

Digital Evangelism Conference 2019

Email: Fr. Matthew Howell

Synopsis: A presentation on email services and how they are useful to a parish.

1. Gmail for parish communication
2. MailChimp mass communication, both inside and outside of the parish

Section 1: Introduction - Why email works

1. Everyone uses it *for something* (even to sign up for Facebook you need an email address)

Section 2: Gmail - breaking news, parish updates, prayer requests, urgent appeals, etc.

1. Easy to set up, attach small documents.
2. Good for small lists.
3. Must remember to send emails using "bcc".
4. Limit of 500 addresses that can be sent to in a single day.

Section 3: [Mailchimp](#) - emails to more than 450

1. good for broad communications (more than 450 people) and people outside the parish
2. Can create a Landing Page for event registration (see <https://mailchi.mp/1ad962bc0c80/digitalevangelism> for example), or embed a signup form on your website to add people to your email list (consult with your webmaster for these options)
3. People can automatically subscribe or unsubscribe
4. Templates help format communications in a repeatable manner (i.e. monthly newsletters)
5. Can track open rates and click rates
6. Also has a "second send." If someone doesn't open their email, Mailchimp can send a campaign three days later to the people who didn't open it
7. There is an app that can be set up with different groups (contact Dn. Adam for more info)

Section 4: General Email Tips and Etiquette

1. Set up groups in contacts (i.e. general parish news, sunday school, daily scriptures, etc)
2. ALL CAPS IS YELLING. Stop it.
3. Avoid multi-colored fonts and more than two fonts in an email
4. Clip art is no longer professional
5. Spelling does matter - (Example: "Food Pantry Drive" or "Food Panty Drive"?)
6. Avoid text/twitter abbreviations (LOL)
7. Be concise
8. Bullet points work well for bulletin emails.
9. For regular parish communication/news, limit to one email per day or a few per week (this rule does not apply to emergency/time sensitive communications)

Any questions? Contact me at frmatthewhowell@gmail.com.

Bio: Reverend Matthew Howell is the pastor of St. Herman's Antiochian Orthodox Church in Wasilla, Alaska. Having grown up in the Antiochian Archdiocese at Saint Athanasius Orthodox Church in Sacramento, California, Fr. Matthew took classes from the Saint Athanasius Academy of Orthodox Theology as a teenager. In the summers during high school, Fr. Matthew also helped organize the Academy's massive library while its headquarters were in Elk Grove, California. He graduated from [Saint Tikhon Orthodox Theological Seminary](#) in 2011 with a Master of Divinity with Distinction in Pastoral Arts and Praxis. As of June 2019, he also works for Project Mexico assisting with organizational development and marketing. He also volunteers for the [Orthodox Church Capital Improvement Fund](#) as a member of their Loan Committee.