

# ACA MORNING

## COMMUNICATIONS SECRETARY REPORT

March 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 will be changed from “Serenity” (winter) to a new spring one during today’s meeting.

### **WSO UPDATES**

- LISTING INFORMATION: No changes.
- Per the request of our WSO Representative: we will continue announcing the need for 7<sup>th</sup> tradition donations during the meeting, and post an announcement on the Latest News section of the website.

**EMAIL ACCOUNTS:** We currently receive and respond to emails coming to [info@acamorning.org](mailto:info@acamorning.org).

**MAILCHIMP DATABASE UPDATE:** There are currently 551 (+2.4%) subscribers on our Mailing List and 435 (4+%) on our Contact List. **Since our last meeting:**

- Mailchimp reduced their free tier from 1,000 subscribers to 500. This means, to stay on a free plan going forward, we must keep our email subscribers under 500.
- To stay under 500 subscribers, we can “archive” members who have not engaged with our last 10+ emails.
- We suggest funding a basic paid MailChimp account so that we can continue to grow the list, while still making it easy to unsubscribe. This can be paid via PayPal; the expected cost is ~\$300/year +tax.

### **COMMUNICATIONS TEAM UPDATES:**

Since the last meeting:

- On February 26<sup>th</sup>, Lisa rotated out of this position and Cynthia S. was elected. **Welcome, Cynthia!**
- Two mass emails were sent:
  - **03.07.23 - Special Anniversary News:** Topic was to invite submissions for upcoming 3<sup>rd</sup> Anniversary activities. Open rate is 68%.
  - **03.13.23 - Monthly newsletter outreach.** Topics included: ACA WSO Global fundraising efforts and 3<sup>rd</sup> anniversary celebration activities. Open rate is 69%.

Respectfully submitted,

Cynthia and Joy, Communications Co-Secretaries