

ACA MORNING

COMMUNICATIONS SECRETARY REPORT

April 17, 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 “Serenity” (winter) to “**Mindful**” (spring). It will change again in summer.

WSO UPDATES

- LISTING INFORMATION: No changes.
- 7TH TRADITION ANNOUNCEMENTS: No changes.

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

MAILCHIMP DATABASE UPDATE: There are currently 499 subscribers (-3%, due to Mailchimp archiving) on our Mailing List and 433 (0+%) on our Contact List. **Since our last meeting:**

- Archived 55 “inactive” subscribers from our mailing list, in order to remain on Mailchimp’s free tier.
 - “Inactive” means a subscriber has not opened the last 10+ emails we sent.
 - “Archived” means they do not receive new emails, but will remain in our database.
- We recommend funding a basic paid MailChimp account so that we can continue to grow the email list, while still making it easy to unsubscribe. This can be paid via PayPal; the expected cost is ~\$20/month.

COMMUNICATIONS TEAM UPDATES:

Since the last meeting:

- Two mass emails were sent:
 - **03.27.23 - ACA Special Announcement - 2023 WSO Ballot Proposals:** Topic was to invite participation in upcoming 2023 WSO ballot proposals. Open rate: 76%.
 - Available here: <https://mailchi.mp/acf18c072bc1/special-wso-vote>
 - **04.12.23 - Monthly newsletter outreach.** Topics included current Latest News. Open rate: 69%.
 - Available here: <https://mailchi.mp/38482ceb379d/april-newsletter>
- Three new Latest News articles were added to the website; 5 articles were moved to Old News section.
 - Available here: <https://www.acamorning.org/news>

Respectfully submitted,

Cynthia and Joy, Communications Co-Secretaries