Email For Advocacy and Community Organizing:
Basics, Essentials, and Best Practices

Maintaining Your Lists

Learning Goals

- ► Establish Appropriate Content and Frequency for postings

  - ▪ Avoid "List Fatigue"

- ► Always consider the privacy and security of your recipients

- ► Learn good "netiquette" for attachments

- ► Use the right tool for sending to groups

Maintaining Your Lists

▶ Develop and manage expectations

- Let your supporters know how often they should expect emails and traffic rates on different lists.

- Once you have a pattern of how often you send emails stick to it.

- Avoid sending to your list at a pace greater than what supporters have come to expect

  - Unless you are reaching a peak in your campaign

Maintaining Your Lists

► Make emails timely, exciting, and participatory

- Respond to newsworthy events and roll them into your asks
- People want to find ways to engage in breaking news and events.

► Give multiple options and methods for people to take action and participate

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Maintaining Your Lists

► Privacy and security
- Publish a "Privacy Policy" for stored addresses and other information
  - Understand the importance of following it
  - Follow it
- Physical storage of constituent data
  - Know where the data lives
  - Know who has access

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Maintaining Your Lists

► Privacy and Security

- Protect the privacy of your recipients
  - Know when it is not appropriate to use "CC"
  - Proper use of BCC ("Blind Carbon Copy")
- Sharing and trading email lists
  - Don't Do It!
- Your lists are only as valuable as the trust your list members have in you

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Maintaining Your Lists

► Considerations for sending attachments

- Attachments to lists are rarely appropriate

- Size limits: large attachments cause problems

- Use safe file types if possible (e.g. PDF)

- Scan for viruses on all attachments before sending

- Following all of the above constitutes good "Netiquette"

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Use the Right Tool for Your Lists

▶ Client Email applications (Outlook, Eudora,...)

- Not recommended for campaigning

▶ "Listservs" (NPOGroups, Majordomo,...)

- Useful for group discussion and some broadcasts

▶ "Groups" (YAHOO Groups, GoogleGroups,...)

- Lots of ads and distracting features

- Subject to abrupt cancellation

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Use the Right Tool for Your Lists

► Application Service Providers (ASPs, such as Democracy in Action, EmailNow,...)

- Provide powerful list management features

- Handle "blasting" tasks reliably

- Manage internet compliance

  - Avoiding "spammer" status

- Store and backup your data

► Bottom Line: Good Tools for Campaigning

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Section Summary

- Lists stay healthy and vibrant when sending is consistent and expectations are met

- Too much sending can cause "List Fatigue"

- Use the right tool for sending to groups

- Always consider the privacy and security of your recipients

- Learn good "netiquette" for attachments

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End Of Section

▶ Questions?

▶ Comments?

Thank You!