



Women's Bean Project Update

September 2007

The Email Experience Council's volunteer Nonprofit Project team has been busy! Here's what we've been up to since we began working with the [Women's Bean Project](#) in May:

[ExactTarget](#) donated an email broadcast license to the agency, and trained the agency team.

We developed an ambitious but practical content strategy for the Women's Bean Project, where email can help reach new audiences, drive more ecommerce sales and donations, and simplify volunteer outreach. The strategy will include quarterly email newsletters, an electronic version of the print newsletter already produced, occasional sales alerts, volunteer notices and invitations, and bi-annual donor solicitations. In this way, email provides a cost efficient and very effective complement to the postal and telephone outreach done by the agency staff. Kudos to Susan Tull and Rachel Anderson of [Blue Hornet](#) for leading this part of the project with Darlene Garbe of [Wolters Kluwer](#), Colleen Pettit of [Antics Online](#) and Bryn Erich of [Future Integrated Marketing](#).

We debated internally and decided that the program should be a double opt in. All new subscribers who visit the website, make a purchase online or are recruited through an offline event will be sent a double opt in confirmation request, and then, once activated, a welcome message. The Women's Bean Project has about 1,000 current email records (with no permission) and so the first issue of the electronic newsletter will be sent in October with a "cover note" from the executive director welcoming these subscribers and featuring a prominent unsubscribe option. This will essentially be an opt-out.

Sarah Hsueh of [LeapFrog](#) took the lead in developing a list growth strategy for the effort. This includes optimizing data capture on the website, synchronizing the offer and message and tapping offline events for subscribers.

Darlene Garbe of Wolters Kluwer did a great job (along with Susan, Colleen and Bryn) turning that content strategy into a set of wireframes which were very well received by the client at WBP. "I can't believe how professionally you are treating this volunteer project," they told us. Those wireframes focused discussion on exactly what will be included in each message, ensured consistency with the Bean Project website and mission and helped us all understand what sort of information is most powerful and important.



Next steps are design and production of the templates and helping to produce an editorial calendar for Q4. With serious respect to the WBP communications calendar and the busy holiday and end of year season, we are looking forward to kicking off the email program in October.

Many thanks and congratulations to all our fabulous volunteers who are giving so generously of their time to do some good via email marketing! Despite the fact that we all have day jobs and it was the high summer vacation season, the team has accomplished a lot!

—Stephanie Miller, Project Chair



About the Email Experience Council

The [Direct Marketing Association's Email Experience Council](#) is a global professional organization that strives to enhance the image of email marketing and communications, while celebrating and actively advocating its critical importance in business and its ROI value.

We are committed to regularly conducting a broad series of initiatives for a variety of organizations that highlight the positive impact and importance of email as a marketing tool, communications vehicle and branding device. Additionally, eec members are setting the standards for email through our [Marketing Roundtables](#). The members who belong to our organization are representatives of other trade organizations, agencies, advertisers, technology partners, clients and companies focused on the potential of email marketing via mobile and other digital devices.

We encourage you to become part of the eec at <http://join.emailexperience.org>. Multiple levels of involvement are available:

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You LEVERAGE the eec	You ARE the eec	You ENABLE the eec & REACH our audience

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