

North Georgia Walk to Emmaus Communications Report – April 2021

The March Loveletter was emailed out on March 12, 2021. I also emailed 3 communications for members of our community who have passed away.

All articles for the April Loveletter will be due by Sunday, April 11, 2021 at 8:00 pm. Please email your articles to loveletter@ngwte.org. The Loveletter for April will go out no later than Friday, April 16, 2020.

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.

Open and Click rates for the latest issue:

	Mar 2021	Feb 2021	Jan 2021	Dec 2020	Nov 2020	Oct 2020
Open Rate Desktop 61%, Mobile 39%	2004 ↑ (32.4%)	1681 ↓ (27%)	1888 ↑ (30.1%)	1856 ↑ (29.6%)	1697 ↓ (27%)	1822 ↑ (29.1%)*
Sent	6227 ↓	6436 ↓	6516 ↓	7885 ↑	7866 ↑	6606 ↑*
Bounces *	50 ↓	207 ↓	251 ↓ ↓	1612 ↑	1604 ↑	
Successful Deliveries	6177 ↓	6229 ↓	6265 ↓	6273 ↓	6292 ↑	6256 ↑*
Clicks (Amazon)	16 ↑	6 ↓	8 ↓	13 ↑	9	17
Clicks (Board)	n/a	n/a	7			
Clicks (Facebook)	10 ↑	9 ↓	10 ↓	11 ↑	9	13
Clicks (Ministry Mgr)	24	n/a	n/a	11 =	11	29
Clicks (Kindful-donate)	28 ↑	9 ↑	0 ↓	11 ↑	9	16
Clicks (Signup Genius)	16 ↓	26 ↓	27 ↑	15 ↑	11	12
Did Not Open	4173 ↓	4548 ↑	4377 ↓	4417 ↓	4565 ↑ (72.9%)	4434 ↑ (70.9%)
Unsubscribed	3 ↓	6 =	6 =	6 ↑	5 ↓	9 =
Spam Reports	0 =	0 ↓	1 ↑	0 =	0 ↓	1 ↑
Mailbox full	5 ↓	12 ↓	13 ↓	14 ↑	14 ↑	1 ↓
Vacation / Auto Reply	5 ↑	4 ↑	3 ↓	4	4 ↓	5 ↑
Blocked (by ISP)	0 ↓	2 =	2 =	2 ↓	4 ↓	12 ↑
Other (Non standard ISP Code)	27 ↓	165 ↓	190 ↓	213 ↓	215 ↑	164 ↑
Recommend for Removal (ISP didn't respond)	13 ↓	24 ↓	43 ↓	1379 ↑	1367 ↑	168 ↓
<i>Recommend for Removal includes:</i>						
Non-Existent	2 =	2 ↓	4 ↑	1 ↓	12 ↓	38 ↓
Suspended (emails that bounce multiple times)	9 ↓	13 ↓	14 ↓	1340 ↑	1318 ↑	114 ↓
Undeliverable (ISP didn't respond)	2 ↓	9 ↓	25 ↓	38 ↑	37 ↑	16 ↑

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The Bounces for the Loveletter continue to decline. Ginny and I are working diligently to come up with a process for getting both Ministry Manager and Constant Contact up to date. I have discovered that most of them are spam or simply invalid emails.

Steve set up the website to include a 'captcha' box which will hopefully help weed out spam. For the time being, Steve also set up the a 'New Signups' distribution list in Constant Contact where website signups will reside until I either move to Loveletter or delete as Spam. I only had 1 signup in this folder, and she had not attended a Walk, so I deleted the contact from Constant Contact.

I also posted the Loveletter and Communications emails to the Facebook webpage.

De Colores!

Tara Thompson
Communications Chair