High Impact eAdvocacy:

Overview

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Training Facilitators

► Matt Garcia
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► 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!

radicalDESIGNS
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?

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