

High Impact eAdvocacy: Overview

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Training Facilitators

▶ Matt Garcia

- Online Communications Manager
- matt@aspirationtech.org

▶ Misty Avila

- eAdvocacy Program Coordinator
- misty@aspirationtech.org

▶ www.aspirationtech.org/training/eadvocacy

Learning Goals

- ▶ Familiarize with email blasting software
- ▶ Learn how to set up an eNewsletter
- ▶ Receive introduction to best practices for eNewsletter composition
- ▶ Get the lowdown on Processes for Organizational Email Campaigns

First Things

- ▶ Introductions: Who are you?
 - Name
 - Organization
 - Email Blasting tool, if any
 - What do you want to get out of today?

Activity:

Spectrogram

First Things

- ▶ This training is envisioned as a dialog
 - We invite you to ask questions early and often
- ▶ Please ask questions early and often
 - Especially if and when we use technical jargon, terminology and concepts you don't know
- ▶ It will only be as valuable for you as you make it!

Help From Aspiration

- ▶ Central Valley Announcement List
- ▶ CA-Discuss Email List
- ▶ Answr.net
- ▶ Email:
 - matt@aspirationtech.org
 - misty@aspirationtech.org

End Of Section

- ▶ Questions? Comments?
- ▶ Let's do an interactive!

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Activity:

Post-It Note Clustering

Email Blasting Tools

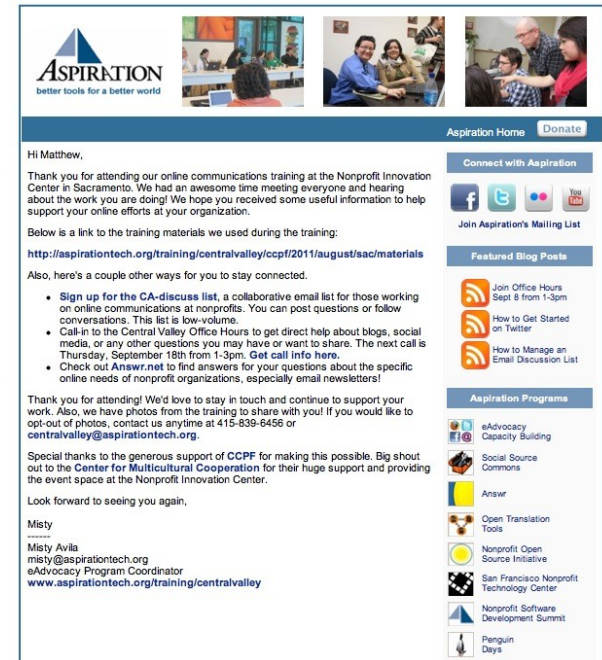
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Why Use an Email Blaster?

- ▶ Legitimacy (vs. Spam)
 - BCCing more than a few dozen people = Spam
 - Spam black-lists are hard to get off
 - Spam black-lists affect the entire domain
- ▶ List Management
 - Automatic subscribe and unsubscribe
- ▶ Professional Appearance
 - (Relatively) easy email design tools without needing to know HTML
- ▶ Analytics
 - Information about what happened after you sent the email



Which Email Blasting Tool Should I use?

Blasting Service	Cost	Considerations
Vertical Response	Nonprofits: Free up to 10,000 emails/month	Email editor can be quirky; Salesforce integration
Mail Chimp	Anyone: Free up to 2,000 list members & 12,000 emails/month	Beautiful User Interface; Sometimes tries to be smarter than you
Constant Contact	Nonprofits: Staggered starting at \$12/month for 0-100 emails	Has highest spam rating; Drupal integration
EmailNow	Setup fee: \$49 Monthly fee: \$29.95 for 20,000 emails	Best value for larger lists

Email Blasting Considerations

- ▶ Can take a large amount of time to construct
- ▶ Consistent pace is key
- ▶ 1998 HTML knowledge is very helpful
- ▶ Make sure that you have a goal to determine whether your rate of email blasting is worth the effort

End Of Section

- ▶ Questions?
- ▶ Comments?

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