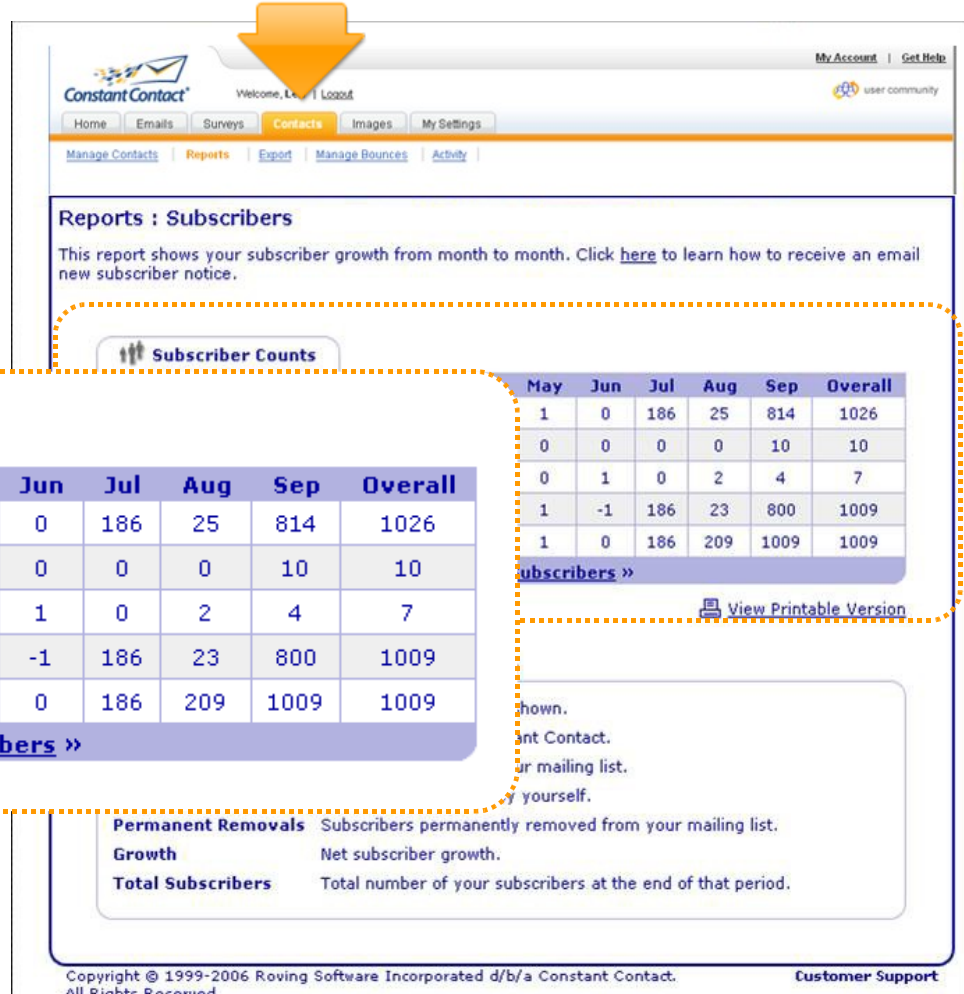
**Click-through Date:** The date and time the subscriber clicked the link.

**Status:** The subscriber may be Active, Removed, Permanently Removed or Unconfirmed.

# Evaluating Your Results

High unsubscribe/opt-out rate?

- Over-communication
- Poor targeting



The screenshot shows the 'Reports: Subscribers' page in the Constant Contact interface. An orange arrow points to the 'Reports' tab in the navigation menu. A dashed orange box highlights the 'Subscriber Counts' table and its associated 'Manage Your Subscribers' link. A legend at the bottom explains the table's metrics.

**Subscriber Counts**

	Prior	Apr	May	Jun	Jul	Aug	Sep	Overall
New Subscribers	0	0	1	0	186	25	814	1026
Removed Subscribers	0	0	0	0	0	0	10	10
Permanent Removals	0	0	0	1	0	2	4	7
Growth	0	0	1	-1	186	23	800	1009
Total Subscribers	0	0	1	0	186	209	1009	1009

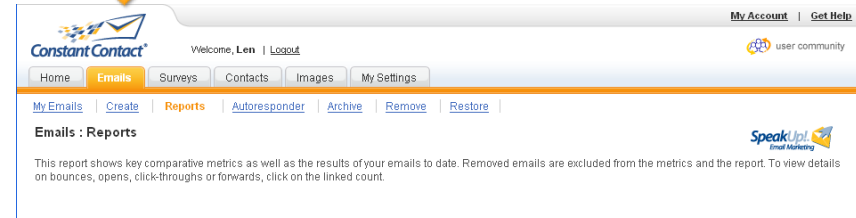
« [Manage Your Subscribers](#) »

**Permanent Removals** Subscribers permanently removed from your mailing list.  
**Growth** Net subscriber growth.  
**Total Subscribers** Total number of your subscribers at the end of that period.

# Evaluating Your Results

## Forward to a Friend

- Export data
- Save as Interest Category



Date Sent: 10/17/2006

 [View Printable Version](#)

Email Address	Status	Date Forwarded
<a href="mailto:ken@bellsouth.net">ken@bellsouth.net</a>	✉ Active	10/18/2006 1:10 PM EDT
<a href="mailto:realtync@bellsouth.net">realtync@bellsouth.net</a>	✉ Active	10/18/2006 11:41 AM EDT
<a href="mailto:realtync@bellsouth.net">realtync@bellsouth.net</a>	✉ Active	10/18/2006 11:41 AM EDT
<a href="mailto:kence@myarbonne.com">kence@myarbonne.com</a>	✉ Active	10/17/2006 10:43 AM EDT
<a href="mailto:kence@myarbonne.com">kence@myarbonne.com</a>	✉ Active	10/17/2006 10:42 AM EDT
<a href="mailto:kence@myarbonne.com">kence@myarbonne.com</a>	✉ Active	10/17/2006 10:42 AM EDT
<a href="mailto:lisa@yahoo.com">lisa@yahoo.com</a>	✉ Active	10/17/2006 10:40 AM EDT
<End of List>		

 [View Printable Version](#)

**Save as Interest Category**

**Export**

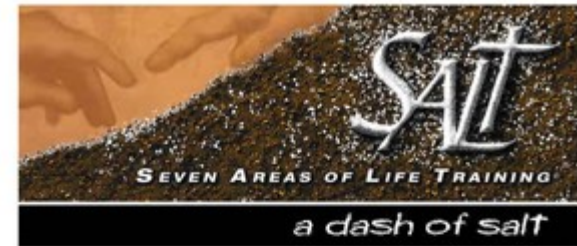
**<< Back**

**Click-through Date** The date and time the subscriber clicked the link.

**Status** The subscriber may be Active, Removed, Permanently Removed or Unconfirmed.

# What's next?

- Just getting started?
  - Start building your list
  - Learn how to create a campaign
- Been doing it a while?
  - Is your subject line inviting?
  - Does your content leave your readers wanting more?
  - Attend a webinar on content creation
  - Revisit your website. Are you asking for emails?
- Think you're an expert?
  - Test multiple subject lines, days of the week, time of day.
  - Check out the CC community to share ideas with other experts.



January 2007

**in this issue**

- vcl's leadership training advance
- seasoning the world
- a taste of salt

**quick links**

- small groups
- book store
- training
- video clips

**events**

- leadership training advance
- conferences

**church network**

- churches using salt

**join our list**

join our mailing list!  Jan

**Happy New Year!**

We are growing! Celebrate with us as we season the world with SALT. Our discipleship series is being used in small groups, Sunday Schools, and counseling sessions across the United States. We just updated our church network page so you can watch our progress.

How about you? Are you growing? Now is the perfect time to grow personally, as a leader, and in your relationships with others.

We would love to be a part of encouraging you along the way.

**vcl's leadership training advance**  
april 23-26, 2007

This year, why not set a goal to grow as a leader and help those you lead to grow? You are invited to join us in sunny Phoenix, AZ for our VCL's Leadership Training Advance.



Our revolutionary methods and SALT materials will advance every aspect of your church or ministry.

[learn more...](#)

**seasoning the world**  
haverhill, massachusetts

"I am working through the Psychological workbook with 10 men who are new Christians. These are smart guys from all walks of life including two who have spent long and successful careers in the field of psychology. The material is AWESOME for these guys! And I am thoroughly enjoying it as well. I feel our hearts are truly being transformed through the material."



I really, really like the diagrams and have committed many of them to memory. I often use them in counseling. Thank you for your hard work. You have a long-time customer in me! -Dale Brown, Ph.D., Senior Pastor

[more testimonies...](#)

## ■ **Constant Contact Free Trial**

Free 60 day trial for up to 100 email addresses. Signup form for your website, 300+ templates, free technical support. [www.constantcontact.com](http://www.constantcontact.com).

## ■ **Learning Center**

From live and recorded webinars to daily live product tours, the Constant Contact Learning Center is the place to find all the resources you need to successfully create and send a great email campaign

## ■ **Email Marketing Hints & Tips**

Our monthly email newsletter featuring email marketing insights from CEO Gail Goodman will help you create great campaigns, increase your open rates, build your list, and be the best email marketer you can be.

## ■ **ConnectUp! User Community**

Meet others - like you - to share and gain insights on email marketing and other topics you care about. Read and post to the discussion boards on issues that matter to you.

## ■ **Referral Program**

Do you know people who can benefit from the value Constant Contact has to offer? Get rewarded for sharing Constant Contact with your friends and colleagues and see them get rewarded too!

## ■ **Constant Contact Services**

Looking for some additional help? Ask about our paid services, including custom template and footer design, campaign creation, and more.

**Thank You!**

