

SUFFOLK CENTRE WORKSHOP MEETING
COMMUNICATION TO CENTRE MEMBERS BY EMAIL

Time / Date: 1500 - 1700 Sunday 18th January 2015

Location: Nigel Berry's home address, Colchester

Attendees:

JK	Janice Kent	Lady Chairman
NB	Nigel Berry	Vice Chairman & Newsletter
TS	Trevor Smith	Vice Chairman & Webmaster
DP	Diane Preston	Hon Secretary & Centre Register
MB	Max Berry	Junior Crew

MINUTES

1. Review of the purpose of email (Why?)

To Suffolk Centre members by email on a regular basis. Initially it is considered that a monthly update will be sent and reviewed at each Committee meeting.

2. What messages to we wish to communicate (What?)

Communication to include:

Reminder of upcoming events - messages from Marshals - rallies needing support - change of programme or venue - indication of costs - encourage new volunteers - future planning or programme items - junior crew updates - encourage feedback from members - increase traffic to our web site - unsubscribe option - disclaimer.

3. Who will receive the communication (Mailing List?)

All Suffolk Centre members that have supplied an email address and that exist on the master database at the time the email is sent. In future, consideration may be given to other Centres' members (i.e. North Essex)

4. Explore the tools we have to enable us to achieve this (How?)

The group looked at our current online service provided by Hosting UK. We currently pay for web hosting that includes the ability to create email aliases (i.e. charman@suffolkcentre.co.uk) and to send and receive email from this domain.

A small database upload was tested successfully using a .csv export from the main database. Although no email has yet been sent or received, it is entirely feasible that this service can be used at no additional cost to the Centre.

5. Next steps and timeline (When?)

There are a few steps that need to be followed prior to sending out our first email to all our members:

TS Explore how Google Analytics could benefit with regular statistics before and after our emails start.

DP Test a full import from database into the contact list in the HostingUK service.

NB & MB Create a template upon which regular emails can be based.

TS Create unsubscribe@suffolkcentre.co.uk and route to DP for amendment of the master database.

DP Modify the master database so that a column is available as a list of subscribed email addresses (method to be designed and managed by DP). Manage ongoing unsubscribe requests.

DP & NB Create a "1st edition" email for circulation to Committee to enable a test of the process and feedback on the content.

WORKSHOP GROUP To present to Committee in February with a view to testing and preparing for first email to be sent to members before Easter 2015.

