

BCCA Committee Report - End-of-Year FY 2019

1. Name of Committee Membership Communications

2. Name of Committee Chair/Co-Chairs Robin Deily

3. List of Committee Members Robin Deily

4. Committee Goals for the past year

Perform a complete check of our member email addresses stored in Mailchimp and our official membership database and resolve any discrepancies. Because these two systems are updated independently, there is always a possibility that the information could be different in each place.

5. Activities and Major Accomplishments

As planned, during November and December of last year, I did a comparison of the member names and email addresses stored in Mail Chimp and the member database. I was pleasantly surprised at how few discrepancies I really found. There were about 30 members for which we had multiple email addresses, I emailed them to ask if they had a preference. I made all of the updates in MailChimp and David Williamson, the corresponding secretary, made the needed updates in the club database. This was an important activity and thanks to Rosie, Michele, and David, it went very smoothly.

I continue to create and send out the mailings to the general membership, while Michele sends out the newsletters and some club mailings. Since the affiliate and national specialties were all cancelled in 2020, there were no mailings for the affiliates. We also send out two mailings for Lillian Esposito urging members to support the Bulletin with ads, even though there have essentially been no shows or trials in months.

6. Statistical Information (if applicable)

We sent out 32 mailings using MailChimp. These primarily include monthly newsletters, updates about the National Specialty, information about voting for judges for upcoming specialties, and membership renewal information.

7. Additional Information/Comments/Special Highlights (please attach)

Ever since we began using Mail Chimp, which was back in 2012, we have been careful to use it sparingly, so that when we do send out something, our members know that it is important. Everyone who is a member of the BCCA receives these mailings unless they have requested to be removed.

For the upcoming year, my goal is to document how we use and maintain MailChimp.

