

MBBF Feature Addons

April 12, 2017

Overview

Several new features have been introduced to enhance the ability to manage the roster of events and the event leaders who conduct them.

Starter Report

The starter report designed to be a spreadsheet download. It contains information that is pertinent to those people sending participants to the correct place. It is only to be provided to the starters and is intended to be formatted and printed from its spreadsheet form. A copy of it is maintained and only used at the starter desk. As previously stated, final formatting is done as a spreadsheet.

Access to this report is via the 'Reports Menu' using the 'Starter Sheet' button provided.

Leader Query

As the event planning process proceeds it is often necessary to provide information to the various leaders that are involved. The 'leader query' function is provided to allow leaders to access a listing of their assigned events as well as the information maintained on the database such as contact phone numbers, email addresses and biographical statements.

Access to the query is only available using the following URL:

<http://morrobaybirdfestival.net/mbbfevents/lead>

This provides a page where a security string and the leader's email address is entered. The security string is provided to add an additional level of security to prevent web 'bot' access (and can be disabled if found burdensome.) The email address is a unique attribute of each leader allowing access to only the leader information associated with it.

NOTE: it is assumed that all leaders are identified by their OWN unique email address. An email address shared between two or more leaders will provide access to only the FIRST of the leader records.

Leader Email Addresses

This is an facility that has been added to the existing 'Leader Information' report found on the reports menu. It provides a unique page view that will allow a copy operation on some or all of the email addresses listed. The copied email addresses can then be pasted into an email client on the 'To:', 'CC:' or 'BCC:' fields of the composition window.

To obtain the email addresses in the report find a click the 'Show/Hide Email addresses' button. This will also show those leader names that do not have an email address on the database.

Several things need to be kept in mind when sending email messages to a large(r) number of

recipients:

1. Spam detectors in the Internet are very sensitive. Sending the same message to a large number of recipients is a quick trigger to get the sending email address placed on a 'blacklist'. This would result in no messages from that email address being delivered – forever.
2. If using a personal email account, it is best to paste the email addresses as BCC: entries. This means that anyone in the list that hits the 'Reply All' button on the message will not start a message storm for all the others on the list.
3. A special email account or bulk mail service provider should be established in order to send these messages and receive the replies that are to be expected. These replies will also include 'unable to deliver' messages for those email addresses that are invalid or incorrect. Goggle gmail is an excellent free service that can be used for this. A well known free bulk email service also recommended is [MailChimp](#).

Leader Mailing and Notices

The following outlines a process for utilizing email addresses and the leader query function.

1. Using the special email account or bulk mail service provider, compose the message that is to be sent. The message should be primarily an invitation to the recipient to click the embedded URL in order to review the event information pertaining to them.
2. The message should also ask that any updates or corrections be sent in a reply to this message
3. The Leader Information report should then be accessed and the email addresses to be sent to copied into the clipboard.
4. The clipboard contents are then pasted into the email client of choice where the message has been composed.
5. It is recommended that no more than 20-25 email addresses be sent at any one time and no more than 40-50 in any single hour. Copying groups of names from the Leader Information report could be done to accomplish this.
6. All replies to this message as well as any undelivered notices will be placed in the in-box of the special email account for review and processing.

There are several services that provide free 'bulk' mail services that would be able to handle all email recipients at one time. This is accomplished by slowly pacing the sending to 30-50 per hour in order to remain under the spam detection radar. Finding and enrolling in this type of service is outside the scope of this task. However, one that is recommended is [MailChimp](#) at this link.