

## Consider an E-mail Service to Reach Your Constituents

### Optimize email correspondence

- Subscribe to an email service for as little as \$10/month – check out Mail Chimp and Constant Contact
  - These services avoid your email blast from not hitting the SPAM box because the email is individually without listing every person on the list in the “To” line.
  - There are metrics made available for you to measure saturation, open rate, bounces and SPAM
    - Metrics show click through rate and allow you to test the effectiveness of articles
  - Each recipient of your email is always given the option to unsubscribe and this doesn’t require any interaction or manipulation on your part
- Encourage becoming part of the conversation
  - Send a survey to parishioners if a new program or ministry is being considered
  - Collect input on issues most import to the parish
  - Encourage feedback on email and be prepared to respond immediately.
- Share success stories
  - First Communion pictures
  - Confirmation candidates
  - Youth group activities/retreats
  - CHRP – publish reactions from attendees
  - ALPHA – keep your parish informed of progress of participants and their feedback
  - School aged student honor society members, sport team success
  - Graduation of high school students, impending college choices, career choices
    - Do not limit student information to that of a parish school, reach out to students and their parents who attend local public schools to receive updates on their lives too!
- Encourage sharing
  - Provide links to the articles you publish, don’t write out the entire article in your e-newsletter. Links allow people to easily forward articles to others who may be interested in what you have to say.
  - Always include option to join your e-newsletter list. When using a mail service this is collected and added to your list without any interaction required by you.