

## This Session

- VConnect Overview
- Basic Data Rules
- Data-on-Demand Demo
- Email Guidelines
- Email Marketing Demo
- Help

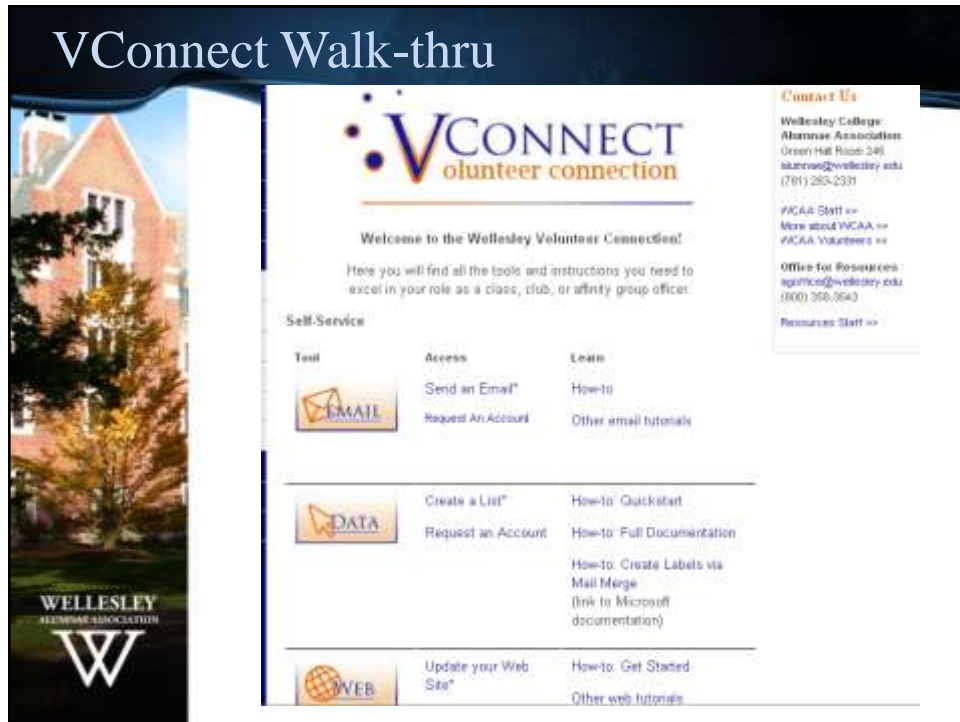


## VConnect - Your Resource

- Design Templates
- How Tos
- Handbooks
- Request Forms
  - » Email
  - » Data
  - » Access
- Documentation



## VConnect Walk-thru





**VCONNECT**  
olunteer connection

Welcome to the Wellesley Volunteer Connection!

Here you will find all the tools and instructions you need to excel in your role as a class, club, or affinity group officer.

**Self-Service**

Tool	Access	Learn
	Send an Email* Request An Account	How-to Other email tutorials
	Create a List* Request an Account	How-to: Quickstart How-to: Full Documentation How-to: Create Labels via Mail Merge (link to Microsoft documentation)
	Update your Web Site*	How-to: Get Started Other web tutorials

**Contact Us**

Wellesley College  
Alumni Association  
Green Hall Road 346  
alumnus@wellesley.edu  
(781) 265-2331

[WCAA Staff >>](#)  
[More about WCAA >>](#)  
[WCAA Volunteers >>](#)

**Office for Resources:**  
resources@wellesley.edu  
(800) 368-3643

[Resources Staff >>](#)

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## Today - Self-Service Tools

- Data
  - » Basis of communications
- Email
  - » Award-winning reach (70-80%)
  - » Persistent (for now)
  - » Centralized, trusted

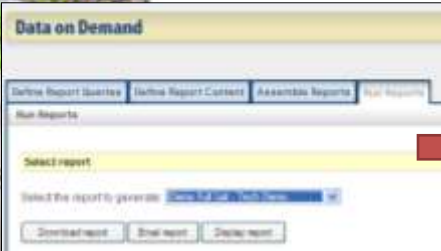



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## Data-on-Demand: The Easy Way

- Use pre-created lists
- Can use Excel to manipulate data


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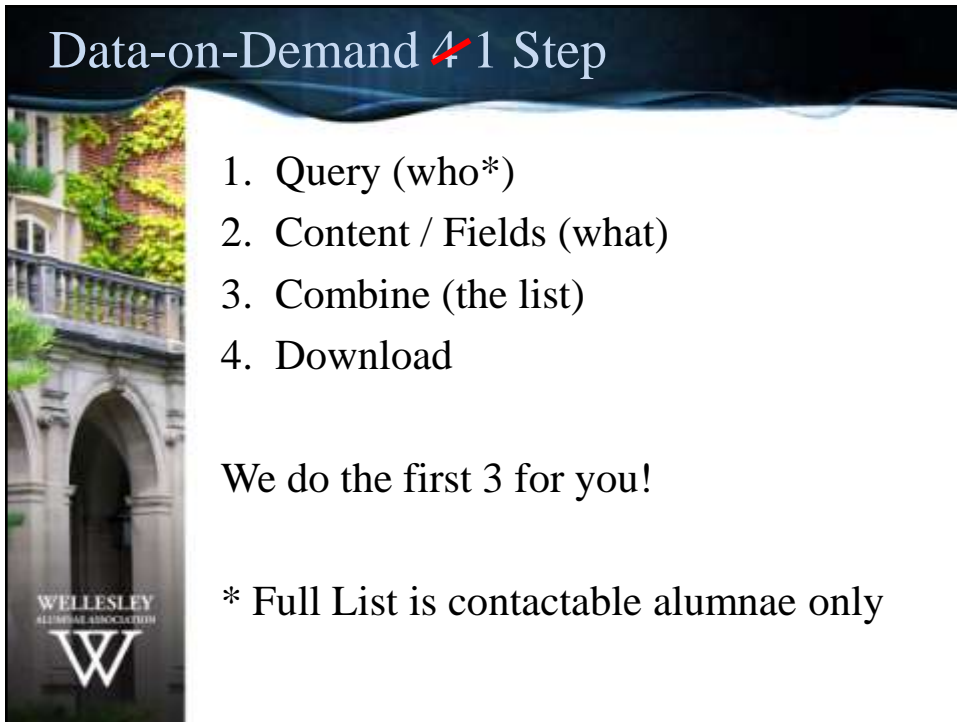


## Data-on-Demand ~~4~~ 1 Step

1. Query (who\*)
2. Content / Fields (what)
3. Combine (the list)
4. Download

We do the first 3 for you!

\* Full List is contactable alumnae only



## D-o-D Demo



## Data



- Big Responsibility
  - » Privacy laws
  - » Privacy requests
  - » Respect
- Rules
  - » No sharing, No posting, No publishing
  - » Mail house transfer with disclaimer
  - » Email is cherished, Not for broadcast
  - » Any doubt – Ask first!

## Excel Tips



- Corner = select All
- Double click column = open to widest
- View slider in bottom right
- Right click options
  - » hide columns
- Printing
  - » Save As first
  - » Page Layout Options
    - Grid lines
- Mail Merge with Word for labels



## Email Marketing ~~4~~ 3 Steps

1. Create a list
2. Build the message
  - » Duplicate a template
3. Assemble the list with message
4. Schedule and send



## Email Marketing Tips

- Keep messages short
- Concise subject lines
- Wellesley in the subject
- Minimize images
- Keep images at 72 dpi
- Use templates



## The Law Requires

- Opt-out link
- Valid “From” address
- Address and Phone

CAN SPAM Act 2003




## Basic Email Design Concepts



- Consistent font and size
- Consistent colors
- Use bullets
- Avoid ALL CAPS
- Avoid *italics*
- Legible colors (dark on white/light)
- Align for readability
  - » Left to right
  - » Center selectively

## Good Message



Wellesley College  
Alumnae  
Association  
106 Central Street  
Wellesley MA  
02481  
781-283-2331

### MG Sample Message

An introduction to email marketing.

We are delighted to have you all here and look forward to hearing from you again soon.

This is a fabulous tool for volunteers.

Cheers,  
Michelle

Michelle Gillett  
WCAA

This message is being sent to you (Tech Demo 2 Alumnae Office at asprings@wellesley.edu) because of your affiliation with the Wellesley College Alumnae Association.

If you would like to be removed from future Wellesley College Alumnae mailings, please [click here](#), uncheck the appropriate options, and click submit at the bottom of the page.

# Email Marketing Demo

## Following Up: Email Reports



- See who got your email, who opened it
- See whose email bounced
- See who is clicking on your links – is your email driving your constituents to your website?

## About the Statistics



- Delivered – who received your email
  - » Not relative, but can be misleading
- Open rate – who opened your email
  - » A relative measure
- Bounced Emails
  - » Contact alums whose emails have bounced
- Links
  - » See who clicked on which link
- Statistics show first 72 hours of data

## Sample Email Report

Link Tracking					
Link	Count	%			
Unsubscribed tag clicks	0	0.00%	<a href="#">Display list</a>	<a href="#">Download list</a>	<a href="#">Make a new list</a>
Unsubscribed from clicks	0	0.00%	<a href="#">Display list</a>	<a href="#">Download list</a>	<a href="#">Make a new list</a>
Registration tag clicks	0	0.00%	<a href="#">Display list</a>	<a href="#">Download list</a>	<a href="#">Make a new list</a>
Registration from clicks	0	0.00%	<a href="#">Display list</a>	<a href="#">Download list</a>	<a href="#">Make a new list</a>
Update tag clicks	0	0.00%	<a href="#">Display list</a>	<a href="#">Download list</a>	<a href="#">Make a new list</a>
Update from clicks	0	0.00%	<a href="#">Display list</a>	<a href="#">Download list</a>	<a href="#">Make a new list</a>
Class Notes link clicks (if included in email)	0	0.00%	<a href="#">Display list</a>	<a href="#">Download list</a>	<a href="#">Make a new list</a>
Link to Forms:					
Other links:					
Link # 1 (detail)	<a href="http://web.wellesley.edu/web/Mailman/Volunteer/ALC/register.php">http://web.wellesley.edu/web/Mailman/Volunteer/ALC/register.php</a>		9	1.14%	<a href="#">Display list</a> <a href="#">Download list</a> <a href="#">Make a new list</a>
Link # 2 (detail)	<a href="http://web.wellesley.edu/web/Mailman/Volunteer/ALC">http://web.wellesley.edu/web/Mailman/Volunteer/ALC</a>		1	0.26%	<a href="#">Display list</a> <a href="#">Download list</a> <a href="#">Make a new list</a>
Link # 3 (detail)	<a href="http://www.wellesley.edu/Alumni/">http://www.wellesley.edu/Alumni/</a>		0	0.00%	<a href="#">Display list</a> <a href="#">Download list</a> <a href="#">Make a new list</a>
Link # 4 (detail)	<a href="http://web.wellesley.edu/web/Mailman/Volunteer/ALC/register.php">http://web.wellesley.edu/web/Mailman/Volunteer/ALC/register.php</a>		164	47.12%	<a href="#">Display list</a> <a href="#">Download list</a> <a href="#">Make a new list</a>
Link # 5 (detail)	<a href="http://web.wellesley.edu/web/Mailman/Volunteer/ALC">http://web.wellesley.edu/web/Mailman/Volunteer/ALC</a>		88	15.00%	<a href="#">Display list</a> <a href="#">Download list</a> <a href="#">Make a new list</a>
Link # 6 (detail)	<a href="http://www.alumnaconnections.com/doc/pubs/ALC/forgetforgot.asp">http://www.alumnaconnections.com/doc/pubs/ALC/forgetforgot.asp</a>		5	1.83%	<a href="#">Display list</a> <a href="#">Download list</a> <a href="#">Make a new list</a>
Link # 7 (detail)	<a href="http://www.wellesley.edu/Alumni/Community">http://www.wellesley.edu/Alumni/Community</a>		2	0.57%	<a href="#">Display list</a> <a href="#">Download list</a> <a href="#">Make a new list</a>
Link # 8 (detail)	<a href="http://www.wellesley.edu/Alumni/Alumni">http://www.wellesley.edu/Alumni/Alumni</a>		0	0.00%	<a href="#">Display list</a> <a href="#">Download list</a> <a href="#">Make a new list</a>
Link # 9 (detail)	<a href="http://www.alumnaconnections.com/doc/pubs/ALC/subscribeinfo.asp">http://www.alumnaconnections.com/doc/pubs/ALC/subscribeinfo.asp</a>		0	0.00%	<a href="#">Display list</a> <a href="#">Download list</a> <a href="#">Make a new list</a>
Link # 10 (detail)	<a href="http://www.alumnaconnections.com/doc/pubs/ALC/subscribeinfo.asp">http://www.alumnaconnections.com/doc/pubs/ALC/subscribeinfo.asp</a>		0	0.00%	<a href="#">Display list</a> <a href="#">Download list</a> <a href="#">Make a new list</a>
Link # 11 (detail)	<a href="http://www.alumnaconnections.com/doc/pubs/ALC/subscribeinfo.asp">http://www.alumnaconnections.com/doc/pubs/ALC/subscribeinfo.asp</a>		0	0.00%	<a href="#">Display list</a> <a href="#">Download list</a> <a href="#">Make a new list</a>

## Reporting

- Total delivered
- Open Rate
- Link tracking








## Access to Services

- Request form on VConnect
- Shared accounts
  - » Email Marketing
    - class, club, groups
- Individual accounts
  - » Data-on-Demand
  - » Chapter Pages

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## Help



- VConnect documentation
- Internet & MS Help 
- Staff Contact

## Who do I ask?



### **Alumnae Connections:**

#### **Director:**

Susan Lohin

#### **Classes:**

Christine Kurtz

#### **Clubs:**

Marisa Shariatdoust  
'09

#### **Groups:**

Karen Kerns '97

### **Technology &**

#### **Communications:**

#### **Director:**

Michelle Gillett '95

#### **Technology:**

Anne Springsteen '01

#### **Communications:**

Thomas Haas

We're here to help! Give any of us a call.