

## North Georgia Walk to Emmaus Communications Report – August 2023

The June Loveletter was emailed out on June 13, 2023. In addition, 1 Remembering the Saints Communiques; 1 Face 2 Face Communications and 2 Chrysalis Announcements were sent out. All communications were posted to Facebook as well. The Loveletter had an open rate of 48% which is in line with most of the other emails.

All articles for the August Loveletter are due by **Sunday, July 30th , at 8:00 pm**. Please email your articles to [loveletter@ngwte.org](mailto:loveletter@ngwte.org). The Loveletter for August will go out no later than August 10<sup>th</sup> if articles have been received. The August Loveletter will center around the 40<sup>th</sup> anniversary of NGWTE encouraging sponsorships, donations, the Gathering, etc. If possible, would like to include some testimonies of servants from some of the earliest Walks. Any additional ideas for this addition would be appreciated.

Please ensure all articles are submitted on time (or early) so that the Loveletter will go out in a timely manner. All articles for publication in the Loveletter will be reviewed and edited as needed.

There is still an issue with old distribution lists not archiving. All old Men's Walks along with F2F and Constant Contact distribution lists have been archived but Constant Contact continues to add back all deleted lists. Tony has reported the issue to Constant Contact.

Folders have also been set up for the campaigns (emails) and 310 of the 690 have been placed into a folder. I will continue to work on the unassigned until all campaigns are properly filed.

Campaign statistics for both June and July follow.

De Colores!

Julie Hubach  
Communications Chair

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LOVELETTER	Jun-23	May-23	Apr-23	Mar-23	Feb-23	Jan-23
<b>Sent</b>	5596	5619	5582	5,595	5,634	5,691
<b>Opened</b>	2659	2749	2768	2,681	2,806	2,736
<b>Open Rate</b>	47.90%	49.30%	49.8%	47.92%	49.80%	48.30%
<b>Mobile Open Rate</b>	3.30%	3.90%	4.20%	3.20%	4.10%	4.50%
<b>Desktop Open Rate</b>	96.70%	96.10%	95.80%	96.80%	95.90%	95.50%
<b>Clicks</b>	42	23	8	20	14	42
Click Rate	0.7%	0.4%	0.1%	1%	1%	0.70%
Clicks (Facebook)	6	4	5	1	4	8
Clicks (Ministry Mgr)		1				-
Clicks (F2F)	4	1		2		-
Clicks (Chrysalis)						1
Clicks (NGWTE website) Donation	12	1		17	10	32
Clicks (other)	20	16	3			-
<b>Did Not Open</b>	2892	2829	2791	2,914	2,828	2,955
<b>Bounces</b>	45	41	23	21	17	25
<b>Bounce Rate</b>	0.80%	0.70%	0.40%	0.38%	0.30%	0.40%
<b>Successful Deliveries</b>	5551	5578	5,559	5,574	5,617	5,666
<b>Unsubscribes</b>	5	4	2	0	2	2
<b>Unsubscribe Rate</b>	0.10%	0.10%	0.10%	0.00%	0.04%	0.10%

Bounce Detail	Jun-23	May-23	Apr-23	Mar-23	Feb-23	Jan-23
<b>SPAM Reports</b>	0	2	0	0	0	0
<b>Mailbox Full</b>	11	8	5	5	5	8
<b>Vacation/Auto Reply</b>	3	3	3	3	3	2
<b>Blocked (by ISP)</b>	1	0	4	3	2	4
<b>Other</b>	30	28	9	10	7	1
<b>Removed from DL</b>						
Non Existence				1	0	1
Suspended (multiple bounces)				3	3	8
Undeliverable				4	0	0
Mailbox Full 2x				5	3	0

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<b>Campaign Name</b>	<b>F2F Candlelight Needs You</b>	<b>Sponsors, We Need You!</b>	<b>Sponsors, Chrysalis Need You!</b>	<b>RTS – July 1</b>
<b>Sends</b>	5598	5597	5587	5579
<b>Opens</b>	2772	2636	2563	2629
<b>Open Rate</b>	49.9%	47.5%	46.3%	47.6%
<b>Mobile Open Rate</b>	5.6%	3.2%	2.6%	2.7%
<b>Desktop Open Rate</b>	94.4%	96.8%	97.4%	97.3%
<b>Clicks</b>	99	29	8	4
<b>Bounces</b>	42	44	56	55
<b>Unsubscribes</b>	1	0	8	2