



BRIDGING HORIZONS

Connecting Ideas, Leaders, and Futures

AI Adoption for Marketing & Membership

Joni Holmes, Director of Marketing & Communications, Catapult

Death by a Thousand Emails: Alternative Methods of Outreach

Joni Holmes

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Introductions

- Name
- Title
- Association

Poll Question

When poll is active respond at PollEv.com/joniholmes909

Send **joniholmes909** to **22333**



How many emails do you send in a week?

So....what is the right amount?



HOW MANY TOTAL EMAILS DOES YOUR ASSOCIATION TYPICALLY SEND OUT TO MEMBERS EACH WEEK?

(n = 506)



- The median number of emails sent to members per week is three. This count does not vary much based on association type.
- 58% of associations send between one and three emails to members per week. 22% send more than five per week.
- A higher percentage of IMOs and combination associations send more than five emails per week to members than do trade associations (26% and 24% versus 18%, respectively).
- A significantly higher percentage of associations with renewal rates of 80% or higher send only two emails to members per week.

Poll Question

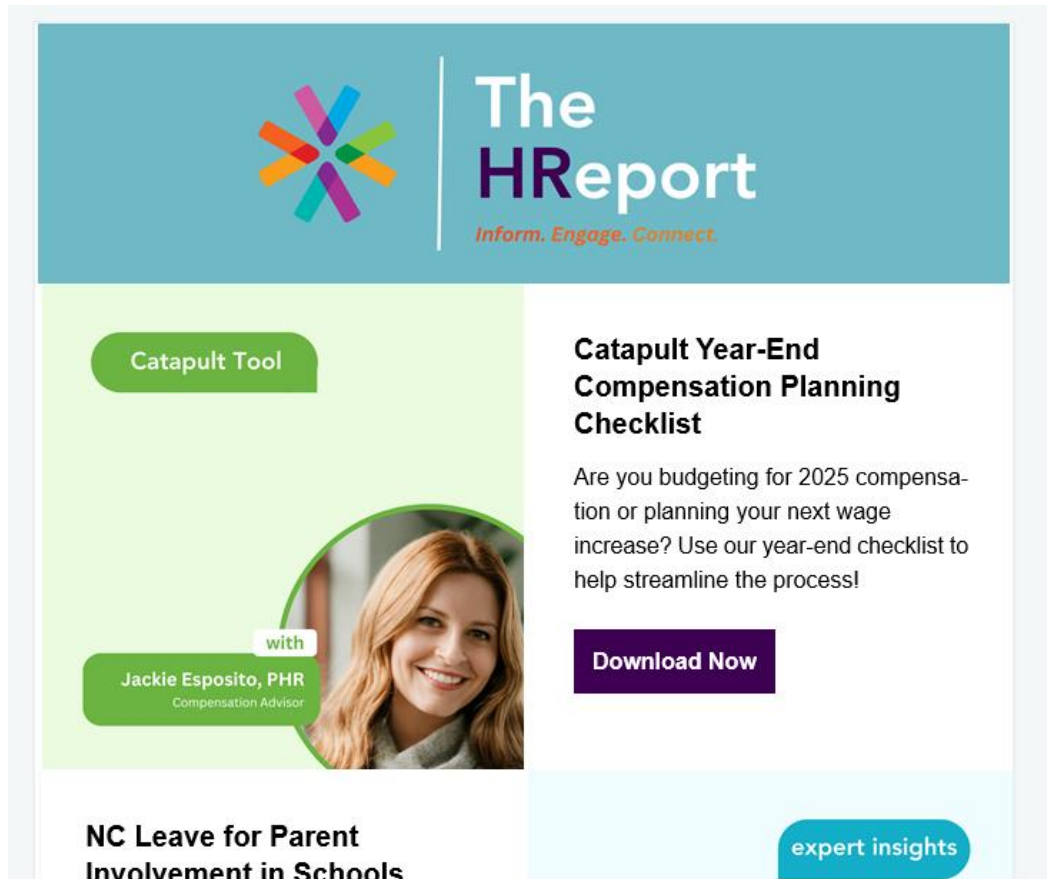
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What other types of communication methods are you using?

Newsletter

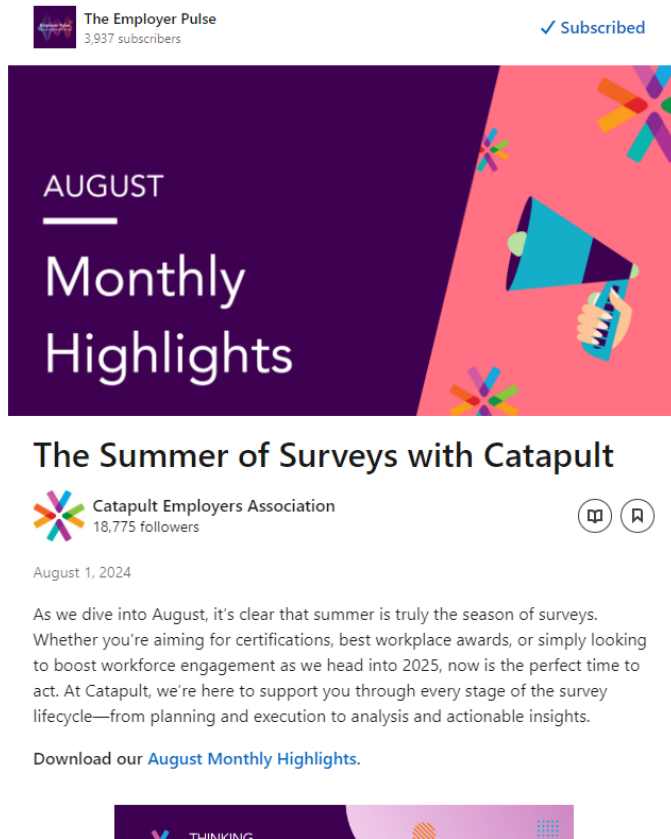


Frequency: Every Other Week

Audience: Members

Content: Mix of compliance, services, events, videos and testimonials.

Social Media



- LinkedIn
 - The Employer Pulse
 - Amplify
 - Daily post
- Instagram
- YouTube

Discussion

- What communication methods are most effective?
- How are you communicating with members vs non-members?
- How much is too much?