Constant Contact Tool

- Multiple Use Contract Opportunity
- Introducing the New State 4-H Template
- Subscribing and Unsubscribing to Friday Communications
- Demo of Constant Contact analytic tools
**Multiple Use Contract**

- State Office – Umbrella/Parent Account
  - County 4-H Offices – Child Account

**Contract/Cost Specifics:**

- **Brand Consistency Across State:**
  - County 4-H offices use State Template/Images
- **Two Pricing Options for under 500 Subscribers:**
  - Full package: eLetter Campaigns, Event Tool & Survey Tool
    - $36 month (30% discount if paid annually)
  - Basic package: e-Letter Campaign
    - $12/month (30% discount if paid annually)
This is our new State Office Template that will be available for 4-H County Programs to use for their own eLetter communications.

There will be less text (linking to full documents with more information), more images to tell the story (gray boxes are placeholders), and an Event section (toward bottom)
Hi Deb,

Your contacts are on the move! Here’s a quick update to see what they’ve been doing:

Account user name: nys4hforms@gmail.com

<table>
<thead>
<tr>
<th>New Contacts: 1</th>
<th>Unsubscribed Contacts: 0</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total contacts: 638</td>
<td></td>
</tr>
</tbody>
</table>

New Subscribers

<table>
<thead>
<tr>
<th>Signup Date</th>
<th>Contact Email Address</th>
<th>First Name</th>
<th>Last Name</th>
<th>Company Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016-04-11T15:15:39Z</td>
<td><a href="mailto:rav26@cornell.edu">rav26@cornell.edu</a></td>
<td>Rochelle</td>
<td>Runge</td>
<td></td>
</tr>
</tbody>
</table>

So, what does all this mean? Here’s a breakdown:

New Contacts reflect everyone that signed up through one of your sign-up tools. Unsubscribed Contacts count those that clicked the SafeUnsubscribe link in one of your emails. Total contacts is a total of all your active contacts.

Get (and keep) more contacts by checking out your Contact Growth Report to see what sign-up methods are working best! Also, take a look at the comments in your Unsubscribe Report to see why contacts are leaving. Then, just change up your email strategies based on the report findings.

[To change how often you receive this email update, just log in to your account and follow these quick steps.]