



### 5 Steps

- Preparation
- Build list\*
- Create Content (HTML & Text)
- Combine list, content, details
- Schedule and Approve

  

- \* we do this for you

WELLESLEY  
ALUMNAE ASSOCIATION  
W

## Preparation



- Schedule
- VConnect Account
- Firefox browser
- Read the documentation
- Text based content
  - » notepad,
  - » Text pad
  - » BBEdit
  - » Avoid MS Word

## Step 1 - Plain Text



- No markups
  - » Bold
  - » Italics
  - » Images
  - » Tabs
  - » Tables
  - » Etc.

## Step 2 – Email Marketing - List



- Enter VConnect
- Go to Email Marketing
- List is already created for you.

## Step 3 – Build Content



- Duplicate the template
- Change the name
- HTML version
- Text version
- Footer **MUST** stay
  - » Everything below the horizontal line
- **SAVE** content

## Step 4 – Address and Assemble



- Subject line
  - » “Wellesley”
  - » Keep it short
- From & Reply To: address
- Bcc: [broadcastssent@wellesley.edu](mailto:broadcastssent@wellesley.edu)
  - » “SAMPLE”
- Skip campaigns
- Add Category
- “SAVE This Email”

## Step 5 – Schedule and Send



- Select Date
- Select Time
- Select the Assembled Message
- “Schedule this Now”
- Approve!

## 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	%			
Unsubscribe link clicks	0	0.00%	<a href="#">Display list</a>	<a href="#">Download list</a>	<a href="#">Make a new list</a>
Unsubscribe from clicks	0	0.00%	<a href="#">Display list</a>	<a href="#">Download list</a>	<a href="#">Make a new list</a>
Registration link 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 link 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 (details)	<a href="http://web.wellesley.edu/web/Munroe/Volunteer/ALC/register.php">http://web.wellesley.edu/web/Munroe/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 (details)	<a href="http://web.wellesley.edu/web/Munroe/Volunteer/ALC">http://web.wellesley.edu/web/Munroe/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 (details)	<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 (details)	<a href="http://web.wellesley.edu/web/Munroe/Volunteer/ALC/register.php">http://web.wellesley.edu/web/Munroe/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 (details)	<a href="http://web.wellesley.edu/web/Munroe/Volunteer/ALC">http://web.wellesley.edu/web/Munroe/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 (details)	<a href="http://www.alumniconnections.com/doc/pub/ALC/forgetforgot.asp">http://www.alumniconnections.com/doc/pub/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 (details)	<a href="http://www.wellesley.edu/Alumni/Community">http://www.wellesley.edu/Alumni/Community</a>		2	0.67%	<a href="#">Display list</a> <a href="#">Download list</a> <a href="#">Make a new list</a>
Link # 8 (details)	<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 (details)	<a href="http://www.alumniconnections.com/doc/pub/ALC/submittoalumni.asp">http://www.alumniconnections.com/doc/pub/ALC/submittoalumni.asp</a>		0	0.00%	<a href="#">Display list</a> <a href="#">Download list</a> <a href="#">Make a new list</a>
Link # 10 (details)	<a href="http://www.alumniconnections.com/doc/pub/ALC/submittoalumni.asp">http://www.alumniconnections.com/doc/pub/ALC/submittoalumni.asp</a>		0	0.00%	<a href="#">Display list</a> <a href="#">Download list</a> <a href="#">Make a new list</a>
Link # 11 (details)	<a href="http://www.alumniconnections.com/doc/pub/ALC/submittoalumni.asp">http://www.alumniconnections.com/doc/pub/ALC/submittoalumni.asp</a>		0	0.00%	<a href="#">Display list</a> <a href="#">Download list</a> <a href="#">Make a new list</a>

