Constant Contact – Email Program Used by AAUW Laguna Beach

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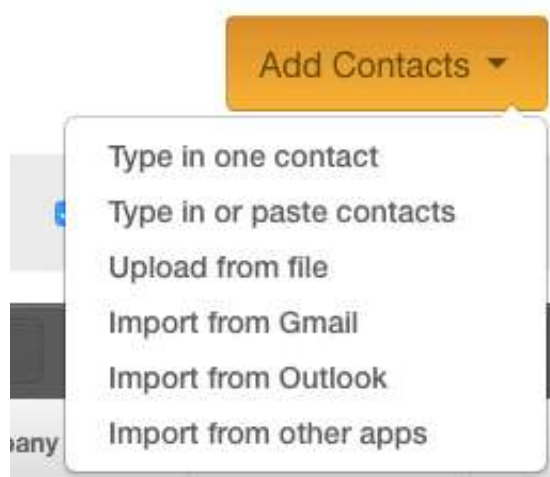
Reasons for use:
- Easy to set up, flexible templates, and a Library for Images and webmaster was familiar with it.
- Can send our eblast reminders or program changes in 5 minutes or less
- Has Reporting capabilities, such as compiling an opening rate, and is in real time
- No limit on number of messages per month
  - Reports can be in graph form if desired.
- Has donation capabilities, but we haven't used it because it is part of "Plus" – a   higher priced Constant Contact package.
- We use it to send out our ballots for voting, but actually use a Form application for the slate of officers information.

Cost
$20.00 a month for 500 subscribers. For 501 to 2500 contacts the price is $45.00 a month. We now pay $400 a year because we had a special package. We will be dropping the extra plus package for next year. There is a nonprofit rate. (We are looking into Mail Chimp, too.)

We did not like Constant Contact's survey feature and do not use it now. It was hard to set up choices. We couldn't use features like "Select 3 programs you liked." We could only get one choice. We wanted multiple choices recorded and tabulated.
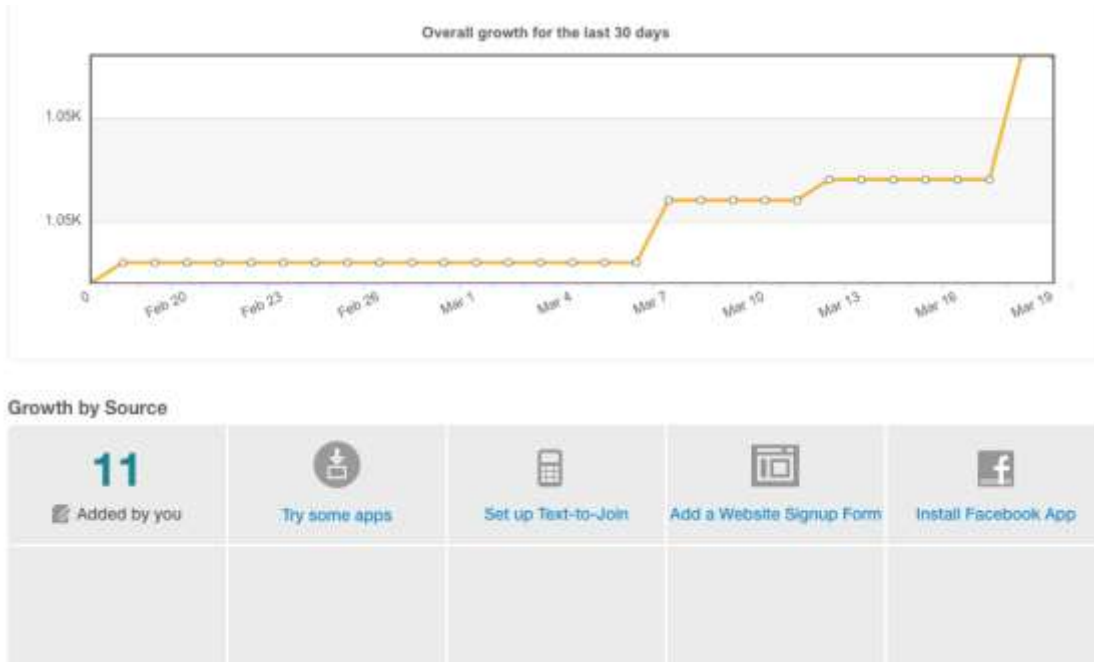
Process: To add contacts, you follow the choices in this box to import or type in the information on contacts.

EXAMPLE OF GRAPHING: Here is an example of a graph for reporting. We haven't used the buttons at the bottom: text to join, website signup form, or install Facebook App.

REPORTING: We like this feature a lot. It tells how many opened our newsletter and the percentage rate of opening. The term "campaign" means newsletter for us. CC uses the term for the product going out.

	Time Sent	Campaign Name	Total Sent	Open Rate	Click Through Rate	Bounce Rate	Unsubscribe Rate
☐	Tue, Mar 13, 2018 4:58 PM	Campaign Created 2018/03/13, 4:45 PM	142	62.8% 86	0% 0	3.5% 5	0% 0
☐	Wed, Mar 7, 2018 9:23 AM	Campaign Created 2018/03/07, 6:15 AM	5	75% 3	33.3% 1	20% 1	0% 0
☐	Sun, Mar 4, 2018 8:01 AM	Campaign Created 2018/03/03, 9:03 PM	141	59.6% 81	0% 0	3.5% 5	0% 0
☐	Mon, Feb 26, 2018	Campaign Created	141	68.6%	67%	2.8%	0%

This is the form to add a new contact that you would type in. Under the SAVE at the bottom you can SAVE and then click to add another contact without going back to the beginning.

REVIEWS

1. Nearly half of the email marketing software couldn't bypass Gmail's strict filters to get to readers' inboxes. Emails we sent through Constant Contact made it through every time.
2. The image library now allows 2 GB of storage, with a maximum file size of 5MB. Users can also access free and paid stock photos directly through Constant Contact. We have our AAUW Laguna Beach logo stored in the library.
3. We really like the professional look of the templates.
4. Ongoing challenge is to have people open the newsletter. Many of our members are not good with computers.