



**PUBLIC INFORMATION Subcommittee Quarterly Report
Panel 69 September 2019**

PI Subcommittee Members

David M. – PI Chair, DCM District 56
Joe G. – DCM District 61
John R. – DCM District 49
John S. – DCM District 67

Leah S. – PI Secretary, DCM District 65
Pete B. – Advisor, OAL for Area 59
Will U. – DCM District 23

Subcommittee Meetings:

- June 9, 2019 – prior to Q3 Area Meeting
- September 8, 2019 – prior to Q4 Area Meeting

Summary of Subcommittee Activities:

- Received, reviewed, and posted all June quarterly reports to the Area website
- Minor website corrections and outdated information were referred to Webservant and corrected
- Participated in roll-out and implementation of new broadcast email system. The first task utilizing the new email system was an announcement regarding EPGSA allowing recipients with one simple click to go to our website and register for the convention on line. So far so good. A summary of the analytics report is attached:
- Discussed procedure and guidelines for future Area use of the email broadcast system.
- Continued planning PI workshop for EPGSA → **“Not Just Another Website... How Area 59’s website can be used by individual members to stay informed, help carry the message to the next suffering alcoholic, and spread the word out about what AA is and is not. Laptops, tablets and phones welcome. We’re diving deep into the website.”**
- Continued discussion on organization of web site for the purpose of developing communication plan to help members better utilize the area web site.
 - Finalized survey to assess membership use of, and feedback, on website. To be distributed through the new email system and by handouts.

Respectfully Submitted,

David M. – DCM District 56 – Public Information Chair

Overview



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<input type="checkbox"/>	Correction - EPGSA 2019 Registration Regular • EPGSA Sent on Thu, Aug 29, 2019 9:25 am	1,551 Subscribers	37.3% Opens	3.8% Clicks	View Report ▾
<input type="checkbox"/>	EPGSA 2019 Registration reminder Regular • EPGSA Sent on Mon, Aug 26, 2019 1:40 pm	1,562 Subscribers	44.5% Opens	6.1% Clicks	View Report ▾
<input type="checkbox"/>	EPGSA 2019 Mailchimp Announcement Regular • EPGSA Sent on Sat, Jul 13, 2019 7:30 am	1,612 Subscribers	46.6% Opens	8.1% Clicks	View Report ▾

EPGSA 2019 Mailchimp Announcement

[Switch report ▾](#)

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1,612 Recipients

List: EPGSA

Delivered: Sat, Jul 13, 2019 7:30 am

Subject: Area 59 Service Assembly (November 1-3) - Registration Now Open

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0 Orders	\$0.00 Average order revenue	\$0.00 Total revenue
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The order total, minus shipping fees and taxes

Open rate	46.6%	Click rate	8.1%
List average	39.1%	List average	4.7%
Industry average (Non-Profit)	21.8%	Industry average (Non-Profit)	2.1%

729 Opened	126 Clicked	49 Bounced	13 Unsubscribed
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Successful deliveries	1,563	97.0%	Clicks per unique opens	17.3%
Total opens	1,747		Total clicks	200
Last opened	9/5/19 9:34AM		Last clicked	9/5/19 9:37AM
Forwarded	0		Abuse reports	1

EPGSA 2019 Registration Reminder

[Switch report](#) ▾

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1,562 Recipients

List: EPGSA

Delivered: Mon, Aug 26, 2019 1:40 pm

Subject: EPGSA (November 1-3) - Registration open

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0 Orders	\$0.00 Average order revenue	\$0.00 Total revenue
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Open rate	44.5%	Click rate	6.1%
List average	39.1%	List average	4.7%
Industry average (Non-Profit)	21.8%	Industry average (Non-Profit)	2.1%

690 Opened	95 Clicked	11 Bounced	6 Unsubscribed
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Successful deliveries	1,551	99.3%	Clicks per unique opens	13.8%
Total opens	1,440		Total clicks	164
Last opened	9/5/19 2:22PM		Last clicked	9/5/19 10:30AM
Forwarded	0		Abuse reports	1

Correction - EPGSA 2019 Registration

[Switch report](#) ▾

[Overview](#) [Activity](#) ▾ [Links](#) [Social](#) [E-commerce](#) [Conversations](#) [Analytics360](#)

1,551 Recipients

List: EPGSA

Delivered: Thu, Aug 29, 2019 9:25 am

Subject: Correction on EPGSA registration!

[View email](#) · [Download](#) · [Print](#) · [Share](#)

0 Orders	\$0.00 Average order revenue	\$0.00 Total revenue
-------------	---------------------------------	-------------------------

Open rate	37.3%	Click rate	3.8%
List average	39.1%	List average	4.7%
Industry average (Non-Profit)	21.8%	Industry average (Non-Profit)	2.1%

576 Opened	59 Clicked	5 Bounced	9 Unsubscribed
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Successful deliveries	1,546	99.7%	Clicks per unique opens	10.2%
Total opens	999		Total clicks	77
Last opened	9/5/19 1:55PM		Last clicked	9/5/19 12:57PM
Forwarded	0		Abuse reports	0