

## GeneralExcellence\_BestEmailNewsletter\_Haley-Walker\_1

**Audience:** St. David's parishioners and friends

**Date of publication for three different issues:**

[12/9/22](#)

[10/7/22](#)

[8/5/22](#)

**Importance of publication in organization's overall communication plan:**

*St. David's at a Glance* is a key part of our overall communication plan to: welcome to worship, connect with community, and foster fellowship.

A particularly engaging new series that drove an increase in engagement were our regular building construction updates where subscribers could peak behind closed doors and see exciting changes and historical treasures unearthed by our capital campaign renovation of the Historic Church. This was a year of re-gathering joyfully for in-person special events, adjusting to a new worship space and schedule during our season of construction, and saying goodbye to long-time staff members with retirement celebrations. We even implemented a new member management and financial system with a new website and app! All of which needed to be communicated to the parish.

We try to balance inclusion of important details with easy comprehension using color coded ministry sections and consistent event information formatting with additional clicks for calls to action or more information on our new website.

We're especially proud of our 53% open rate, which increased by 17% compared to 2022 and 1,788 newsletter subscribers. The analytics show we are providing content that matters to our community.

