

ACA MORNING

COMMUNICATIONS SECRETARY REPORT

February 20, 2023

CONTACT LIST: Our Contact List is posted on the website in Excel and PDF formats. To coincide with the changing seasons, the password was changed from “Recovery” (fall) to “Serenity” (winter) on December 21, 2022. It will next be changed on Spring Equinox, March 20, 2023. In February, we’ll be taking nominations for the new password!

WSO UPDATES

- **LISTING INFORMATION:** There have been no changes to the meeting information on the WSO website.
- Per the request of our WSO Representative: We will be recommending an update to the **Room Host Script** to announce the need for 7th tradition donations. Also, will add to the **News** section of the website a link to the WSO Donations page, and will verbalize this request at the end of the meeting during **Announcements**.

EMAIL & ACCOUNTS: We currently receive and respond to emails coming to info@acamorning.org.

MAILCHIMP DATABASE UPDATE: There are currently 538 (+19%) people on our Mailing List and 416 (+8%) on our Contact List.

- We may need to move to a paid MailChimp account (expected cost \$27/mo+tax) as we have over 500 records on the mailing list. It can be paid via PayPal. Recommendation will be made in the next 30 days.

SERVICE ADDRESSES: No new addresses were created this month.

COMMUNICATIONS TEAM UPDATES:

Since the last meeting,

- One mass email was sent to 526 members from MailChimp:
 - **02.14.23 Monthly newsletter outreach.** Topics included: ACA WSO Global fundraising efforts; Announcement about GC Safety Solutions meeting (held on 02.16.23); an invitation for the Room Host Roundtable to be held on 02.19.23; an invitation to the next GC Business Meeting, to be held on 02.20.23; An invitation to the Special Elections, to be held on 02.26.23. Open rate is 64%.
- One targeted email was sent to 52 service members from MailChimp:
 - **02.14.23 Meditation Draft slide on the website.** Topic was to provide a copy of the new draft meditation slide and links to acamorning.org/mod page. Open rate is 78%.
- In January, we evaluated the position description for possible updates and recommend no changes.
- At the end of February, Lisa will be rotating out of this position. **We are seeking a new co-secretary to join Joy and to replace Lisa, to be confirmed at the elections on 02.26.23.**

Respectfully submitted,

Lisa and Joy, Communications Co-Secretaries