

Outreach Cmte 1st report

[00:00:00] Hello. My name is Mike Bridges a retiree. With a report on the outreach subcommittee.

1503's previous website had 2,800 members, with email addresses. I used the host's tutorials and learned how to download that information to my Mac. Ready to send to Benchmark Email service. The regional council hired Alyssa Gunter, an expert from a media agency.

Alyssa joined our committee. She's been very helpful in creating postcards emails and the survey information that has gone out. And she's also helped me understand how to do these tasks. Well, actually, she's been doing it. I've been figuring out how to tag along with her. Alyssa suggested that we use benchmark email services.

The financial secretary and the local secretary signed us up to make it official that it belongs to local [00:01:00] 1503.

We joined benchmark, ready to upload our information with the email addresses and they said we had to clean up our list.

So it's back to the tutorials. I got that all sorted out, made those changes . Emailed or uploaded to benchmark. They did some other changes, cleaned up bad addresses for us.

And in January, the local made a motion let's subscribe to a email service, and it was supported by the membership.

So we joined and February 1st we sent our first email out, inviting people to join our zoom meeting for the monthly meeting of February.

Well, I thought we had pretty low turnouts, but Alyssa says this was actually very good.

So we sent out another one in March [00:02:00] for the meeting here tonight. A couple of days ago when we looked at it, we had over 500 good email addresses of people that had opened the email , clicked on links to join the meeting or go look at the website.

So I think this is going to be a very good, solid way for the local to reach out to the members and help keep them informed. Something that I have been trying to do since we went to the single local for the Oregon area back in 2011.

So I'm glad to be able to give such a good positive report. I'll take any questions through the chair.

Better to email me at MCHLBRDGS@GMAIL.COM