

## NLS Virtual Annual Gathering 2020 Database Coordinator Annual Report

The database application used by the National Lutheran Secretariat is Constant Contact; it has two main functions.

The first is the list of contacts and to which categories they belong. The second function of Constant Contact is the creation and sending of newsletters that draw upon one or more of the aforementioned lists. This second one is the function of the Webmaster; I do not send the newsletters.



As Committee Chair, I maintain the nationwide list of people interested in Via de Cristo. I input and maintain the list of Via de Cristo contacts. The major sources of data are secretariat leadership rosters sent to me by the Regional Coordinators and the registrants of the Annual Gathering. On occasion, individuals or Secretariats provide me with new or updated information.

There are categories in place to identify each entry such as Lay Directors, Spiritual Directors/Clergy, and Annual Gathering attendees by year, etc. so the Board can contact specific groups with specific communications. Specialized reports and data integrity queries are done using Microsoft Access.

*Constant Contact as of 06/15/2020*

The following are typical figures:

All Contacts (1774)

Unsubscribed (272) Anti-SPAM law prevents sending

Active (1479)

Bounced (327)

Sent (1152)

Average open rate (31%)

So, in general terms, over a thousand E-mails are sent using my lists but on average, only one-third of them are read. This sounds bad but nobody is perfect, and neither are open rates. Receiving a 100% open rate from an email campaign is virtually unheard of. That would mean that every single person we sent an email to clicked on it in their inbox. An open rate of 30% is, in practice, a top-tier score. Most average 10-15%. Each industry offers different services to different demographics, and even the highest open rate is nowhere near 100%. Religious Organizations like ours have one of the highest open rates at 25%.

A goal for the coming year is to track down and contact individuals whose emails have bounced back as undeliverable.

Respectfully submitted,

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