

# ACA MORNING

## COMMUNICATIONS SECRETARY REPORT

June 19, 2023

**CONTACT LIST:** Our Contact List is posted on the website in Excel and PDF formats. Password as of 06/21: TBD

- Password requests received: **Unity** OR **Connection**. Can we spend the next minute to pick one?

### **GENERAL UPDATES**

- ACA WSO LISTING & 7<sup>TH</sup> TRADITION INFORMATION: No changes.
- EMAIL ACCOUNTS: We receive and respond to emails coming to: [info@acamorning.org](mailto:info@acamorning.org) (No changes)

**MAILCHIMP DATABASE UPDATE:** There are currently **499** subscribers (+0%, due to Mailchimp archiving) on our Mailing List and **443 (+0%)** on our Contact List. **Since our last meeting:**

- Archived 11 “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
  - “Archived” subscribers will not receive new emails until they are moved back to “active” status
- We recommend subscribing to a basic paid MailChimp account.
  - This would allow us to grow the email list, while also making it easy to unsubscribe.
  - A subscription can be paid via PayPal; the expected cost is ~\$20/month.
  - **Unless something changes, we will soon run out of folks to archive.**
  - **We are blocked from sending emails when we have more than 500 contacts.**

### **COMMUNICATIONS TEAM UPDATES:**

Since the last meeting:

- One mass email was sent: **06.13.23 - Monthly newsletter outreach**. Open rate: 72%
  - Available here: <https://mailchi.mp/2ca8f5c3b37a/june-newsletter>
- 4 new Latest News articles were added to the website; 2 articles were moved to Old News section.
  - Current News available here: <https://www.acamorning.org/news>

Respectfully submitted by Cynthia and Joy, Communications Co-Secretaries