



Email Marketing
from Constant Contact

Inform and Inspire your Members with Email

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Constant Contact®
Connect. Inform. Grow.

Inform and Inspire your Members with Email

So, how do you inform and inspire your members? With email marketing! Congregations across the United States are using it to stay connected.

You know how important it is to stay connected with your members, but between their jobs, kids, and activities it can be a real challenge. The traditional ways to communicate—paper newsletters and community bulletin boards—can be costly or simply ineffective in today's fast-paced world. So, how do you inform and inspire your members? With email marketing! Congregations across the United States are using it to stay connected.

What is email marketing? It's an easy, effective, and affordable way to inform, inspire, and engage your members. You may already be using your email account (Outlook, Yahoo, AOL) to send emails to your members, but did you know that by using an email marketing service provider, like Constant Contact, you can create and send great-looking, professional email communications without technical skills? You can include all the important information your members need to receive from you, as well as any photos and images you wish to share.

Why Use Email To Connect with Your Members?

Email is part of our everyday lives.

In the United States, 91 percent of Internet users between the ages of 18 and 64 send or read email and more than 147 million people across the country use email, almost every day! They don't just use it, they rely on it. A 2005 survey, conducted by a leading Internet provider, showed that 41 percent of respondents check their email inboxes right after getting out of bed in the morning and that the average user checks his or her inbox five times a day. If you want to reach people with important information, email is one of the best ways to do it.

Email is easy to create and to access.

It's a snap to send an email newsletter. Simply choose your favorite professionally-designed template, type in the news you want to share, and push send. Plus, your message is there for your members when they want it. If they can't remember what time the teen ministry activity is this Friday night, all they have to do is go back and check their email.



Inform and Inspire your Members with Email

Email marketing doesn't cost much. For as little as \$15 a month, you can contact your members as often as you'd like.

Email is the fastest way to get your message out.

Want to remind your members of the new starting time for this week's worship service or share an immediate prayer request with them? Email is the perfect way to get this urgent information to your members quickly and easily.

Email helps you grow your congregation.

Forwarding an email is simple. With the click of a mouse, your members can send emails about upcoming services and events to their friends and family. Visitors to your website can also sign up for email updates and learn more about your congregation and what it offers.

Email is affordable.

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5 Steps for Getting Started with Email Marketing

Step 1: Ask your members for their email addresses

If you haven't already, it's time to start collecting your members' email addresses. Here's how:

Inform the congregation of your plan to start communicating via email—Tell them how you want to use email and how often they can expect to hear from you. Share the benefits of signing up—how it can help them be better connected with the congregation. If you plan to continue publishing your paper newsletter (some churches opt to do both), you can let them know that the email communications will be a supplement.

Place email sign-up books in visible areas—Pick a few locations in your building to place email sign-up books. Make sure to put a sign that says you are collecting email addresses to communicate with members who want to receive information via email. Ask for first and last name and email address so you can match email addresses with members.

Inform and Inspire your Members with Email

Does your church have a website? If so, adding an email list sign-up box to it is a great idea. Website visitors can sign up and learn more about your congregation.

Collect email addresses when new members join—When a new individual or family places membership, ask them for their email address along with the other information you usually collect. Let them know about your email communications and confirm that they want to receive them before adding them to your list.

Ask for email on all forms—Include a place for email address on all forms that members and visitors fill out, including registration forms for events and classes, volunteer forms, and first-time visitor forms.

Add an email sign-up box to your website—Does your church have a website? If so, adding an email list sign-up box to it is a great idea. Website visitors can sign up and learn more about your congregation.

Step 2: Determine your communication goals

First, identify the goals you have for your email marketing communications. What do you want to accomplish?

- Inform members of all upcoming events
- Introduce new members, staff, or visiting speakers
- Send inspirational quotes, scriptures, or passages
- Send last-minute, timely information
- Communicate with specific groups within the congregation

Step 3: Decide what types of emails you want to send

There are a number of formats to choose from when sending emails, including newsletters, event promotions, and announcements—and each has a different purpose. The key is to send emails that your members will find valuable. Here are some ideas based on how other congregations are communicating with their members:

Inform and Inspire your Members with Email

An informative newsletter—Keep your members informed about all upcoming events and congregation “happenings” by sending a weekly or monthly email newsletter. Include dates, times, locations of events, updates on various ministries, introductions of new members (including photos), reports on recent meetings, an outline of upcoming lessons and sermons—whatever is important to your congregation.

Special service invitations—Does your congregation host occasional special services or seasonal events? Create a special invitation that includes all of the important details. Send it once to ask members to save the date, and then again as the event date approaches. If these special services are open to the public, an attractive email invitation is easy for members to forward on to their friends and family members.

Announcements about last-minute news—One of the best things about email is that it’s immediate! You push the send button and, almost instantly, your members have your important information. Remind your members to bring canned goods to support the local shelter or spread the word on a last minute change of venue for tomorrow night’s devotional.

Ministry specific news—Do you have various ministries or groups within your congregation? Create a unique email for each specific ministry to help connect with that group of members. It’s especially a great way to reach out to and engage the youth in your congregation by using a medium they relate to.

Special member news—Some events in your members’ lives deserve special attention. You can send a unique email to celebrate the arrival of a new baby, to spread the word about a member’s engagement, or, on a sadder note, to honor a member who has passed away with a thoughtful remembrance. Calling out these occasions in an email is an excellent way to unify the congregation around other members’ joys and sorrows.

Inform and Inspire your Members with Email

Use email marketing to inform, inspire, and engage your congregation. You'll see the difference it makes—immediately!

Step 4: Determine your communication schedule and stick with it

Be consistent in your communications, as they reinforce your connection with your members. Determine how often you want to communicate with your members and then commit to that—If you tell them they will get a weekly email, then make sure to send an email each week.

When you are just getting started, pick a timeframe that is realistic for you (once a month is a great place to start). Work with your members to determine what makes sense for your congregation.

Step 5: Examine your members' responses and adjust accordingly

With the reporting feature that comes with a reputable email marketing service provider, you can see how many of your members open the emails you send and what links (if you include links) they click on. Look at these stats to understand how effective your emails are.

If you want to see more members open your emails, ask them if there is something you can do to make your communications more helpful. Work with your members to create an email marketing communications program that works for everyone and, ultimately, helps your members feel more connected with the congregation and each other.

Getting Started is Easy

Ready to give email marketing a try for your congregation? Getting started is easy! Simply go to www.constantcontact.com/religious and click on the “Free Trial” button to start your free 60-day trial. If you have any questions, call one of our Communications Consultants at 1-866-876-8464 and they will help you get started.

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