

ACA MORNING

COMMUNICATIONS SECRETARY REPORT

May 15, 2023

CONTACT LIST: Our Contact List is posted on the website in Excel and PDF formats. Current Password: **Mindful**

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 (-0%, due to Mailchimp archiving) on our Mailing List and 444 (2+%) on our Contact List. **Since our last meeting:**

- Archived 13 “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.
- **Archiving subscribers seems to work so far, and we also post a newsletter link in the meeting chat.**
- We still recommend discussing a basic paid MailChimp account to grow the email list without archiving, while also 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:
 - **04.20.23 - Special Announcement: Ad Hoc Business Meeting.** Topic was to invite participation in an unscheduled meeting to discuss a schism in the group. Open rate: 67%.
 - Available here: <https://mailchi.mp/f9909052cb15/ad-hoc-biz-meeting>
 - **05.11.23 - Monthly newsletter outreach.** Topics included current Latest News. Open rate: 61%.
 - Available here: <https://mailchi.mp/365b18cb48a3/may-newsletter>
- 2 new Latest News articles were added to the website; 3 articles were moved to Old News section.
 - Available here: <https://www.acamorning.org/news>

Respectfully submitted,

Cynthia and Joy, Communications Co-Secretaries