

SRA eMails Job Role

We send emails only when we think they would be useful and are keen not to over-communicate.

The Membership Secretary maintains the master list of member's details.

The email system (MailChimp) holds only the email addresses and no other membership details.

It is not linked in any way to the Website.

The address list is updated from time to time as per. details provided by the Membership Secretary (we have a hand crafted program which compares email addresses in new and previous files and reports additions and deletions)

Obsolete addresses are unsubscribed promptly.

Any emails we send include an unsubscribe option as they ought. The system removes them from the active list and the Membership Secretary should then be asked to remove the address from the membership list. It has to be said that this is a very rare occurrence!

All updates are recorded in a maintenance log.

Detailed procedures are held (currently) by the Webmaster.

Notes:-

Mailchimp (<http://mailchimp.com/>)

We used to use the mail client included with the website (Worldview) until the end of 2012, but that had a couple of drawbacks :-

- Need for multiple distribution lists
- Mail clients regarding emails from "members" as spam.

The second could be fixed, but the first was a system limitation, so ... looked at two mass emailers; MailChimp ... and Constant Contact (used by Dell Quay Sailing Club amongst others). They are designed for marketing and fit quite well with what we want to do.

For Constant Contact ... found that "Once you have completed your free trial period for the Email Marketing Product ... " you have to pay, whereas Mailchimp is "Forever Free ... If you have fewer than 2,000 subscribers, you can send up to 12,000 emails per month absolutely free. There's no expiring trial, contract, or credit card required."

Other communications media

We have considered using a Facebook group, but took the view this would create a maintenance load for someone with uncertain return.

EBRA used to have one, but it seems to have fallen into disuse.