

North Georgia Walk to Emmaus Communications Report – October 2023

The September Loveletter was emailed out on September 8, 2023 along with 2 emails, one for the Face to Face Candlelight and one reminder for the Gathering. The Loveletter and F2F emails were posted to Facebook. With several posts on the Gathering being made by members on the Facebook site, it was not necessary to post that email. The 49.6% open rate for the Loveletter is slightly lower than normal. We had big jump in the number of clicks due to the You Tube video (30 unique clicks) for music along with 7 clicks for the donation request.

All articles for the October Loveletter were due by **Sunday, October 1 , at 8:00 pm**. Please email your articles to loveletter@ngwte.org. The Loveletter for October is scheduled to go out on October 9th.

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 All old Men's Walks along with F2F and Constant Contact distribution lists have been archived but Constant Contact continues to add back all deleted lists.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 all campaigns have been placed in the appropriate folder. There are 689 total campaigns. Have begun work on syncing the contacts in Ministry Manager with Constant Contact.

Campaign statistics for September follow.

De Colores!

Julie Hubach
Communications Chair

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LOVELETTER	Sept-23	Aug-23	Jun-23	May-23	Apr-23	Mar-23
Sent	5536	5550	5596	5619	5582	5,595
Opened	2711	2746	2659	2749	2768	2,681
Open Rate	49.6%	50.1%	47.90%	49.30%	49.8%	47.92%
Mobile Open Rate	3.1%	4.1%	3.30%	3.90%	4.20%	3.20%
Desktop Open Rate	96.9%	95.9%	96.70%	96.10%	95.80%	96.80%
Clicks	43	22	42	23	8	20
Click Rate	0.4%	.2%	0.7%	0.4%	0.1%	1%
Clicks (Facebook)	6	7	6	4	5	1
Clicks (Ministry Mgr)				1		
Clicks (F2F)		3	4	1		2
Clicks (Chrysalis)						
Clicks (NGWTE website)						
Donation	9	9	12	1		17
Clicks (other)	30	3	20	16	3	
Did Not Open	2758	2740	2892	2829	2791	2,914
Bounces	67	64	45	41	23	21
Bounce Rate	1.2%	1.2%	0.80%	0.70%	0.40%	0.38%
Successful Deliveries	5469	5486	5551	5578	5,559	5,574
Unsubscribes	4	7	5	4	2	0
Unsubscribe Rate	.10%	.10%	0.10%	0.10%	0.10%	0.00%

Bounce Detail		Aug-23	Jun-23	May-23	Apr-23	Mar-23
SPAM Reports		0	0	2	0	0
Mailbox Full	7	10	11	8	5	5
Vacation/Auto Reply	1	3	3	3	3	3
Blocked (by ISP)	2	1	1	0	4	3
Other	7	50	30	28	9	10
Removed from DL						
Non Existence	4					1
Suspended (multiple bounces)	42					3
Undeliverable	4					4
Mailbox Full 2x						5

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Campaign Name	Face to Face Candlelight	Gathering
Sends	5527	5523
Opens	2510	2392
Open Rate	45.9%	43.8%
Mobile Open Rate	3.3%	2.7%
Desktop Open Rate	96.7%	97.3%
Clicks	27	6
Bounces	64	64
Unsubscribes	4	1