

IDEAS  IMPACT
CONFERENCE

Training Manual

spark  **twenty
twelve**

Email Solutions

ACS  Technologies.

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Email Solutions

Emailing in a World Full of Spam

Emailing is a very convenient way of communicating with staff and parishioners. It's much faster and cheaper than regular mail and less time consuming than phone calls. For some, email is the single most important form of communication.

However, email does have some concerns. Some people are overwhelmed by the volume of email they receive. The majority of emails are unsolicited and unwelcome advertisements know as SPAM. As of April of 2010, an estimated 294 billion pieces of spam were emailed each day. This makes it harder to actually reach people who want the contact.

To counteract this, the government has enacted a law to fight Spam. The CAN-SPAM Act of 2003 addresses some of the main problem with this type of mail. This law, in summary, says that if the email's primary purpose is to advertise or promote a commercial product or service, it must:

- Contain an unsubscribe mechanism allowing the recipient to opt-out of receiving more emails
- That opt-out must be honored within 10 days
- Contain accurate FROM lines
- Contain relevant SUBJECT lines
- Contain a legitimate physical address of the publisher.

These restrictions do not apply to religious or political messages, neither do they apply to emails to anyone with a "prior relationship". Most emails you send are not legally bound by these requirements, but adhering to them is a very good idea. You would like your recipients to open the email and not doing some of these things may keep them from opening it.

Common Email Mistakes

Spam filters may reject an email for a number of reasons. If you don't include a valid return email address or a subject line, many spam filters will reject your email. If you use certain terms, some spam filters may reject the email. Some obvious words and phrases will also cause your email to be rejected. If you ever send an email with the word Viagra anywhere in the subject, don't expect anyone to receive it.

However, some less obvious terms are trapped, too. We tried to send an email that read: 'How to run the demo program by typing xxx\PDChurch Sample'. The intended recipient never received this email, even though we sent it a couple of times. We found out that his spam filter classified it as 'Adult Content' because of the xxx and placed it in a special folder.

Email attachments are sometimes a problem. Because of much publicized viruses, many people do not open emails with attachments. If you include an attachment, identify the attachment in the subject line so the person knows what they are getting. If they know what it is, they are much more willing to open it. For example, if you email the July schedule for ministers, say that in the subject. You can avoid most of these problems by keeping in mind what the recipient is going to see when they get your email.

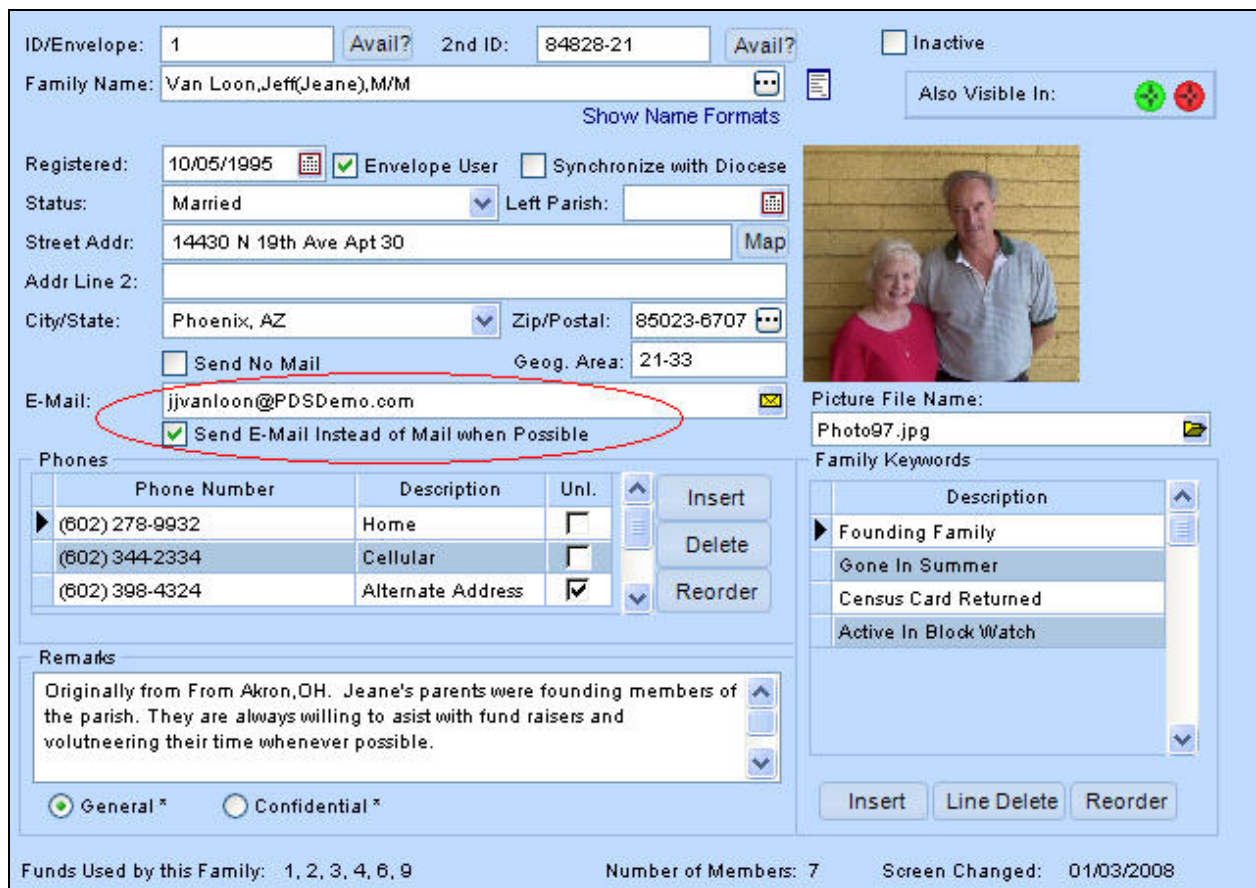
Another common mistake that keeps emails from being received is not understanding your IP (Internet Provider)'s email rules. Many IPs set limits on how many emails you can send at a time and over a given period.

Exceeding these limits is easier than you might imagine. For example, the very popular Gmail accounts only allow sending 100 emails a day, and if you exceed that limit, your account can be locked down for a day with a '550'-error message. Many providers have a limit with a delay, such as 50 emails at a time and time limits of 30 seconds between each set of 50. Sometimes these restrictions are to stop computers that have a virus from sending hundreds of emails. Sometimes the provider has different pricing levels. So, for example, if you purchase the basic package

you can send 50 emails at a time, but if you purchase the deluxe package you can send an unlimited number of emails. Know these limits before you start. You can usually find them on your provider's web site.

Emailing from PDS

We have built the ability to email letters and statements into the PDS programs. We have tried to make this work seamlessly within the generation of letters and statements. You can run a letter once and have the program automatically email those that prefer email and print it for those who do not. The family and member screens include a field for email address and checkbox to indicate if an email is preferred.



The screenshot shows the PDS Family Information screen for the Van Loon family. The screen is divided into several sections:

- Top Section:** ID/Envelope: 1, 2nd ID: 84828-21, Inactive checkbox, Family Name: Van Loon, Jeff(Jeane), M/M, Also Visible In: (green and red icons).
- Registration Section:** Registered: 10/05/1995, Envelope User checkbox, Synchronize with Diocese checkbox, Status: Married, Left Parish: (calendar icon), Street Addr: 14430 N 19th Ave Apt 30, Map button, Addr Line 2: (empty), City/State: Phoenix, AZ, Zip/Postal: 85023-6707, Send No Mail checkbox, Geog. Area: 21-33.
- E-Mail Section:** E-Mail: jjvanloon@PDSDemo.com (circled in red), Send E-Mail Instead of Mail when Possible checkbox.
- Phones Section:** Table with columns: Phone Number, Description, Unl., and buttons: Insert, Delete, Reorder.

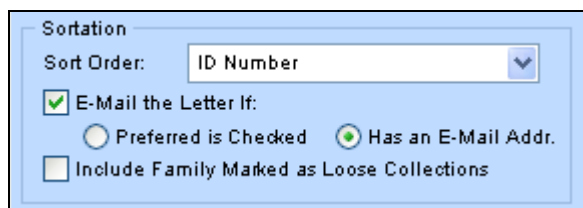
Phone Number	Description	Unl.
(602) 278-9932	Home	<input type="checkbox"/>
(602) 344-2334	Cellular	<input type="checkbox"/>
(602) 398-4324	Alternate Address	<input checked="" type="checkbox"/>
- Remarks Section:** Remarks text area: Originally from From Akron, OH. Jeane's parents were founding members of the parish. They are always willing to assist with fund raisers and volunteering their time whenever possible.
- Family Keywords Section:** Table with columns: Description, and buttons: Insert, Line Delete, Reorder.

Description
Founding Family
Gone In Summer
Census Card Returned
Active In Block Watch
- Bottom Section:** Funds Used by this Family: 1, 2, 3, 4, 6, 9, Number of Members: 7, Screen Changed: 01/03/2008.

Fig. 1

You can click the small envelope next to the email address to have the program bring up your default email program with that email address in it. This lets you send this one family (or individual) an email.

The real power of the system comes in combination with reports. On the selection screen of letters and statements, there is a **Sortation** box. This lets you email the letter or statements.



The Sortation box contains the following options:

- Sort Order: ID Number (dropdown menu)
- E-Mail the Letter If: (checkbox checked)
 - Preferred is Checked (radio button)
 - Has an E-Mail Addr. (radio button selected)
- Include Family Marked as Loose Collections (checkbox)

Fig. 2

If the **Email the Letter If** checkbox is NOT checked, nothing is emailed. Every letter is printed regardless of the setting.

If the checkbox is selected, then an email is sent instead of a printed letter if there is any email address at all or if there is an email address and the **Send Email Instead of Mail when Possible** checkbox is selected on the data screen.

These options are set for the entire report. You cannot have one family wanting it one way and another wanting it a different way (unless you use selections and run the letter more than once). When you run the report, the program first determines how many letters print and how many will be emailed. If you email the families that can be emailed, it is unusual for there to be no families set for email. So, if based on the current selection, no one will receive an email, the program displays a message to confirm that.

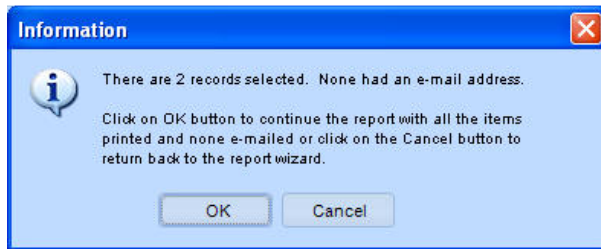


Fig.3

Likewise, it is unusual for everyone to have an email address, so, if no letters will print, the program displays a message to confirm that.

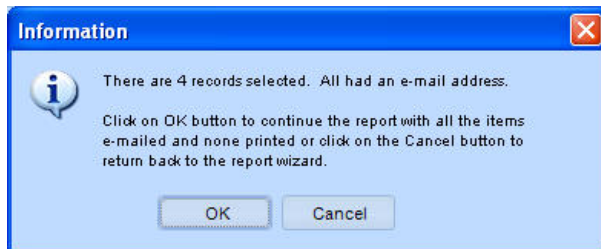


Fig. 4

These messages let you know about an unusual situation, but they do not stop you from continuing. The next step generates the printed letters (if any). The printed letters generate first so you can check them. We found that if we emailed first and then printed, end users found problems when looking at the printed ones after the emailed ones had already been sent.

After PDS prints the letters, the program displays the email dialog.

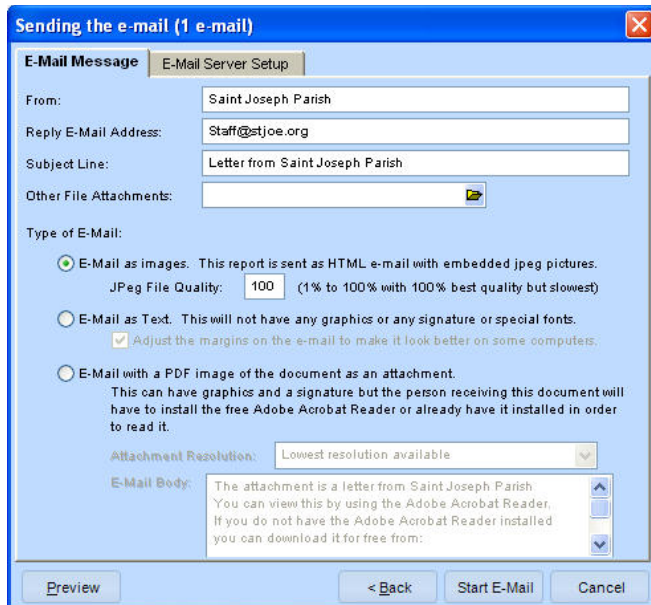


Fig. 5

This lets you set up the return address information and the subject line. It also lets you attach any external files (you can attach more than one file by using a commas (,) between filenames). Remember that when you attach files, those files attach to every email. So, if you email 150 families and you have a 2-megabyte attachment, then you send at least 300 megabytes of information up to the email server. This email may take a while to send.

This dialog also has a tab for the Email Server Setup. This is where you tell the program how to connect to your IP provider. First, enter the Name or IP Address of the SMTP server and what port to use (usually 25). The network administrator can usually provide that information. On some systems, we are able to look up this information in Windows. Clicking **Lookup the Default E-mail Server Information** tries to look it up.

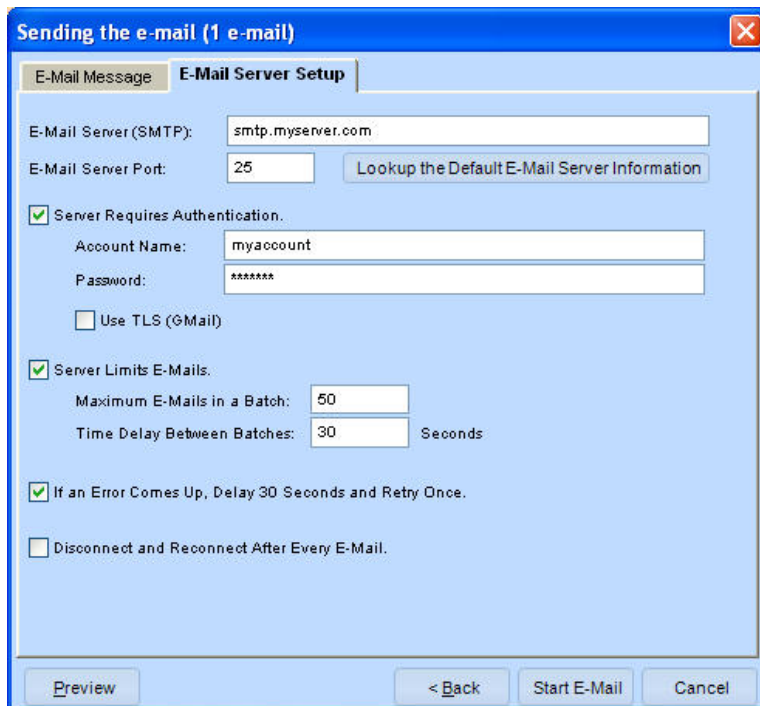


Fig. 6

Next, enter any login and password information that must be sent to the email server. Again, the network administrator usually has this information. With Gmail accounts, a special command must be included for proper authentication. So, if you use Gmail, select the **Use TLS** box.

Next, set any limitations the provider has. For example, you may need to send only 50 emails at a time and delay 30 seconds between each request. Then, set what to do if you receive an error from the server when sending an email. In some very rare cases, an email server may require that the system disconnect and reconnect after every email, so an option allows for that.

Choosing the Type of Emailing to Send

Finally, determine what type of email you want to send. An email can take many forms, and the type of email determines how the original letter displays in the email. You can select from three options: image, text, and PDF.

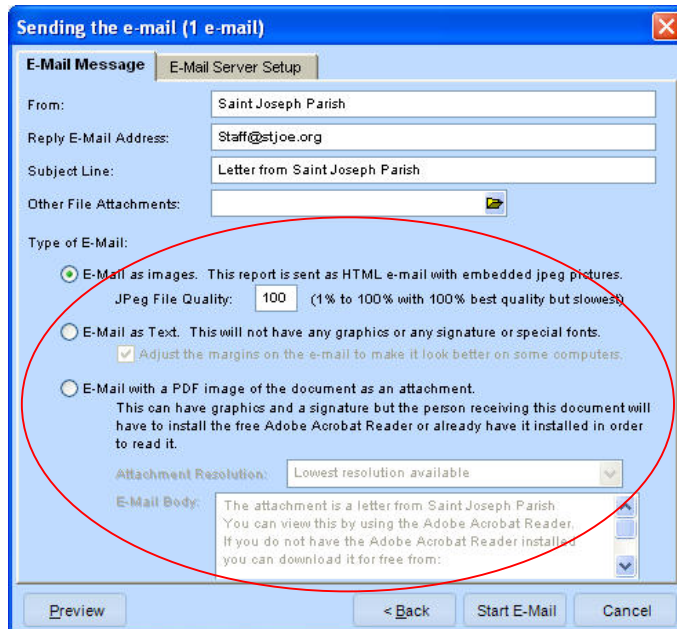


Fig. 7

Each type has good and bad points.

Let's take a simple letter and see how each performs. We'll start with the standard welcome letter, but we added a link to the www.parishdata.com web site to this letter. This is what the printed form of the letter looks like.

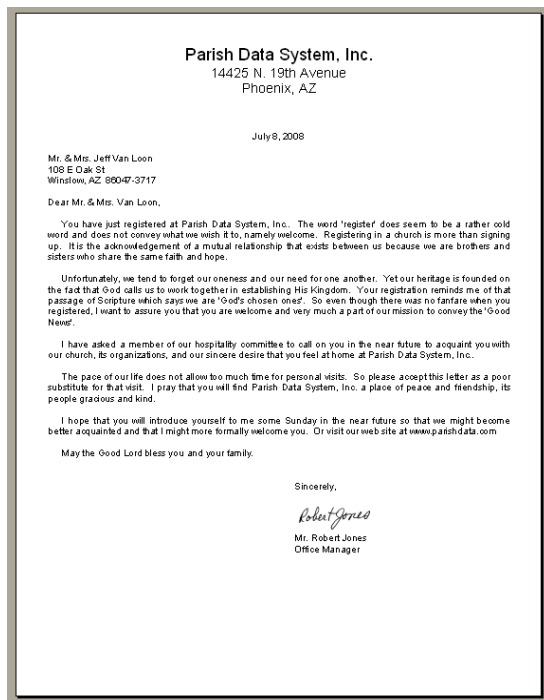


Fig. 8

Email as Images

The first type of email is an image. Sending the letter as an image creates a jpeg image of each page of the letter. Then, the program creates a very simple html document with these pictures embedded and sends that as an html email. Jpeg image clarity can vary. This is expressed as a percentage with 1% being bad and 100% being perfect- the higher the percentage, the larger the file's size. For this letter, we started with a jpeg quality of 100%, so each email was about 200k.

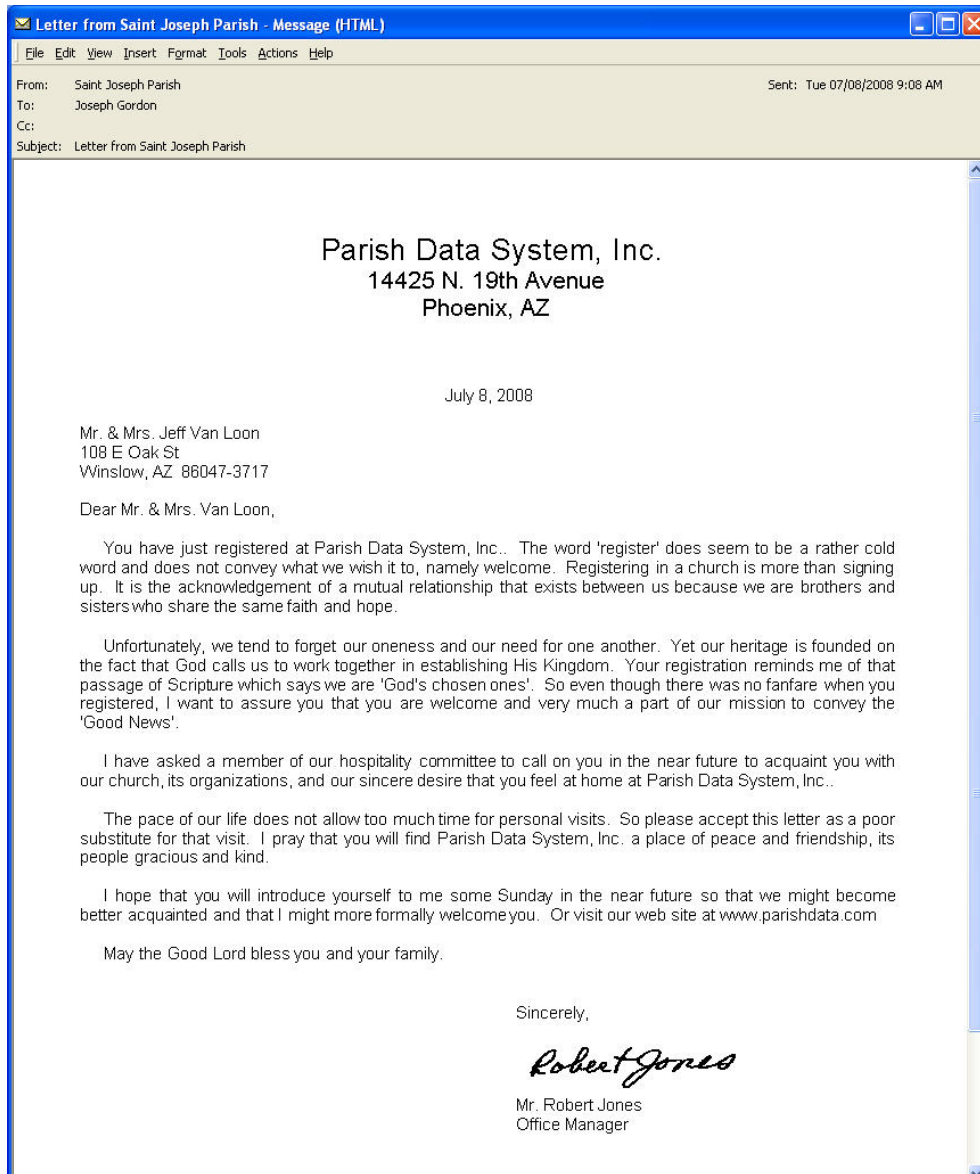


Fig. 9

If we used 80%, each email was about 112K (approximately half the original size) and still very legible. 50% was 81K was grainy. 25% was 59K and very grainy but readable. If you plan on using images, send yourself some sample emails to see which level you feel comfortable with.

On the bad side, sending an email as an image tends to create a larger email that takes longer to send. The email reader displays the email as having attachments (which are the embedded jpeg images). Also, you cannot click on any links in the image. On the good side, an image is a fairly accurate representation of the original letter and hard for the recipient to modify (they would have to use a paint program).

Email as Text

The second type of email is as text. Sending a letter as text requires converting the letter into simple text and sending that text. The email is as small as possible, but all images and fonts are lost. Sometimes the email may contain some positioning problems with text not lining up. Here is that same letter sent as text.

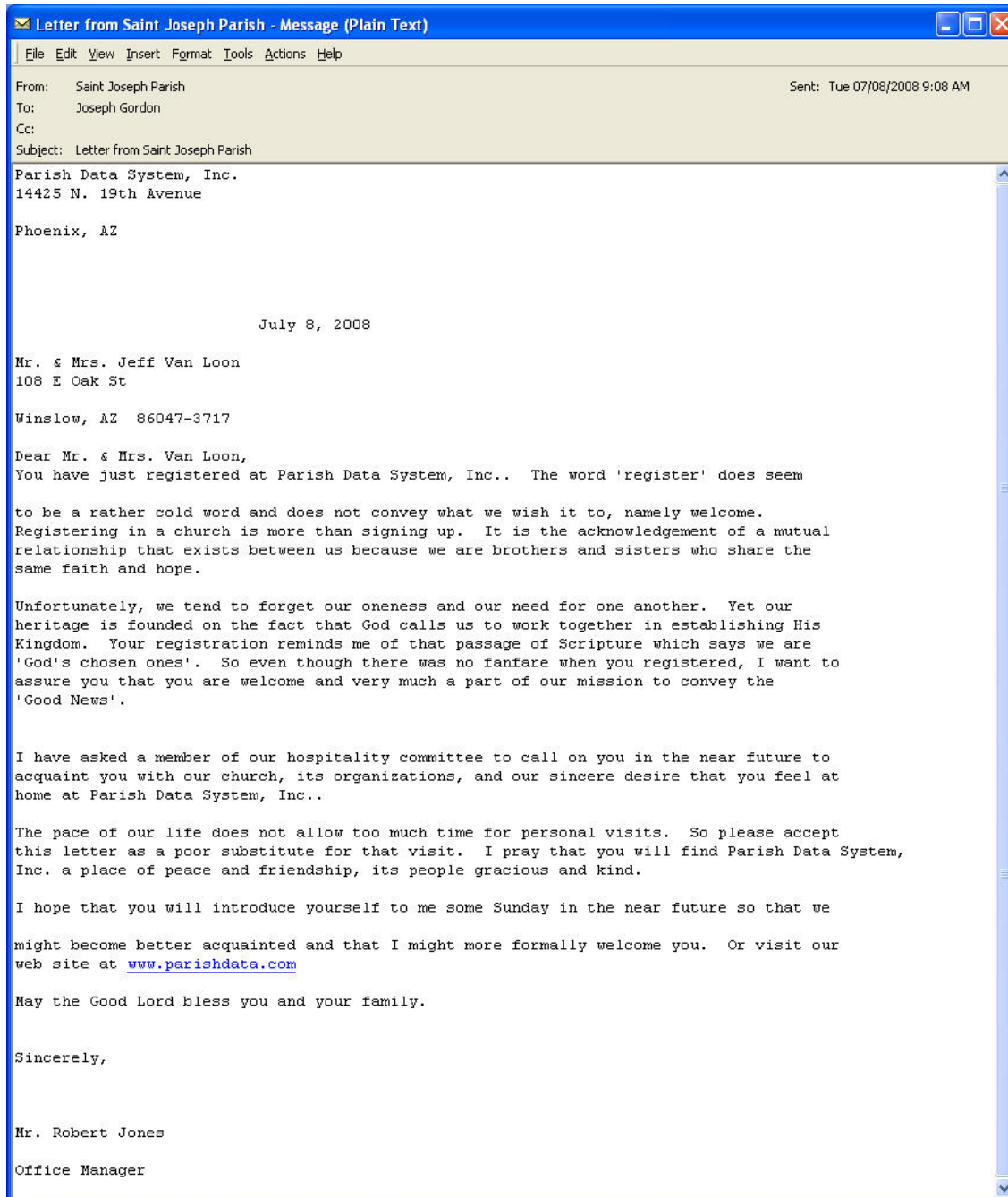


Fig. 10

Sending as text has some good points. The email is very small, about 8k in this case- which is about 1/6 the smallest image email. Text keeps links intact, so you can click www.parishdata.com to go to there. Text does not have an attachment, so people are not afraid to open it. However, text also has some bad points. You can see some small spacing differences (the blank line in the first paragraph). Bitmaps are not included (in this case, the signature is

missing), and fonts are ignored. The letter does not look as nice as the original one, and the recipient can easily change the text.

Email as PDF File

The third type of email is as a PDF File. This is also known as an Acrobat file. This format has become very popular on the web for a number of reasons. One reason is that the file is small. In the case of this email, it is 29k. The main problem with this format is that you need a special reader to view it, but this viewer is available from Adobe and is free. The program emails a plain text message to the recipient, giving them the path to the free reader and placing the letter in as an attachment. When the recipient opens the email, he sees:

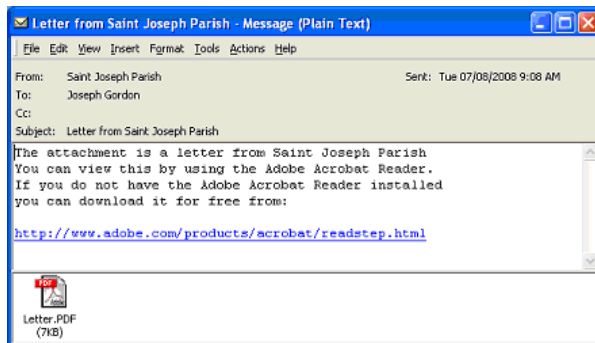


Fig. 11

When the recipient opens the pdf file using the Acrobat reader, he sees:

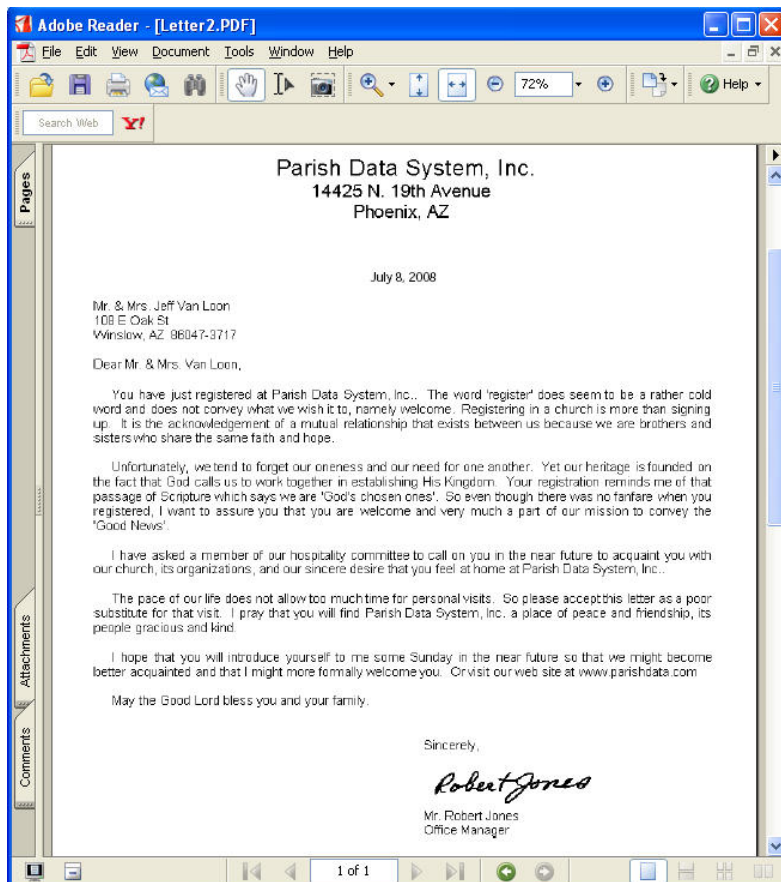


Fig. 12

Another problem with this type of email is that the image is grainy at the lowest resolution. You can choose higher resolutions, but this creates larger emails. If you choose 100dpi, the email is 30k, at 200dpi, the email is 77k, and at 300dpi, the email is 137k. Like an image email, you can't click links in the letter.

Processing the Email

Once you have selected your email's type, you can preview or send the email. When you send the email, PDS generates an email for each family (or member) and sends it to the mail server individually, which can take some time. If it takes 10 seconds to send an email, the program sends 6 a minute, or 360 in an hour. During this time, you must leave the computer on, and it may be slow. That is why an email's size matters. The program also logs what happened during the email process. If the program had to retry or got an error on anyone, this displays in this list.

Logging the Email

As with any letter or statement, when the letter finishes, you can log that it was sent to the families. This places a reference to this email on the family's Letter, Visits, Call's history screen. You can mark this with a different keyword if an email was sent rather than a letter.



Fig. 13

Not Printing Labels or Envelopes

Once the letters or statements print, you have to print labels for the printed letters. The labels and envelopes have an option like the letter and statements do, except, this option lets you skip printing labels if you sent an email.

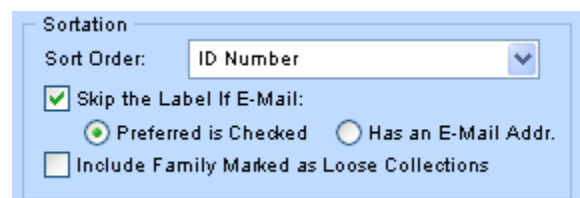


Fig. 14

Setting up Emails in Version 6

In Version 6, we added Email Setup to the list of setup options. This means you can set emails up without having to send them. We also added a Quick Communications report. This report text messages those with cell phones, emails those with email address, and lists anyone else's phone number.

Emailing with Constant Contact

In addition to emailing inside the program, PDS has partnered with an online email service called Constant Contact. You can learn more about this at <http://acstechnologies.constantcontact.com>. Using Constant Contact, you upload a list of recipients with email addresses and custom information, create an email using their extensive templates and html editor, and then schedule the email for sending. Constant Contact generates the individual emails, the email server, and the bounced messages.

Constant Contact's prices depend on the number of contacts in your contact list: 0-500 contacts is \$15 per month, 501-2500 contacts is \$30 per month, and 2501-5000 contacts is \$50 per month. Non-profit organizations get a discount if they prepay (20% for 6 months prepaid, 30% for 12 months prepaid). Constant Contact also charges based on the number of unique email address in your lists. You can keep more than one list online at a time if you want, so you don't have to generate a new list every time you want to email.

If you would like to try it, Constant Contact offers a 60-day free trial (you must have fewer than 100 emails, or your free trial ends). They also offer a survey service that can send surveys to your email list and compile the answers.

Generating a List for Constant Contact

You can generate a list for Constant Contact under **Information > Family > Processes > Create Constant Contact Email List**. This process creates lists of email addresses from your PDS database and sends them to Constant Contact. Inside Constant Contact, you can compose and design your email, select the email list, and send the email to the selected email addresses. You can have more than one list of email addresses. You can also refresh the lists that you sent to Constant Contact.

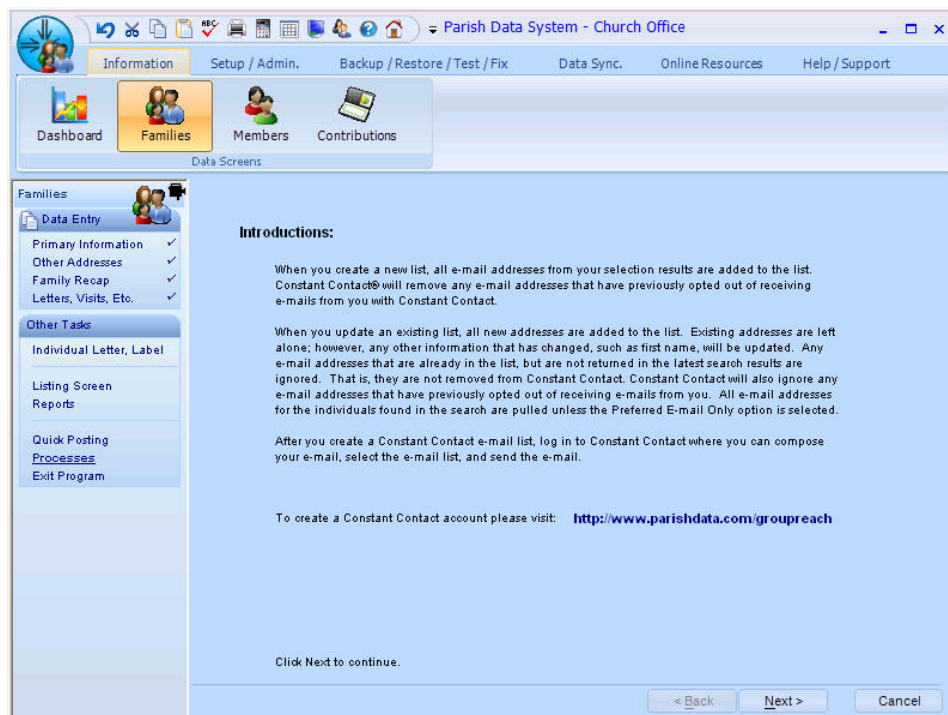


Fig. 15

In general, sending an email involves three steps. The first step is selecting a group of emails from the PDS data for transferring. Next, select which Constant Contact account to use (you can have more than one). Finally, name the list and upload it to Constant Contact.

The first step in this process is selecting a group of the PDS data for transferring. First, choose to send emails to Families or Members.

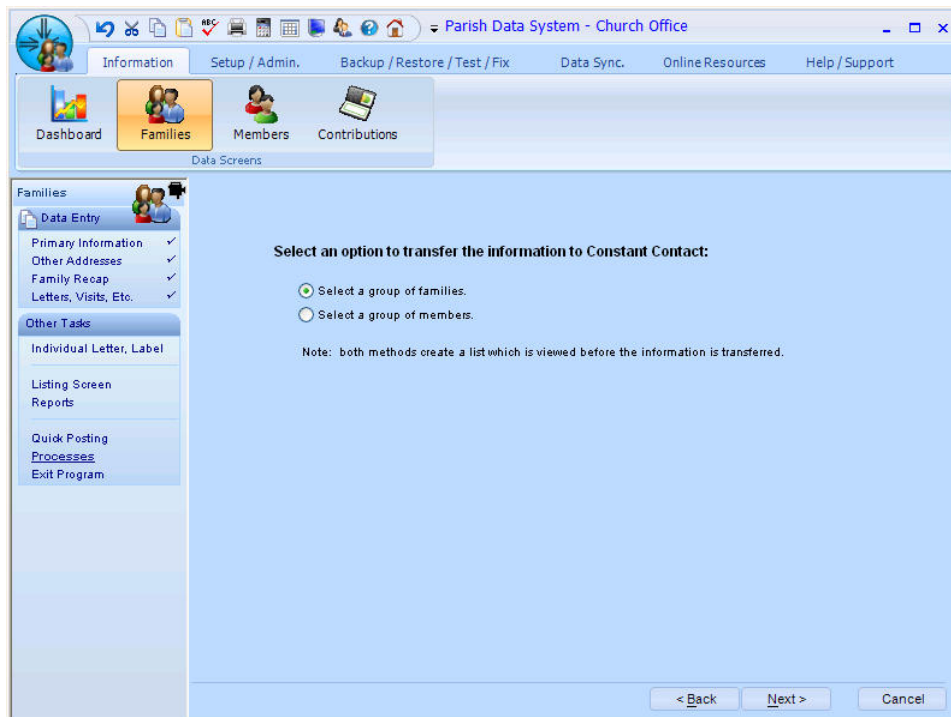


Fig. 16

After this, a selection screen displays. This works like the selections in reports and some quick postings. These selected options are saved for later use.

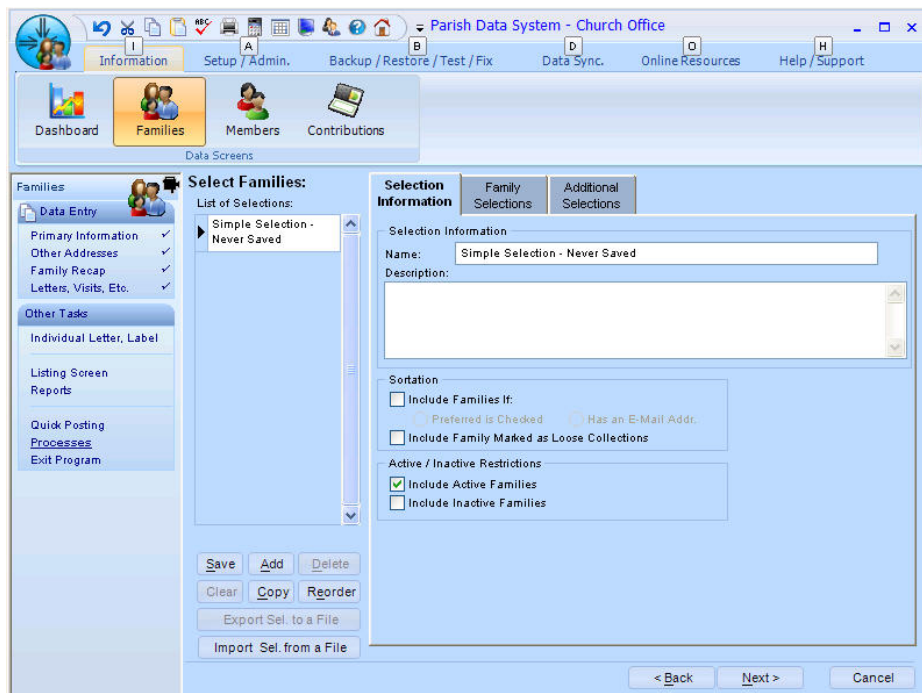


Fig. 17 After selecting, a list of selected items displays. You can use all of them or select the ones to include.

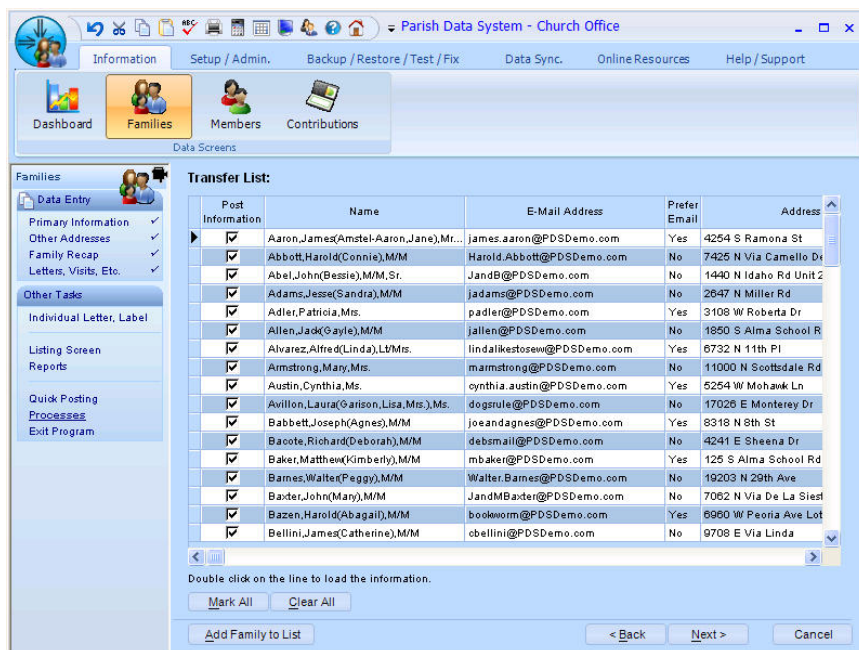


Fig. 18

Now, the **Next** button displays the list of Accounts. This connects between Office programs and Constant Contact. Enter your Constant Contact User Name and Password. You may have several accounts depends on your needs, but you must have at least one account to send a list of email addresses to Constant Contact.

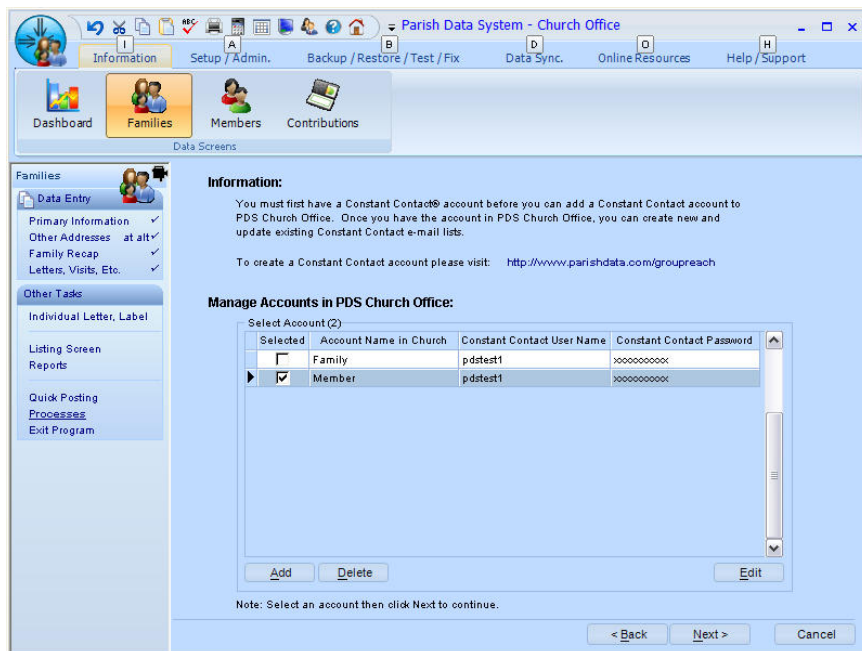


Fig. 19

You can click **Edit** to change the value and also to define which fields you want to send to Constant Contact (see Fig. 20). The list of fields to send defaults to Email address, First Name, Last Name, Work Phone, Home Phone, Address Line1, Address Line 2, and City. If you click **Edit**, a dialogue box displays how the PDS fields are mapped to the fields in Constant Contact.

On the left are custom fields from Constant Contact. On the right are the PDS fields you would like to match and transfer.

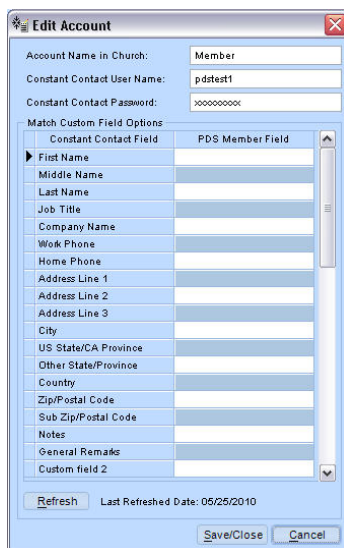


Fig. 20

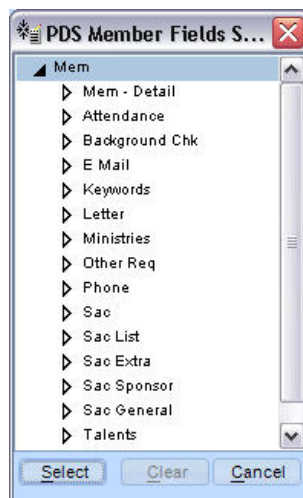


Fig. 16

To match a custom field with a field in Office database, click on a PDS field to add it to the selection list. (Note: If all PDS fields are blank, the program transfers the default contact information as mentioned above. If one field is matched, the program transfers that one field.)

When finished, click **Next**. The program connects to Constant Contact and retrieves the Contact lists.

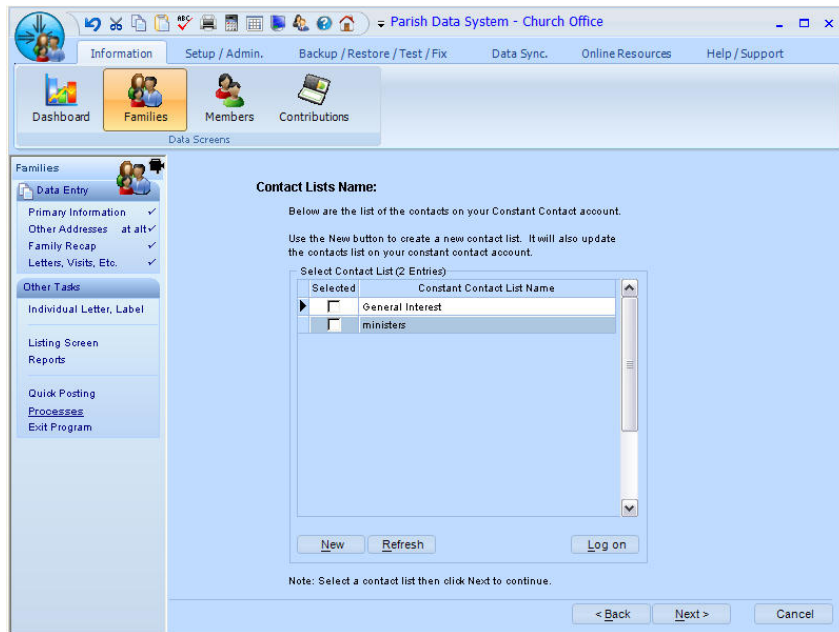


Fig. 21

To manage the Contact list, you have to log on your Constant Contact account. Click **Log on** to open a web browser and log into your Constant Contact account. Click **New** to create a new contact list.

If you change your contact list in PDS, click **Refresh** to send the latest contact list to Constant Contact.

Select a contact list, then click **Next** to continue. Click **Transfer** to complete the process.

After the data transfers, you can preview, print, or log into your Constant Contact account to see the transferred data and send the email.

Working in Constant Contact

The screenshot shows the homepage of 'the first presbyterian church pompano beach'. The Constant Contact logo is in the top right corner with the tagline 'Connect. Inform. Grow.'. A navigation bar includes links: WELCOME, WHO WE ARE, WHAT WE ARE DOING, WHAT TO EXPECT, and SCHOOLS. A large banner image shows a church service with the text 'the first presbyterian church pompano beach'. Below the banner, a 'welcome home' section features a photo of a family and text about the church's location and online resources. A 'Sign up for our Email Newsletter' box is highlighted with a red rectangle and an arrow. Below this are links for 'MEMBER & SCHOOL FAMILY LOGIN', 'DONATIONS & TUITION PAYMENTS', and 'CONTACT US - MAP & DIRECTIONS'. A 'Church May 2009' calendar table is also visible.

Date	Time	Event	Location
5/1	7:00 AM to 8:00 AM	AA Meeting	Mem. Hall-N
5/2	8:00 AM to 10:00 AM	Men's Breakfast	Off Campus
5/3	All Day	Communion	
	All Day	Dine-a-Dinner	

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Collecting Information and Permission Constant Contact Signup Form

The screenshot shows the Constant Contact Signup Form for 'Church of Email Marketing'. The form includes a 'Registration' section with a thank-you message, a 'Your Email Address' field (astern@constantcontact.com), and 'Your Interests' section. The 'Your Interests' section has checkboxes for Newsletter (checked), Youth Programs, Music Ministry, and Children's Ministry. The 'Your Information' section includes fields for First Name, Last Name, Home Phone, Address Line 1, Address Line 2, City, US State/CA Province, and Zip/Postal Code. A 'Preferred email format' section has radio buttons for HTML (selected) and Text. A 'Signup Form Sample Uses' box on the left lists: Website, Email Signature, and Forward Email - Subscribe Me!.

- Include your logo and brand identity.
- Describe your email content and how often you'll be sending
- Ask for additional contact information when necessary
- Ask about your members' interests to stay relevant
- Website
- Email Signature
- Forward Email - Subscribe Me!

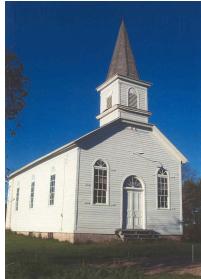
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Using Online Surveys to Segment Your List



Challenge: Members have varied interests

Pre-built Templates Available!



Solution:

- Survey members to understand interests then target messages & offerings.
- Fast results with instant response tracking and reporting
- Engage website visitors with interactive polls

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Sur

Constant Contact
Connect. Inform. Grow.

Welcome, Alec | Logout

My Account | Pricing | Get Help

User Community

Home | Emails | **Surveys** | Contacts | Images | My Settings

My Surveys/Polls | Create Survey | Create Poll | Export History

What issues are important to you and your small business? [Click here](#) to participate in our Small Business Attitudes and Outlook survey. [Close]

Surveys : Template Selection

Exit < Previous Next >

Select a Survey Template

All templates include questions and answer options that can be modified to meet your exact needs.

Choose a Category:

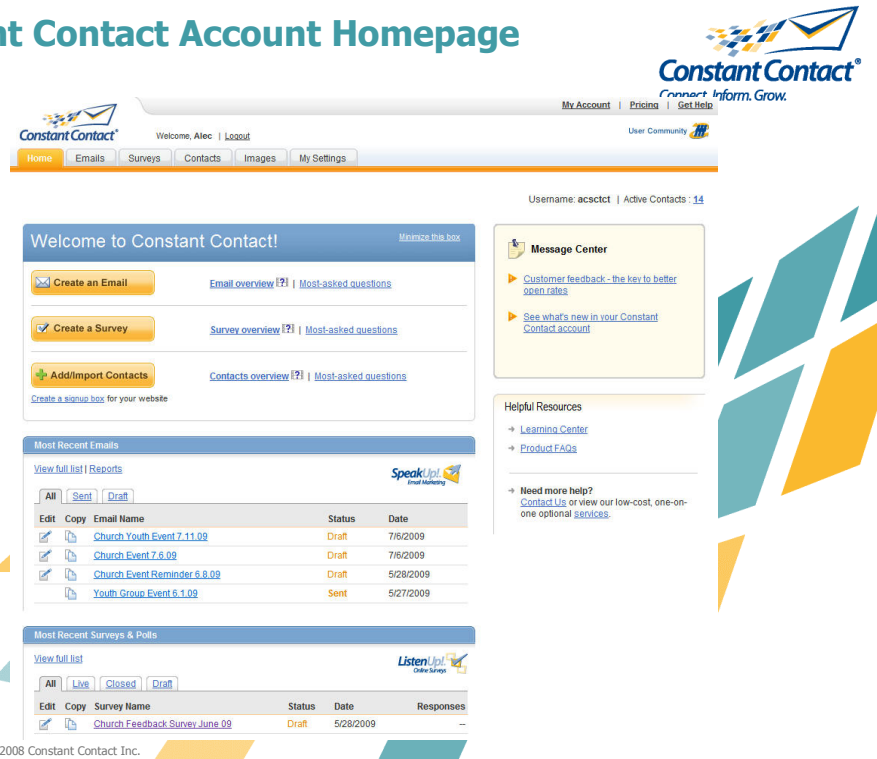
- Most Popular (6)
- Basic Pack (3)
- Audience Interests & Preferences (4)
- Customer & Client Satisfaction (8)
- Employee Feedback (4)
- Event Planning & Feedback (8)
- Incident Follow-up (3)
- Readership Satisfaction (4)
- Shopping & Purchasing Experience (7)
- Testing New Products & Services (5)
- Website Feedback (8)
- Association & Non-Profit Pack (6)
- Restaurant Pack (3)
- Retail Pack (8)
- Travel & Tourism Pack (3)

MOST POPULAR:

- ☒ **Company Satisfaction**
Measure overall company satisfaction, product/service features and captures demographics. (13 questions) [View sample](#)
- ☐ **Newsletter**
Measure time spent browsing/reading, value of content and newsletter sections. (14 questions) [View sample](#)
- ☐ **Event Satisfaction**
Measure event interest, topic quality and provides recommendations for future events. (9 questions) [View sample](#)
- ☐ **Website Satisfaction**
Measure site activity, value of content and ease of navigation. Place survey link on your website. (12 questions) [View sample](#)
- ☐ **Products Sold to Consumers**
Includes collection of personal demographic data. Measure product features and overall company satisfaction. (13 questions) [View sample](#)

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Constant Contact Account Homepage



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Determine Appropriate Format



Newsletters

- Frequency: Regular i.e. monthly / weekly
- Lots of educational content (typically non-promotional)
- Use bullets, summarize information, be concise



Promotions / Invitations / Surveys


- Frequency: Depends on your promotion, Invitation
- Focus on promotion / limited content
- Use content to invite click-through or other action



Announcements

- Frequency: Event-driven
- Press releases, holiday greetings, thank you cards...
- Use content to build deeper relationships

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Connect. Inform. Grow.

Welcome, Alec | [Logout](#)

Home | **Emails** | Surveys | Contacts | Images | My Settings

[My Emails](#) | [Create](#) | [Reports](#) | [Autoresponder](#) | [Archive](#) | [Remove](#) | [Restore](#)

ACS
Faith

What issues are important to you and your small business? [Click here](#) to participate in our Small Business Attitudes and Outlook survey. Close

Emails : Template Selection

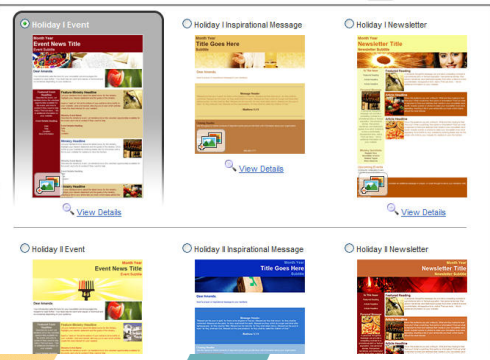
[Exit](#)
[< Previous](#)
[Next >](#)

► **Email Templates**
 Want a template designed just for you? [Let us create it](#)

Template Categories:


- [Newsletters \(60\)](#)
- [Promotions \(18\)](#)
- [Events & Invitations \(26\)](#)
- [Business Letters \(3\)](#)
- [Press Announcements \(4\)](#)
- [Seasonal \(13\)](#)
- [Holiday \(37\)](#)
- [Cards \(24\)](#)
- [Association Pack \(18\)](#)
- [Basic Pack \(9\)](#)
- [Real Estate Pack \(16\)](#)
- [Religious Pack \(19\)](#)
- [Restaurant Pack \(11\)](#)
- [Retail Pack \(19\)](#)
- [School Pack \(12\)](#)
- [Spanish Pack \(23\)](#)
- [Travel & Tourism Pack \(16\)](#)

[Use My Own Code](#)



Indicates a template with additional image selections.

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Frequency & Delivery Time

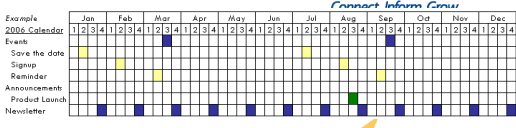
How often to send


- Create a master schedule
- Include frequency in online sign-up “Monthly Newsletter”
- Keep content concise and relevant to planned frequency

When to send

- When is *your* audience most likely to read it?
 - Day of week (Tuesday & Wednesday)
 - Time of day (10am to 3pm)
- Test for timing
 - Divide your list into equal parts
 - Send at different times and compare results

Maximum impact with minimum intrusion





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The "From" line

Getting Email Opened

Use a name the audience recognizes

- Include your organization name or brand
- Refer to your business in the same way your audience does

– Be consistent



From	Subject
John Evans	Re: speaker notes
Nancy Hyde	RE: what's up?
Eduardo Chavez	RE: presentation attached
Date: Wednesday	
Pratt, Stephen	RE: management training
Warren, Dhakir	Constant Contact Cares4Kids

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

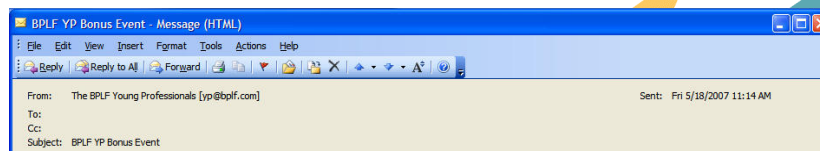
Source: DoubleClick

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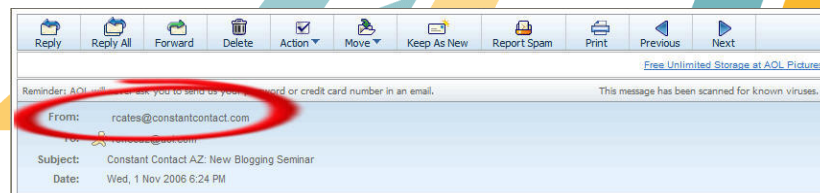
Getting Email Opened

The "From" line – use a familiar email address

Some email programs display From name + email



Some email programs display only From email



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The "Subject" Line

Getting Email Opened

- Keep it short and simple
- You have 3 seconds or less
- 30-40 characters including spaces (5-8 words)
- Incorporate the immediate benefit of opening the email
- Capitalize and punctuate carefully
- Avoid copying the

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Mailbox	
From	Subject
John Evans	Re: speaker notes
Nancy Hyde	RE: what's up?
Eduardo Chavez	RE: presentation attached
Date: Wednesday	
Pratt, Stephen	RE: management training
Warren, Dhakir	Constant Contact Cares4Kids

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

Source: Returnpath

30% of consumers say the "subject" line most often determines whether they open an email or delete it.

Source: DoubleClick

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- 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"

Putting it All Together

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the first presbyterian church
pompano beach

Sunday, May 17, 2009

Scripture: Psalm 77
Theme: A Second Look At The Cross - Part V

This Sunday in our Scripture and sermon we are returning to the great Psalm 77, and as we do we also return to one of the great themes of our faith, that of course is "prayer." This discipline of faith is often defined as "talking to God," and indeed it is. Yet, it is profoundly more than merely a one-sided conversation. Prayer is not only about our talking to God, but it also consists of our listening - listening to ourselves, and listening for the voice of God. So along with me, take a deep, deep breath this morning, and listen...

Your Pastor & Friend,
Jack Noble

Prospective New Members Brunch
Saturday, May 16
Please join Jack in the conference room at 9:00 AM on Saturday, May 16th for a discussion of our church, our history and a question and answer session. At 10:00 AM, there will be a tour of the church campus, followed by a fellowship brunch in Memorial Hall at 1:00 PM. All are welcome! To sign-up or for more information, please call the church office at 954-941-2308.

Sunrise Service
Saturday, May 16
Sunrise at the Beach is on the third Saturday of each month. Join your friends at the foot of Atlantic Boulevard for a brief devotion as the sun rises again on a new day. Join us Saturday, May 16, 15 minutes before the sun rises.

Church Office
954-941-2308
2331 NE 26th Ave
Pompano Beach
Florida 33062

to a friend forward

Sunday Worship Services
8:00 AM - Chapel (Bible Study)
9:30 AM - Sanctuary (New Life Service)
11:00 AM - Sanctuary (Traditional Service)

Please be sure to register Your Attendance & Update Our Records

Sunday, May 17
3:00 - 4:30 PM
Email Dyanne Black for information.

FPC new member's brunch campus tour

SUNRISE SERVICE AT THE BEACH

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Permission – What is It?

Types of permission:

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

– “Join our mailing list”

Implicit: Requests for information, signups over the phone, existing relations

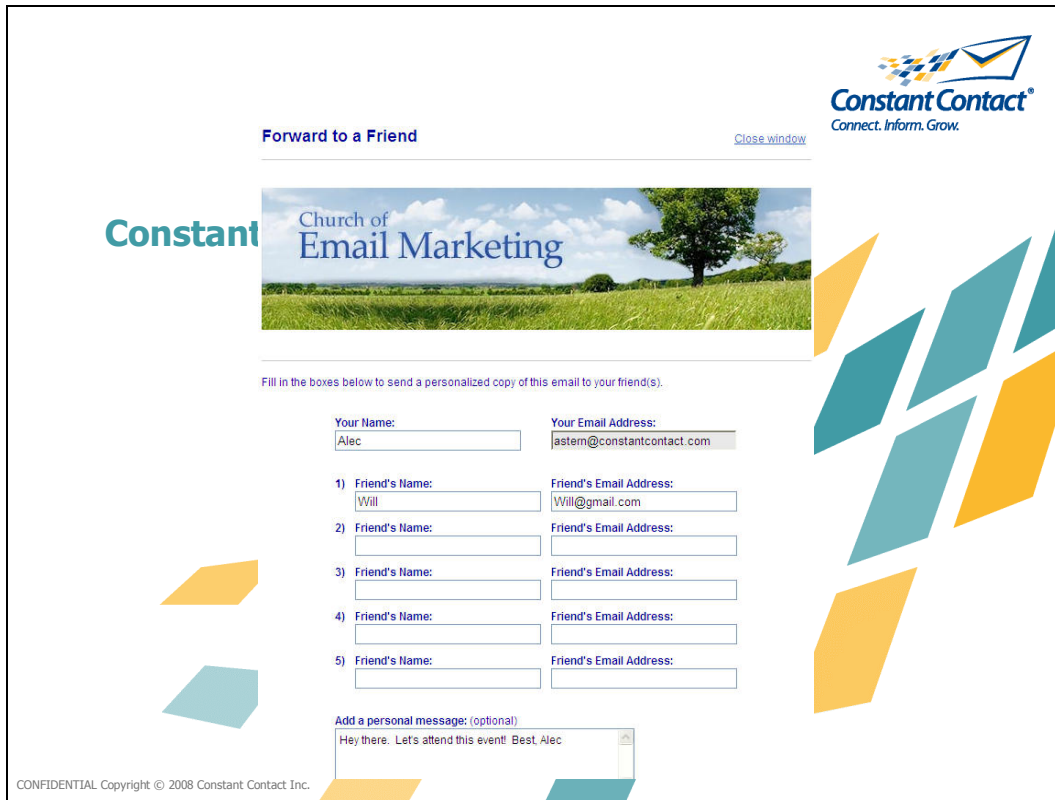
Note: Always make sure
to ask for permission
when collecting
information

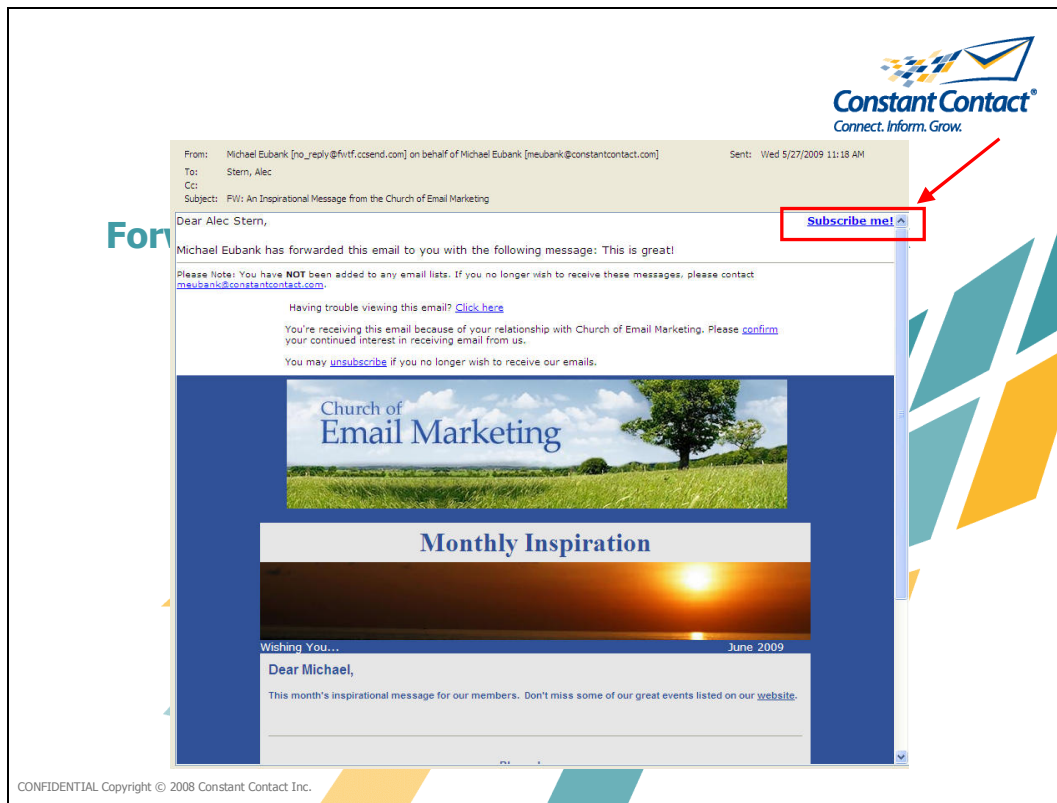
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And Simply Delete Everything Else



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Church of Email Marketing

Registration

To join our mailing list, please complete the information below and click **Save Profile Changes**.

Your Email Address:

Your Interests

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

☒ Newsletter
☐ Youth Programs
☐ Music Ministry
☐ Children's Ministry

Preferred email format ⓘ


☒ HTML ☐ Text

Your Information

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

*First Name
*Last Name
Home Phone
Address Line 1
Address Line 2
City
US State/CA Province
Zip/Postal Code


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Constant Contact
Welcome!



Church of Email Marketing

Welcome!

Dear Alec,

Welcome to the **Church of Email Marketing**. We are happy to have you as a member of our community. Your email address and interest preferences have been recorded in our database. In the future, you will receive periodic emails specific to your interests.

Privacy is important to us; therefore, we will not sell, rent, or give your name or address to anyone. At any point, you can select the link at the bottom of every email to unsubscribe, or to receive less or more information.

Thanks again for registering. If you have any questions or comments, feel free to contact us.

Sincerely,

Alec Stern

Church of Email Marketing

email: astern@constantcontact.com
 phone: 781-472-8142
 web: <http://www.constantcontact.com>

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Constant Contact® - At A Glance

- **The leading Email Marketing™ service for SMBs**
 - Constant Contact's leading email marketing and survey products—supported by its expert personal coaching and service—help all types of small businesses and organizations create professional-looking email newsletters and insightful online surveys, and begin a dialogue with their customers.
 - Award Winning!
 - Outstanding Customer Satisfaction
- **Fast Growing**
- **Market Leadership**
 - Publicly Traded Company - CTCT
 - More than **250,000 customers** worldwide trust Constant Contact to help them connect with their audience.
 - Sending over **1.6 billion messages a month** on our customers behalf
 - Partnering with Industry Leaders!







Trusted by more than 250,000 small businesses.

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Affordable Pricing



FREE 60-Day Trial >>
No risk. No obligation.
No credit card required.

"Constant Contact is so affordable, easy to use and effective at keeping church members connected... We've saved so much on the cost of paper and postage."

**Pam Anger, Administrative Assistant
Woods Memorial Presbyterian**

Email Marketing

Your Email List Size	Your Low Monthly Fee
0-500	\$15
501-2,500	\$30
2,501-5,000	\$50
5,001-10,000	\$75
10,001-25,000	\$150
25,000+	Call for pricing

Pricing does not include applicable sales tax.

NOTE: Email Marketing free trials are limited to accounts with lists under 100 contacts. If your list exceeds 100 contacts at any time during your trial, you will be prompted to upgrade to a paying account.

Online Survey

Your Survey Responses	Your Low Monthly Fee
0-5,000	\$15
0-5,000 with purchase of Email Marketing	\$10
5,001+	5 cents overage charge for each additional name

Pricing does not include applicable sales tax.

NOTE: Online Survey free trials are limited to viewing 100 or fewer responses. If you exceed the limit, you will be invited to upgrade to a paying account. At the end of your free trial, your surveys are still active. Additional responses will be stored and available when you purchase the survey tool.

Prepay

Prepay Options**	Standard Prepay	Nonprofit/Education
6 Month Prepay	10% Discount	20% Discount
12 Month Prepay	15% Discount	30% Discount

** The time period that you prepay for Email Marketing may be adjusted if your list is over 100 contacts. Registration form 501 (c) (3) required for Nonprofit/Education.

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Touch people in your community who are hard to reach.

Black Rock Congregational Church
Location:
Fairfield, Connecticut
Website: <http://www.brcc.org>
Communication need:
Keeping everyone—from parents to local college students—informed, and making sure all messages reach their intended recipients.
Constant Contact customer since: 2004

"With Constant Contact, parents are much more informed and they really know what's going on in a way that really wasn't happening before. For a parent to say that they don't know what's going on, that means they're either not reading their email or they're not on our list!"
— Jeremy Taylor, Youth Director

Email Marketing Success Series

Save money on printing and postage.



Woods Memorial Presbyterian Church

Location:
Annapolis, Maryland

Web site: <http://www.woodschurch.org>

Communication need:

To reduce expenses on copying paper newsletters and mailing them.

Constant Contact customer since: 20 05

"Just try it. You don't have to be a technical person. I find it's very easy to use. Constant Contact saves us time and money, and helps us keep our members connected." — Pam Anger, Administrative Assistant

Email Marketing Success Series

How To Get Started ACS Technologies Customers

How To Get Started:

- Sign-up online:

<http://acstechnologies.constantcontact.com>

- Call us: **866-618-5420**

Campaign Consultants are waiting to talk to your customers!

Class Evaluation

Got a comment about this session or anything convention related? Stop by the Resource Area to fill out a brief online survey.