



PWV Webteam

Informational Update: Broadcast Email

January 2022 Board Meeting

PWV Webteam maintains lists for broadcast emails

The broadcast email lists maintained are:

- Lists that are used regularly for broadcasts
- Lists that can be automatically maintained or
Lists where people can opt-in and opt-out themselves

Individual Webteam members may choose to honor a specific one-time request that goes outside these bounds.

Broadcast email advantages include:

- review process
- choice of multiple recipient lists
- record of all broadcasts sent
- statistics on emails received, opened, unsubscribed.

Current Broadcast Email Lists

LIST	Unsubscribe	Comments
Current Year Active Members	No	Automatically updated based on member status on CLRD website. Receive all broadcast emails.
Current Patrolling Recruits	No	
Current Non-Patrolling Recruits	No	
Previous Year Active Members	No	Not updated after previous year.
Current Inactive Members	Yes	Automatically updated.
Friends of PWV	Yes	Subscribe opt-in via PWV.org or added by PWV from events like public trail days. Receive Newsletters and Fundraising.

- emails on Inactive and Friends are often invalid (webteam occasionally removes these)
- A formal PWV policy says all Active members must be subscribed for PWV broadcasts

⇒ Bring up PWV.org admin page to show lists, # subscribers, # unsubscribers, etc.

PWV Alumni - New Broadcast List

A request was made to create a “PWV Alumni” mailing list, for Inactive members who want to stay aware of PWV happenings.

Current options are:

- Becoming a non-patrolling member: but would receive ALL broadcast emails and need to sign annual volunteer agreement
- Join Friends of PWV list: but would only receive Newsletters and Fundraising

So a new Alumni list has been created:

- Inactive members can opt-in on PWV.org
- List members can unsubscribe
- List will be sent Newsletters, monthly updates and key social events

⇒ Bring up PWV.org admin page to show Alumni list signup

Broadcast email statistics

For each broadcast email, the webteam is able to see statistics including:

- Which lists the broadcast was sent to, and total # of recipients
- How many recipients opened this message
- How many people chose to unsubscribe when this email was received
- Can also see if a specific person opened an email or unsubscribed. This gets into privacy issues and will only be used in a special circumstance.

⇒ Bring up PWV.org admin page to show general statistics