

E-mail/E-Newsletters

A cheap and easy way to get your message out is through e-mail. E-mail management systems allow you to tailor messages to specific subscribers and track and see what is being opened and read by your subscribers.

We use ConstantContact, because it only charges you based on the number of subscribers that you have in your account (e-mail addresses in your list). NAPT has over 7,000 and we pay only \$75 a month. If you have under 500 on your list it only costs \$15.

Some E-mail Management Systems:

- Blackbaud - www.blackbaud.com
- ConstantContact - www.constantcontact.com
- Convio - www.convio.com
- Emma - www.myemma.com
- GraphicMail - www.graphicmail.com

Tips on using e-mail management systems:

- **Using specific subjects** - Studies have shown that people are as likely to open up an e-mail with a plain subject as they are a specific subject related to the content; however, once they do open the e-mails they are more likely to click on the links when you have a specific subject.
- **Plan when to send** - Think of when your audience will read and react to the e-newsletter you send and schedule it accordingly.
- **Be consistent** - Send your e-mail at the same day and time if you can. People are creatures of habit. If you get in their routine then it will be more likely they will open and read your newsletter.
- **Personalize** - People are more likely to open e-mail from someone they know. Make the e-mail from you.
- **Don't nag** - Send your e-newsletters out no more than once a week.
- **React to your users** - Watch your stats and see what people are responding to. Do more of what works and less of what doesn't