Am I in the right workshop?

Are you:

- Already using VConnect tools?
- OR comfortable with learning new technology?
- A club or class volunteer?

This session is not intended for:

- Those not comfortable with technology
- Annual Giving or Planned Giving volunteers

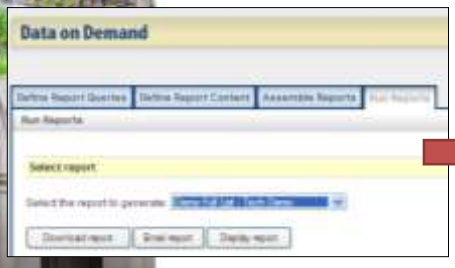
Agenda

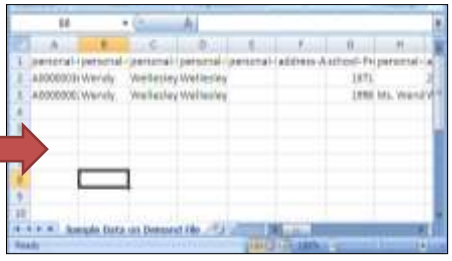
- VConnect overview
- Data on Demand:
  - » Quick overview
  - » Creating your own lists: Get the data you need
- Email Marketing:
  - » Quick overview
  - » Five neat things to do with Email Marketing

Getting Around VConnect

Data on Demand: The Easy Way

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





Doing More with Data on Demand

- Four tabs:
  - » Define Report Queries: WHO is included
  - » Define Report Content: WHAT info
  - » Assemble Reports: MIX & MATCH
  - » Run Reports: GET YOUR DATA

WHO: Creating a Custom List

- Copy existing lists
- Modify as needed
- Add criteria: email status, state, class year, etc.

- Example: Club members over 90 years old

WHAT: Customize Your Report Content

Define Report Queries | **Define Report Content** | Assemble Reports | Run Reports

- Copy existing lists
- Add or remove data as needed

- Example: Names, phone numbers, birthdays

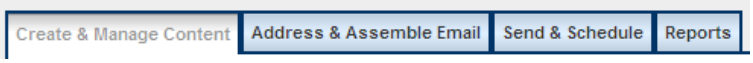
Combine & Get Data

Define Report Queries | Define Report Content | **Assemble Reports** | Run Reports

- Example: Get a list of names, birthdays, and phone numbers for all alumnae over age 90 in your club area, so volunteers can call them on their birthday.

Email Marketing: The Basics

- 4 Steps:
  - » Create your content
  - » Create the email (combine content, email list, & subject, from address, etc.)
  - » Schedule & approve your email
  - » Check your reports



New! Updated Email Templates

- Class & Club templates updated to reflect new college visual identity
- Available in your class color!

5 Neat Things To Do w/Email Marketing

1. Add Images
2. Add Attachments
3. Create your own template
4. Personalize your emails for each alumna
5. Get more info out of your reports
6. Bonus topic: Conditional content

Adding Images

- Images catch interest!
- But be careful:
  - » Avoid large images:
    - – Over 500 px wide
    - – Over 200 kb
  - » Don't make images indispensable
  - » Consider what your email will look like without them
- Example: Add your class or club logo

Email with Images: Example 1

'64 CLASS OF 1964

You're Invited
to our fabulous
Mini-Reunion
on the shores of Lake Waban

RSVP to Wendy Wellesley '64 by Monday, October 18, 2010
at wwellesley@alum.wellesley.edu, or by phone at 555-123-4567

Email without Images: Example 1

Email with Images: Example 2

Email without Images: Example 2

Images are not displayed.

CLASS OF 1964

You're invited
to our fabulous

Mini-Reunion
on the shores of Lake Waban

RSVP to Wendy Wellesley '64 by Monday, October 18
at wwellesley@alum.wellesley.edu, or by phone at 555-123-4567

Adding Attachments

- Upload your attachment using the File Manager
- Add a link to your attachment

- Not a "real" attachment – it's better!
  - » Avoids spam filters that remove attachments
  - » Avoids long download times

Attachments: Example

- Example: Send your newsletter in PDF format

'64 CLASS OF 1964

Dear Classmate,

Click here to view our monthly class newsletter!

Some highlights from this month's newsletter include:
- A report from Betty Smith, our class vice president, on this summer's exciting mini-reunions in Spain and Chicago
- Information about our next reunion - only four years away!
- Photos from your classmates' travels around the world

We hope you enjoy reading the newsletter as much as we enjoyed putting it together.

Sincerely,
Your Class of '64 Officers:
Wendy Wellesley, President
Betty Smith, Vice President
Sarah Jones, Secretary
Liz Johnson, Treasurer

Attachments: Considerations

Things to think about:

- Post content to your website instead (you can still link directly to it in your email!)
- Make sure you include some email content: why should recipients click on the link?

Create Your Own Template

- It's easy!
- Copy an existing template
- Modify it to your liking
- Copy that customized email for all future emails

- But keep footer text: it's the law!

Wellesley College
106 Central Street
Wellesley MA 02481

This message is being sent to you (Assistant Director of Technology Alumnae Office at inclusion@alum.wellesley.edu) because of your affiliation with Wellesley College.

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

Personalization

- Personalize your email for each alumna
- Use "Data Tags" to include her name, city, state, class year, etc.

- Example: "Dear [NAME],"
- Example: "Host an event in [TOWN]!"

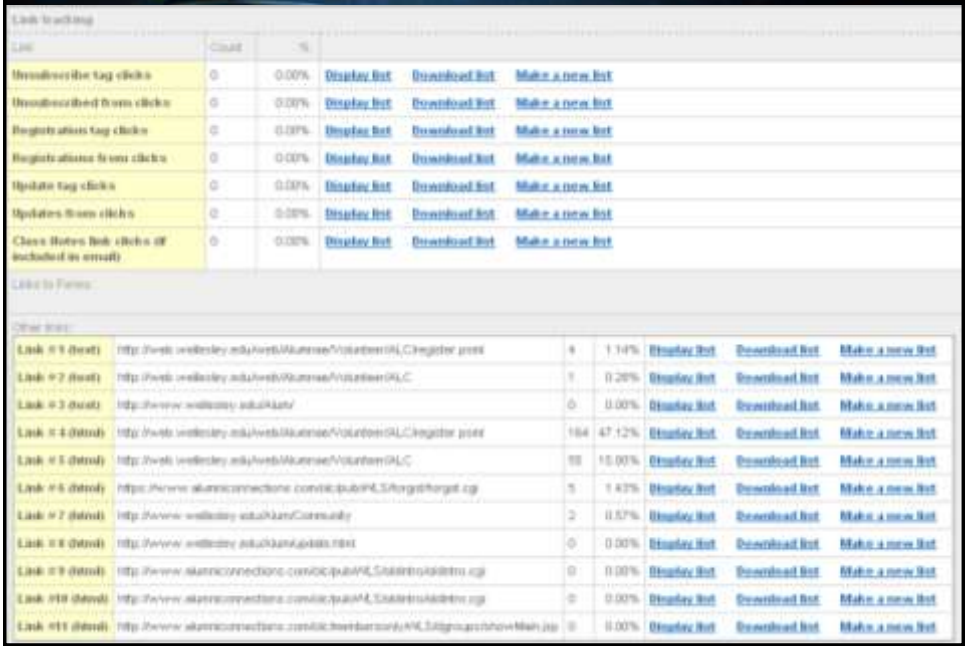
Following Up: Email Reports

- 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	Count	%			
Unsubscribe tag clicks	0	0.00%	Display list	Download list	Make a new list
Unsubscribed from clicks	0	0.00%	Display list	Download list	Make a new list
Registration tag clicks	0	0.00%	Display list	Download list	Make a new list
Registrations from clicks	0	0.00%	Display list	Download list	Make a new list
Update tag clicks	0	0.00%	Display list	Download list	Make a new list
Updates from clicks	0	0.00%	Display list	Download list	Make a new list
Class Notes link clicks (if included in email)	0	0.00%	Display list	Download list	Make a new list

Links to Forms

Other links

Link # 1 (text)	http://web.wellesley.edu/web/Alumnae/Volunteer/ALC/register.post	4	1.14%	Display list	Download list	Make a new list
Link # 2 (text)	http://web.wellesley.edu/web/Alumnae/Volunteer/ALC	1	0.28%	Display list	Download list	Make a new list
Link # 3 (text)	http://www.wellesley.edu/Alum/	0	0.00%	Display list	Download list	Make a new list
Link # 4 (html)	http://web.wellesley.edu/web/Alumnae/Volunteer/ALC/register.post	164	47.12%	Display list	Download list	Make a new list
Link # 5 (html)	http://web.wellesley.edu/web/Alumnae/Volunteer/ALC	55	15.80%	Display list	Download list	Make a new list
Link # 6 (html)	https://www.alumniconnections.com/olc/pub/WE/LS/forgot/forgot.cgi	5	1.43%	Display list	Download list	Make a new list
Link # 7 (html)	http://www.wellesley.edu/Alum/Community	2	0.57%	Display list	Download list	Make a new list
Link # 8 (html)	http://www.wellesley.edu/Alum/jobbb.html	0	0.00%	Display list	Download list	Make a new list
Link # 9 (html)	http://www.alumniconnections.com/olc/pub/WE/LS/addintro/addintro.cgi	0	0.00%	Display list	Download list	Make a new list
Link #10 (html)	http://www.alumniconnections.com/olc/pub/WE/LS/addintro/addintro.cgi	0	0.00%	Display list	Download list	Make a new list
Link #11 (html)	http://www.alumniconnections.com/olc/membersonly/WE/LS/groups/showMain.jsp	0	0.00%	Display list	Download list	Make a new list

Bonus Topic: Conditional Content

- Define content based on recipient data
- Example: one content if a user is registered for the online community, another if they are not.
- Example: Include a note about a young alumnae event only for recipients in class years 2000 - 2010

Wrap-Up

- Data on Demand & Email Marketing are powerful tools!

- "With great power comes great responsibility"
  - » Review emails BEFORE you send, and check your reports to catch problems
  - » Don't distribute data from Data on Demand; respect alumnae contact preferences; be careful about how you use data
  - » When in doubt, ask!

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.