

# Newsletter Options

# Bulk mail (penalty mail)

- Satori will end June 30, 2020 (along with EPS, which funds bulk mail)
- District techs will remove the program as they can and no new updates will be sent
- The central maintenance for bulk mailing will end with Satori
- First class and mail meters will continue through the end of the contract in 2022



# Mail options going forward

- Work with your local post office to explore other bulk mail programs
  - USPS has software that may work for some offices
  - Other 3<sup>rd</sup> parties have bulk mail software
  - No technology support will be available for these
- For those wishing to continue bulk mail through USPS directly or a 3<sup>rd</sup> party, you will keep your permit number
- We can NOT un-link your permit from the EPS account until July 1 – so you cannot set up your own account until July 1



# Switching to e-newsletters

- Benefits
- Options
- Pros/cons
- Branding
- Tips



# Benefits of e-newsletter

- Cost savings
- Flexibility
- Immediacy
- Measurement



# Options for e-newsletter

- Online tools
  - Constant Contact
  - MailChimp
  - Others
- Compare price and features to find out what works best for your county
- Give yourself time – a new tool, new way to work
- Off-line options – Outlook templates and PDFs



# Branding

- Logo
- Colors
  - Wildcat Blue – 0033A0
  - Midnight Blue – 1B365D
  - Bluegrass – 1E8AFF
- Text
- Photos



# Tips

- Collect all of your collateral ahead of time
- Consider creating a couple of template variations
- Pay attention to the subject line of the email
- Start now collecting email addresses
- Link to your social media – and use your social media to promote your newsletter





# Pros / Cons - Mail

Pros	Cons
<ul style="list-style-type: none"><li><input type="checkbox"/> Already familiar</li><li><input type="checkbox"/> Few changes to design or work flow</li><li><input type="checkbox"/> Built mailing lists</li></ul>	<ul style="list-style-type: none"><li><input type="checkbox"/> Costly</li><li><input type="checkbox"/> Finding an alternative bulk mail manager (new system, compatibility, etc.)</li><li><input type="checkbox"/> No tech support available from the college</li><li><input type="checkbox"/> Lack of good measures on success rates of newsletters</li></ul>

# Pros / Cons – e-newsletter

Pros	Cons
<ul style="list-style-type: none"><li><input type="checkbox"/> Free in many cases</li><li><input type="checkbox"/> Timely and immediate</li><li><input type="checkbox"/> More environmentally friendly</li><li><input type="checkbox"/> Less filler in many cases – no need to worry about filling a page</li><li><input type="checkbox"/> Registration and other items can be included</li><li><input type="checkbox"/> Better measurement tools</li></ul>	<ul style="list-style-type: none"><li><input type="checkbox"/> New system, new work flow</li><li><input type="checkbox"/> Will take time to set up</li><li><input type="checkbox"/> Lack of email addresses</li><li><input type="checkbox"/> Still have to print copies for some clients</li></ul>

# MailChimp – mail manager preview

SEE WHAT'S

*Wildly Possible.*

