



# NWD eNewsletter Proposal

Prepared for: Set Up Meeting, Introduction

Prepared by: John Brantley

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Presented to the NWD eNewsletter Task Group, that I owe a lunch!



# Summary

## Objective

Provide useful DISTRICT news to both clergy and laity in a format that is inspires and informs reads and attracts potential readers.

## Goals

1. Develop a simple process of information collection and posting with assigned responsibilities to multiple persons
2. Solicit email list from each local church in the NWDistrict and promote on district and conference websites.
3. Start First eNewsletter featuring the District participation at Annual Conference. Laity contributions, new churches, new clergy, effect of new policies or resolutions,

## Solution

Use an email marketing tool, such as ConstantContact.com, to be a common holding place for data collection and attractive, uniform style, as well as a place to easily archive prior newsletters and district images.

### a. Division of Data Collection and Writing Assignments

Kim will be assigned \_\_\_\_\_ portion(s) of the newsletter

Mike as DS will be the editor and will use the \_\_\_\_\_ portion of the newsletter and will send each complete newsletter or pass this final approval to his designee.

Volunteer 1 \_\_\_\_\_ will be assigned \_\_\_\_\_ portion of the newsletter

Volunteer 2 \_\_\_\_\_ will be assigned \_\_\_\_\_ portion of the newsletter

Volunteer 3 \_\_\_\_\_ will be assigned \_\_\_\_\_ portion of the newsletter

Volunteer 4 \_\_\_\_\_ will be assigned \_\_\_\_\_ portion of the newsletter

Volunteer 5 \_\_\_\_\_ will be assigned \_\_\_\_\_ portion of the newsletter

The deadline for each monthly newsletter will be the 20th of each month and the newsletter will be send and posted on the 30th of each month for the following month's news.



## Tools for Collecting Data and Distribution: Constant Contact.com

For the first year will be a trial time of using an online product from Constant Contact called SpeakUp. It will allow the selected contributors the ability to logon and use a simple template to enter her/his data for final approval.

- EFFORT. The use of multiple contributors make the work-load manageable and not a burden on anyone person.
- TRAINING. The use of Constant Contact requires logging on, selecting a template, typing in the text or pictures each contributor is responsible for adding and saving for the editor to review and send. 30 minutes to 1 hours should provide comfortable knowledge and experience for contributors who have basic comfort of data entry, typing skills.
- COST. The first year will be pre-paid at the rate of \$25/month less 30% as a non-profit, total value and proposed expense in 2010-11, valued at \$126 as an annual payment for 500 subscribers. If there are more than 500-2500 subscribers the cost would increase to \$252 annually.
- AUTOMATION: Using an eNewsletter service gives automated tools online to create, distribute and archive news without extensive web knowledge or experience.
- SUBSCRIBERS. Request to ask each church to share their email list of members to use in an introduction to the newsletter with the option to OPT-OUT as required by law in all subsequent newsletters.

## Prospective Articles and Areas of DISTRICT News

- Mike's Message
- UMW/UMM Notes
- District Laity
- District Leadership Team
- It Worked For Us
- Featured Sermon
- Featured Church
- Church Photo / Video contest
- Forwarded News Internal / External
- Links to the Website

## Guidelines

- Photo / Video sizes and limitations
- Advertising vs Promotion of District/Conference Related Ministries vs Faux Ads for internal promotion

IDEAS / SUGGESTIONS / QUESTIONS / FURTHER NOTES: