



# Beyond the Newsletter Webinar

October 12, 2021:

## Follow Up to Participants' Questions and Comments

**You will probably get to this, but what about the people who say "you communicate too much so I delete all your emails"**

*Here's one answer to that! Phonevite! Also, take a hard look at how many emails you do send. Maybe you can consolidate some information and send fewer. Be sure the information is necessary. Consider creating email groups so that you can send information to targeted groups (like Tech Trek volunteers) instead of everybody. You can also "code" your emails in the subject line, i.e. For Your Information vs. Action required to help people judge the importance of the information.*

**Did you say do not Reply all?**

*Correct. Unless you actually do want to communicate your message to everyone. When you send a general email to everybody and ask for a response (such as an RSVP), remind them in bold print not to use Reply All. That will send their response to everyone else on the list and it is annoying. That often contributes to people feeling like they get "too many AAUW emails."*

**If you have someone who can design the flyer for you (in your branch or outside), using the AAUW discount at Office Depot makes them much cheaper than Vistaprint. Sometimes, Office Depot will design it for you, as well.**

*Nice to know! Thank you! But don't forget that Vistaprint has continuous sales and discounts. Be a good shopper!*

**The focus of this webinar seems to be on reaching branch members. Besides press releases, the website and Facebook, I would like more information about reaching people who haven't joined our branch yet.**

*Many of the ideas that were presented can be used with external folks who are not yet members. As an example, Facebook can reach friend of members or you can purchase ads that are presented to people who meet specific characteristics such as gender, age, income etc. Instagram is similar. You can help your members get the word out by having them share the posts or events. Flyers reach nonmembers. All the items on slide 22 can reach outside the organization. A few more notes: nearly all of the publicity tools that we mentioned could be used to inform BOTH members and the public. Of course, some are best used for members only, such as the newsletter, robocalls, maybe postcards, emails specifically to branch members and communications with interest groups. But we think most of other methods we suggested would be used to communicate with the public too, i.e. all the social media tools, the branch website, flyers, radio and TV spots, paid ads, press releases, speaking at other organizations, using member contacts outside of AAUW, Meetup, Nextdoor, etc. So, there were a lot of ways to reach out to the public (which, of course, is also a way to attract members as well as attendance).*



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**What's the best way to reach non-members?**

*That will depend on your audience...who you're trying to reach. Try a few of the options. There is no magic tool!*

**What do you do about the members who don't want to use Facebook due to all of the negative publicity or the political uses of Facebook?**

*You won't reach everyone with one tool. Perhaps use two or three different tools to reach everyone, not just one.*

**Does AAUW California already purchase ads that also mention joining local branches?**

*No, not currently. We refer members to the AAUW California website which encourages potential members to join a local branch.*

**I prefer to put our website URL in Facebook posts. Will excessive use of our website URL in FB posts affect us adversely on FB?**

*No. As long as your url is "real", you'll be ok.*

**What is the cost of putting an ad on Facebook?**

*Your Facebook advertising costs will depend a lot on your campaign objective, and many other factors. However, typically your Facebook ads can cost you between \$0.50 and \$2.00 per click.*

*Give yourself a budget of around \$1.00-\$3.50/day for your first few campaigns. Starting off with a low daily budget will allow you to see which ads are most effective, and you can later adjust your budget if needed.*

**We have used group text as reminder - it does have the downside of people adding comments but generally works really well as a last minute reminder.**

*Sounds great! Thanks for sharing. This strategy works for those who have shared a cell phone number.*