

North Georgia Walk to Emmaus Communications Report – June 2021

The May Loveletter was emailed out on May 16, 2021. I also emailed a Remembering the Saints communication, one regarding the Do You Miss Me Campaign, a reminder about the King's Retreat Workday and everything emailed was also posted in the Facebook Group Page.

All articles for the June Loveletter will be due by Sunday, June 6, 2021 at 8:00 pm. Please email your articles to loveletter@ngwte.org. The Loveletter for June will go out no later than Monday, June 14, 2021.

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.

The Bounces for the Loveletter continue to decline with an all-time low of only 9 this month which means that Ministry Manager is basically up to date! Ginny and I continue to work on streamlining the process of updating Constant Contact from Ministry Manager. We have discovered that simply excluding the 'Basic' members (Pilgrims) from the MM download is not foolproof. For some reason, some of the Pilgrims are still coming through. They were manually deleted before uploading into CC and before the Loveletter was sent out. After each Loveletter is mailed, I delete the 'Recommend for Removal' emails from Constant Contact. This month I only had to delete 4. The remaining 5 need to be investigated to see if they are valid or not.

The captcha box that Steve set up on the website has almost eliminated spam subscriptions. I check the 'New Sign-ups' distribution list before any communications go out to see if we have any new subscribers. I either move to Loveletter or delete as Spam. There were no new signups this month.

De Colores!

Tara Thompson
Communications Chair

North Georgia Walk to Emmaus Communications Report – June 2021

Page 2

Open and Click rates for the latest issue:

	May 2021	April 2021	Mar 2021	Feb 2021	Jan 2021	Dec 2020
Open Rate Desktop 57%, Mobile 43%	1866↓ (30.7%)	1945↓ (31.5%)	2004↑ (32.4%)	1681↓ (27%)	1888↑ (30.1%)	1856↑ (29.6%)
Sent	6084↓	6221 ↓	6227↓	6436 ↓	6516↓	7885↑
Bounces *	9↓↓	42↓	50↓	207 ↓	251↓↓	1612↑
Successful Deliveries	6075↓	6179↑	6177↓	6229 ↓	6265↓	6273↓
Clicks (Amazon)	43	5↓	16↑	6↓	8↓	13↑
Clicks (Facebook)	19	3↓	10↑	9↓	10↓	11↑
Clicks (Ministry Mgr)	n/a	7↓	24↑	n/a	n/a	11=
Clicks (Kindful-donate)	57	7↓	28↑	9↑	0↓	11↑
Clicks (Signup Genius)	26	8↓	16↓	26↓	27↑	15↑
Clicks (NGWTE website)	n/a	3↓	n/a	n/a	7	n/a
Clicks (Youtube)	27	1				
Did Not Open	4209↓	4234↑	4173↓	4548↑	4377↓	4417↓
Unsubscribed	5↓	7↑	3↓	6=	6=	6↑
Spam Reports	1↑	0=	0=	0↓	1↑	0=
Mailbox full	2=	2↓	5↓	12↓	13↓	14↑
Vacation / Auto Reply	0	0↓	5↑	4↑	3↓	4
Blocked (by ISP)	0↓	1↓	0↓	2=	2=	2↓
Other (Non standard ISP Code)	0↓	14↓	27↓	165↓	190↓	213↓
Recommend for Removal (ISP didn't respond)	4↓	25↑	13↓	24↓	43↓	1379↑
Non-Existent	0=	6↑	2=	2↓	4↑	1↓
Suspended (emails that bounce multiple times)	4↓	10↑	9↓	13↓	14↓	1340↑
Undeliverable (ISP didn't respond)	2↓	9↑	2↓	9↓	25↓	38↑