RA Email Marketing & Management

Contents

Chapter 1. Introduction

*This guide will focus on two areas of RA email management that are most relevant to your work as an Administrative Assistant: **email marketing through ConstantContact** and **managing the RA's members-only listservs**.*

If you have any questions that aren't covered here, please feel free to reach out to Christine Aucoin.

Chapter 2. Using ConstantContact

The Rabbinical Assembly uses the email marketing tool ConstantContact for promotional emails, fundraising campaigns, our weekly RA News newsletter - and much more!

You should have received a unique username and password for ConstantContact.com from your supervisor, but if you have any issues logging in, please email Max Arad.

How To Create An Email Campaign

*While you **can** create an email from scratch, it's much easier and more efficient to copy an existing, already-formatted email to use as your template.*

1. At the top left corner of the ConstantContact homepage, click **Campaigns**.
2. To find the format you need, scroll through recently-sent emails.
    a. *To create a condolence notice*: Search for an email with the campaign name **Condolences: [Family Member]** or **Barukh Dayan Ha-Emet: [Last Name]**.
    b. *To create a standalone promotional email*: Search for an email with **Standalone** or **Solo** in the campaign name.
    c. *To send a reminder for ScholarStream*: Search for an email with **ScholarStream** in the campaign name.
3. On the far right of the email, click **Copy**.
4. Edit the campaign name, subject line and body of the email.
5. Click **Save**.
6. Either send the email to your specified list now, or schedule your email to be sent at a later time.
    a. To send your email immediately, click **Send Now**.
    b. To send your email later, click **Schedule for Later** and specify the time and date.

Tip:
While your campaign name and subject line might sometimes be the same, it can be useful to add searchable terms to your campaign name for future use. Here is an example:

- **Subject Line**: Tonight's ScholarStream Lecture - Connection Information
- **Campaign Name**: ScholarStream Series 4 Lecture 2 Day-Of Reminder 10.19.22

Questions To Ask Yourself Before Hitting Send

Before you send your email, have you made sure that:

- You selected the right email list?
- Your subject line is correct?
- All of your email's hyperlinks work?
- Your email is eye-catching and error-free?
- You have scheduled your email for the right time, if you aren't sending it immediately?

How To Create An Email List

1. Select **Contacts** from the top left of the ConstantContact homepage.
2. Click **Lists**.
3. Click **Create Lists**, and give your list a name.
4. Click **Add Contacts**. You will have the option to either:
    a. **Upload from file** *(recommended)*: Upload your contacts from a spreadsheet.
    b. **Type or paste contacts**: Manually enter or paste multiple contacts at once.
5. Once your contacts are added, click **Continue**.
6. You will be asked to confirm that you have permission to email your contacts. After you do, click **Upload**.

Important Email Lists To Know

Our office uses the same email lists for a lot of our member-focused emails. Here are the most important ones to know:

- **RA News**: 1,600 contacts. Used for the weekly RA News newsletter, member-wide announcements, and other mass mailings targeted at RA members.
- **Condolence Notices**: 1,600 contacts. Used for emails alerting our membership about a colleague or colleague's family member who has passed away.
- **Social Justice News**: 1,500 contacts. Used for emails related to the Social Justice Commission's work.
- **E-Siddur Downloaders**: 16,000 contacts (yes, that extra zero is not a typo!). Our primary email list for non-members. Used for large, public-facing programs and updates on our publication offerings.

How To Create A New Contact

1. Select **Contacts** from the top left of the ConstantContact homepage.
2. Click **Add Contacts**.
3. Click **Add a New Contact**.
4. Enter the contact's email address, then click **Continue**.
5. Under **Basic Details**, add the contact's information in the fields for:
    a. First Name
    b. Last Name
    c. Job Title (if known)
    d. Company (if known)
6. Choose which lists you want to add the new contact to.
7. Click **Save**.

> **Important:**
> The new contact will receive an email asking them to confirm that they want to receive the RA's emails. Reach out to the new contact to let them know that they'll have to click **Confirm** in this email before they start receiving our emails.

How to Edit An Existing Contact

You might get requests from RA members who want to adjust their email subscriptions or unsubscribe from our emails entirely.

1. Choose **Contacts** from the top left of the ConstantContact homepage.
2. In the search bar on the right side of the screen, search for your contact's first and last name, or their email.
3. Click on your contact's name. You will have the option to either edit the contact's details, unsubscribe them from all of our lists, or delete them from our database.
4. If editing a contact's subscriptions, adjust which lists the contact is subscribed to and then click **Save**.

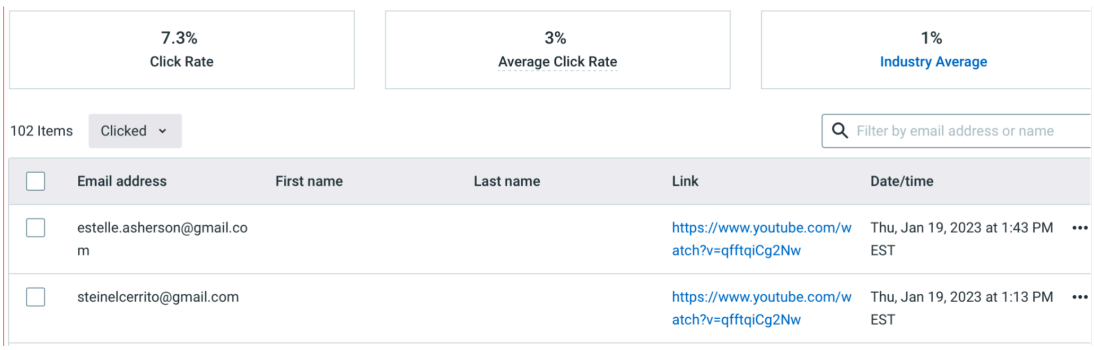
> **Important:**
> If a contact unsubscribes themselves from our emails, we don't get any kind of alert. **We won't know unless they tell us.** If someone reaches out to ask why they haven't received our emails in a while, check ConstantContact to see if they accidentally unsubscribed.

Using ConstantContact's Email Performance Statistics

After you send an email, ConstantContact tracks its engagement with your audience. This data helps our office improve how we craft and target our emails.

1. Select **Campaigns** from the top left of the ConstantContact homepage.
2. Find the email that you want to view and click on its name.
3. Navigate to the **Reporting** tab. ConstantContact will provide data on:
    a. Number of contacts that opened the email
    b. Number of contacts whose addresses bounced or were undeliverable
    c. Number of unsubscribes caused by the email
    d. Number of clicks through your email's hyperlinks
4. Click the number next to the data you want to view.

Figure 1. **Example of ConstantContact's Click-Through Rate Data**



Chapter 3. Managing The RA's Listservs

The Rabbinical Assembly uses the email management software LISTSERV 17.0 to run members-only listservs focused around shared interests. Our active listservs are:

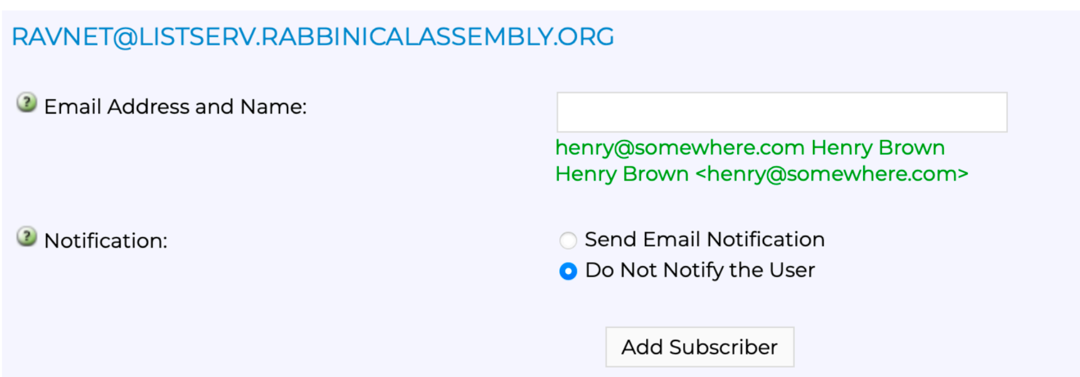
- **Ravet**: A space to enrich the lives of rabbis professionally, intelletually, and personally through supportive sharing of questions, knowledge and experience. Used for halakhic discussions and personal connection.
- **L-RA-Women**: A space for the RA's female members to connect.
- **RA-Drash**: A space for RA members to share sermons, give and get feedback, and debate different interpretations of Jewish texts.

How To Manage Ravnet

How To Add A New Contact to Ravnet

1. Log in at listserv.rabbinicalassembly.org. If you need the login information, please email Christine Aucoin.
2. Add your contact in either of these formats:
    a. **First Name Last Name <Email Address>**
    b. **Email Address First Name Last Name**
3. Choose **Send Email Notification** so your contact will know that they have been added to the list.
4. Click **Add Subsriber**.

Figure 2. **A Screenshot of the Ravnet Subscriber Management Page**



How To Edit A Contact's Ravnet Subscription

1. From the left hand menu of the Ravnet dashboard, click **Subscriber Management**.
2. In the **Search for Subscribers** search bar, enter your contact's full name or email address and click **Search**.
3. Edit any of the following subscription settings for your contact:
    a. **Subscription Type**:
        i. **Regular**: Contact will receive every message sent to Ravnet as a separate email.
        ii. **Digest**: Once a day, contact will receive a roundup via email of all messages sent to the listserv.
    b. **Acknowledgements**:
        i. **No Acknowledgments**: Contact will not receive a copy of their own messages.
        ii. **Short Message Confirming Receipt**: Contact will receive a short email confirming that their post was received.
        iii. **Receive Copy of Own Postings**: Contact will receive their full post in an email.
    c. **Miscellaneous**:
        i. **Mail Delivery Disabled Temporarily**: Contact will not receive Ravnet messages until **Miscellaneous** status is changed.
        ii. **User May Not Post to List**: Contact will not be allowed to post to Ravnet until **Miscellaneous** status is changed.
4. Click **Update Settings**.

CAUTION:
Before finalizing any changes, choose either **Send Email Notification** or **Do Not Notify User** at the top of the contact's profile.

How To Pull Reports From Ravnet

To pull a report of all active Ravnet subscribers:

1. From the left hand menu of the Ravnet dashboard, click **Subscriber Reports**.
2. Select **Check All**.
3. Under **Report Format**, select **CSV**.
4. Click **Update**.

To pull a report of recent activity on Ravnet:

1. From the left hand menu of the Ravnet dashboard, click **List Activity Reports**.
2. Under **Report Period**, define the parameters of your search by date, then click **Update**.
3. Under **Report Format**, select **CSV**.
4. Click **Update**.

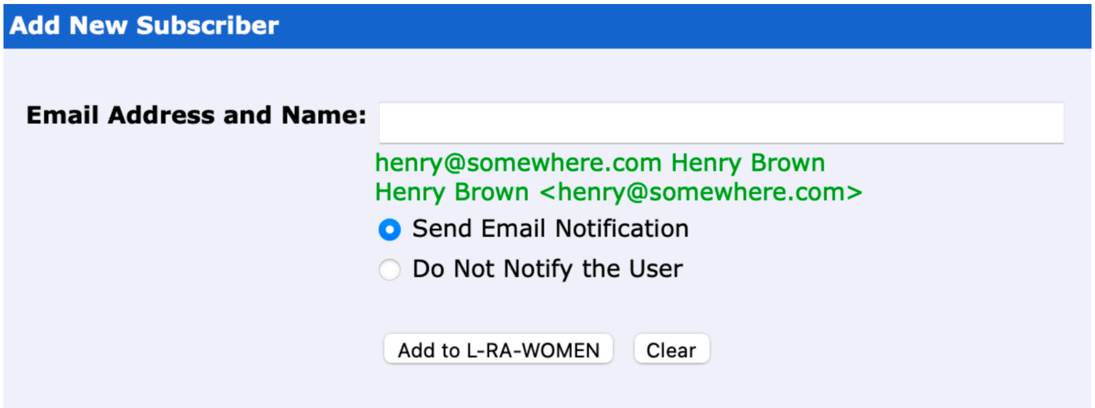
How To Manage L-RA-Women And RA-Drash

How To Add A New Contact To L-RA-Women Or RA-Drash

L-RA-Women and RA-Drash share a dashboard. Log in at listserv.jtsa.edu. (If you need the login information, please email Christine Aucoin).

1. At the top of the dashboard, select the **List Management** dropdown menu, then click **Subscriber Management**.
2. Choose which list that you would like to add your contact to.
3. Under **Add New Subscriber**, enter your contact's information in either of these formats:
    a. **First Name Last Name <Email Address>**
    b. **Email Address First Name Last Name**
4. Choose **Send Email Notification** so your contact will know that they have been added to the list.
5. Click **Add to L-RA-Women** or **Add to RA-Drash**, depending on the list you are adding your contact to. If you are adding your contact to both, you will need to complete steps 1-5 twice.

Figure 3. **A Screenshot of the L-RA-Women and RA-Drash Subscriber Management Page**



How To Edit A Contact's L-RA-Women Or RA-Drash Subscription

1. From the left hand menu of the dashboard, click **Subscriber Management**.
2. In the **Search for Subscribers** search bar, enter your contact's full name or email.
3. Edit any of the following subscription settings for your contact:
    a. **Subscription Type**:
        i. **Regular**: Contact will receive every message sent to L-RA-Women or RA-Drash as a separate email.
        ii. **Digest**: Contact will receive a daily roundup via email of all messages sent to the listserv.
    b. **Acknowledgments**:
        i. **No Acknowledgments**: Contact will not receive a copy of their own messages.
        ii. **Short Message Confirming Receipt**: Contact will receive a short email confirming that their post was received.
        iii. **Receive Copy of Own Postings**: Contact will receive their full L-RA-Women or RA-Drash post in an email.
    c. **Miscellaneous**:
        i. **Mail Delivery Disabled Temporarily**: Contact will not receive L-RA-Women or RA-Drash messages until **Miscellaneous** setting is changed.
        ii. **User May Not Post to List**: Contact will not be allowed to post to L-RA-Women or RA-Drash until **Miscellaneous** setting is changed.
4. Click **Update Settings**.

CAUTION:
Before finalizing any changes, choose either **Send Email Notification** or **Do Not Notify User** at the top of the contact's profile.

How To Pull Reports From L-RA-Women Or RA-Drash

To pull a report of all active L-RA-Women or RA-Drash subscribers:

1. From the left hand menu of the dashboard, click **Subscriber Reports**.
2. Under **Listserv**, select either L-RA-Women or RA-Drash.
3. Select **Check All**.
4. Under **Report Format**, select **CSV**.
5. Click **Update**.

To pull a report of recent activity on L-RA-Women or RA-Drash:

1. From the left hand menu of the dashboard, click **List Activity Reports**.
2. Under **Listserv**, select either L-RA-Women or RA-Drash.
3. Under **Report Period**, define the parameters of your search by date, then click **Update**.
4. Under **Report Format**, select **CSV**.
5. Click **Update**.