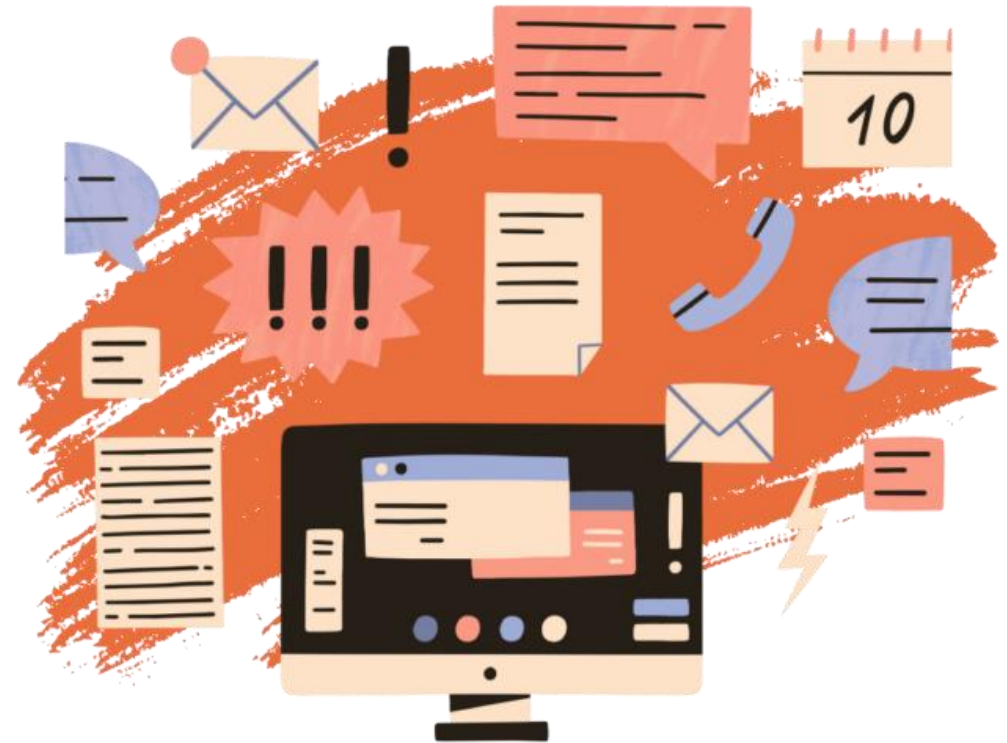# ChamberMaster/ MemberZone Working with Communications
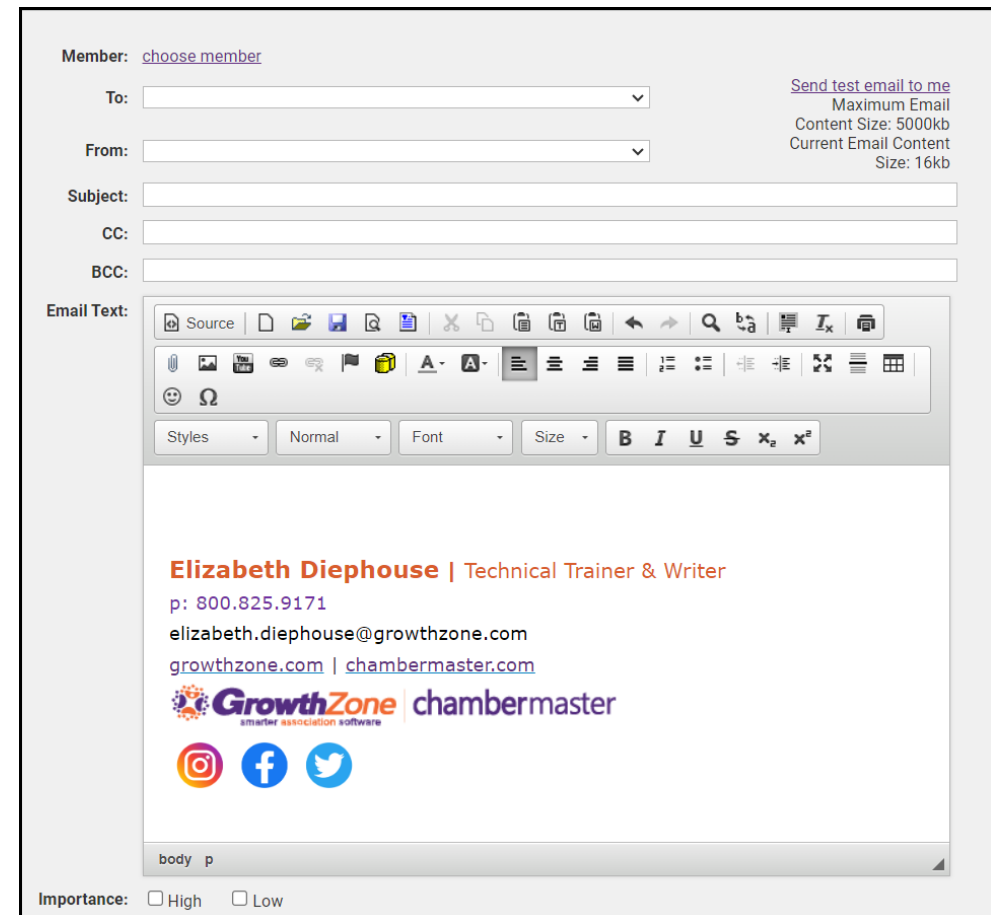
Agenda

- Email Setup
  - Signature Blocks
  - Email Templates
  - Configure Email Settings
- Sending Emails
  - Individual Emails
  - Mass Emails
- Logging Communications
  - Notes
  - Reminder
  - eReferrals

Signature Block

- Save time when creating correspondence

- Maintain brand and image

- Included text, images, links, tables, and more
  - Logos
  - Social media icons
  - Scheduling links

- KB: Create an Email Signature Block

Email Templates

- Predefined templates provided
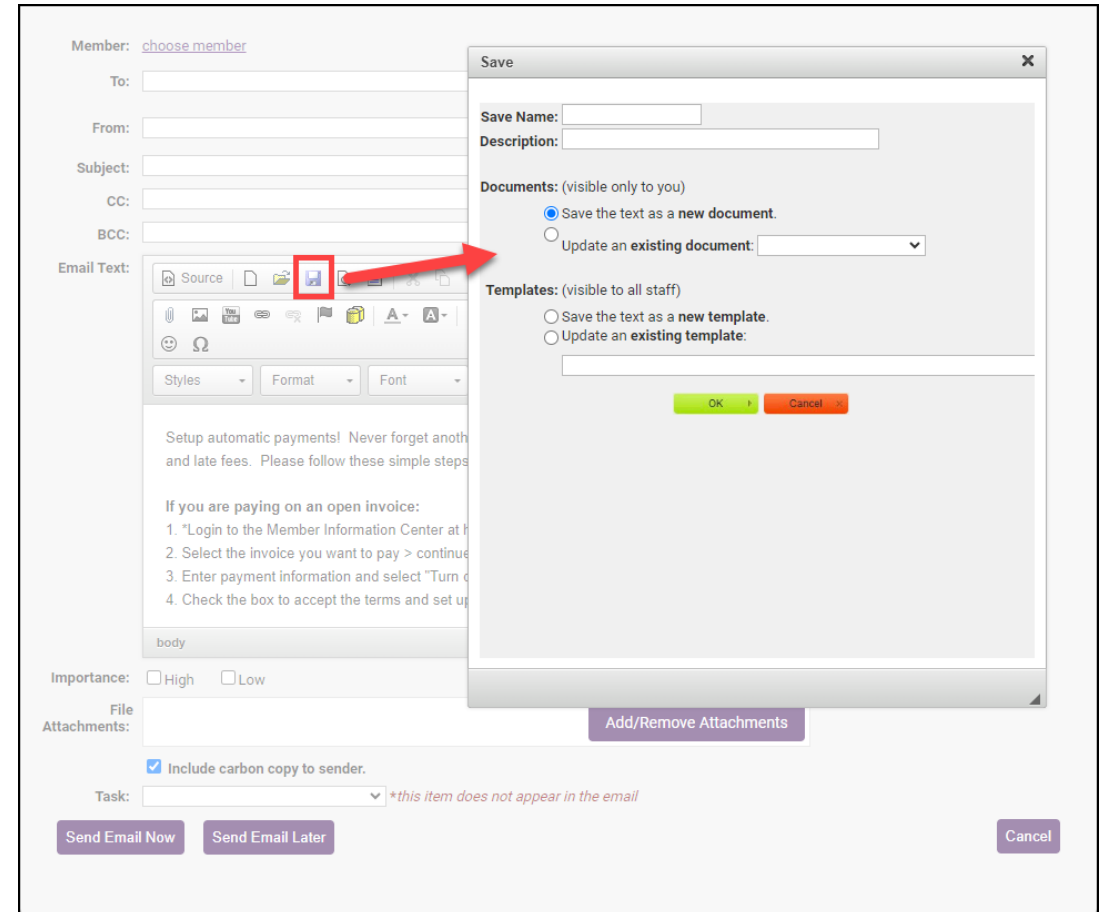 - Select and save to your own list of templates
- Use templates "as is" or customize
  - Save with your own name
  - Available to all staff to use
- KB: Work with Email Templates
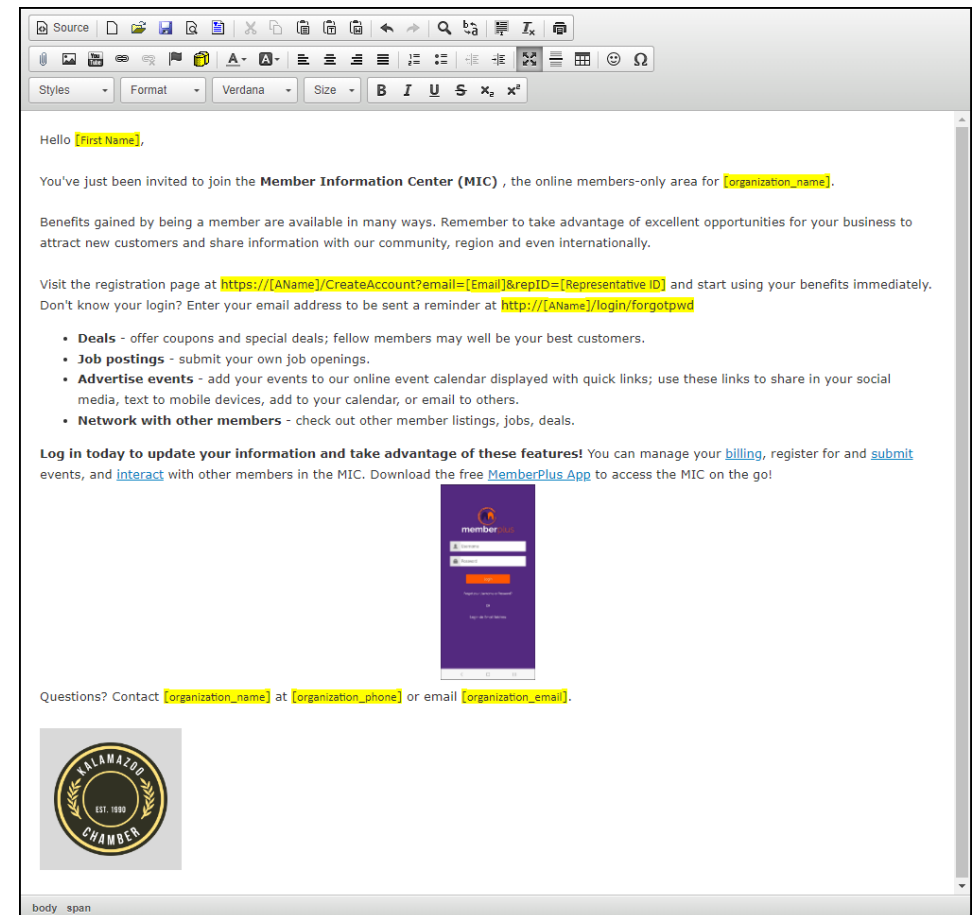
Template vs. Document

- [Documents](#) visible only to you
  - Commonly used for email [signature](#) blocks
- [Templates](#) visible to all staff
  - Ensure consistency in communications
  - Update for everyone quickly

Database Fields

- Creates personalized, unique communications
  - Personalized emails lead to higher open rates
- Easily personalize emails sent to hundreds of recipients
- Insert database field within your emails
- KB: Personalize Communication with Database Fields

Dear Johnson Insurance,

Do you want to move slow-moving **merchandise**?

Do you have a **special** to advertise?

Do you want to grab the eye of visitors on the **Kalamazoo Area Chamber** web site?

Submit your deals now in the Member Information Center by logging in at http://kalamazooo/login.
Also, check out some additional opportunities:

- **Deals** - offer coupons and special deals; fellow members may well be your best customers.
- **Job postings** - submit your own job openings.
- **Advertise events** - add your events to our online event calendar displayed with quick links; use these links to share in your social media, text to mobile devices, add to your calendar, or email to others.
- **Network with other members** - check out other member listings, jobs, deals.

Login today at http://kalamazooo/login to gain access to all of these features, update your information and more.
Don't know your login? Enter your email address to be sent a reminder at http://kalamazooo/login/forgotpwd

Please contact us with questions or for more information.
Sincerely,
Kalamazoo Area Chamber
1903 W Michigan Ave
(800) 867-5309
kzooinfo@mailinator.com
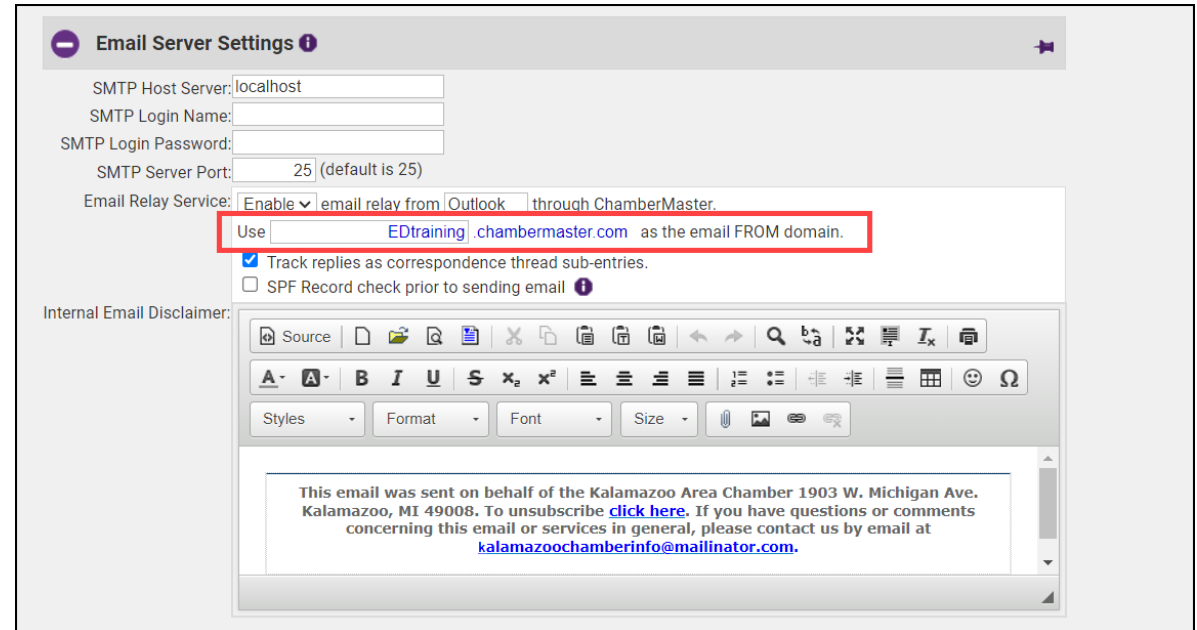Check out our website!

Email Sending Options

- Both methods maintain record in Communication History in database
- **Outlook**
  - Access to additional email addresses not in your database
  - May add additional CCs and BCCs
  - Familiarity
- **ChamberMaster**
  - Easy access if already logged in
  - Gives access to current addresses in your database
  - Ability to create "mail merge" emails
  - Ability to embed attachments as links
  - Ability to use templates
  - Ability to schedule the email for future delivery (for users of the Plus edition or greater)
- KB: Email Sending Options

Archive Emails

- Archive emails (record) in the database even when not logged in
  - Include your association's unique archive address in BCC
  - **archive@yourname**
  - Software will receive the email, look at the address sent/replied to and place in communication history of associated member
- KB: Archive Emails

Sending Emails

- Emails may be sent from many different places in the software - anywhere you find the email editor is found
  - Member module
  - Communicates module
  - Events module
- Email Designer
- KB: Communications

Sending Mass Emails

- Easily select [multiple email recipients](#)
  - Filter options available
- Create targeted email communications
  - Tailor content for each group
  - Better engagement
  - Improved deliverability
  - Reduce unsubscribe rates

Attachments

- Upload attachment file to ChamberMaster server and include link
  - Recommended method
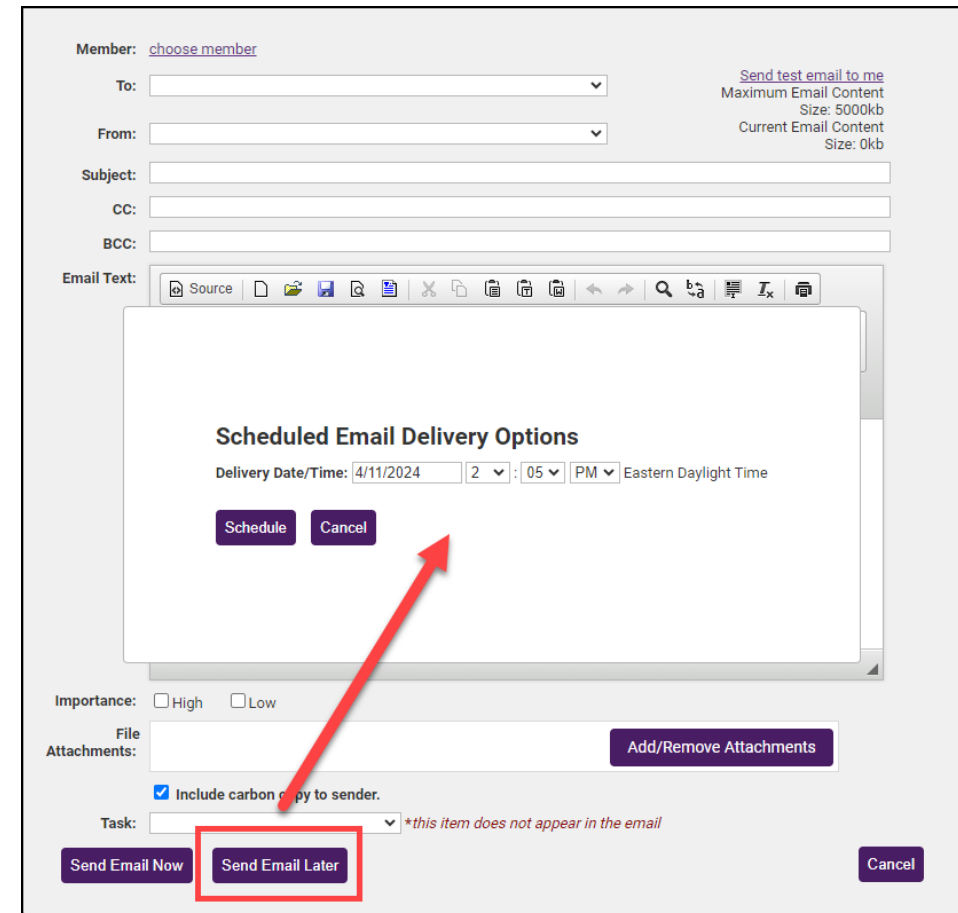- Attaching file directly to email suspicious to spam filters
  - Can lead to emails not reaching members
- Reasons Emails Don't Get to Members
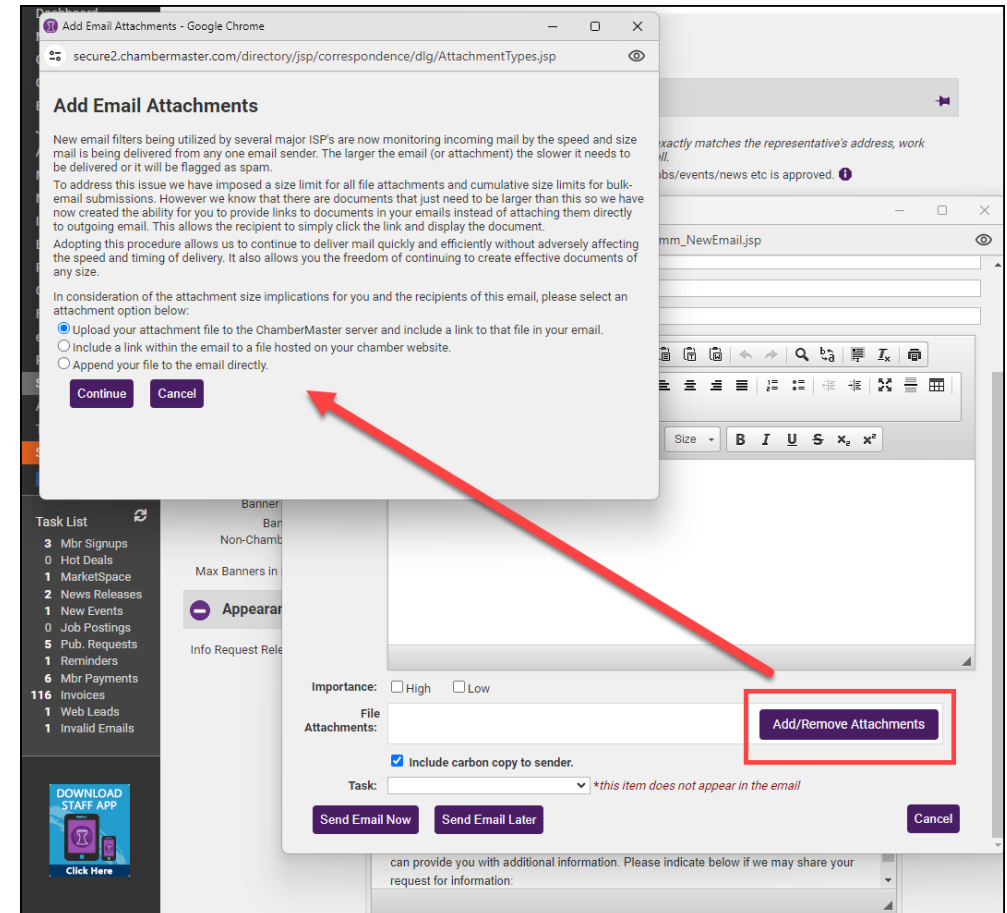
Schedule an Email

- [Schedule email](#) to be sent at later date/time
  - Use [Email Status Summary Report](#) to be more effective with communications
  - Test and analyze to see what timing works best
- Use to avoid sending emails on weekends and holidays
  - Avoid Monday mornings and Friday afternoons

*Available for **Plus** edition or greater

Email Open Rates

- Email Status Summary Report
- Every chamber should be tracking open rates!
- Track if emails are being delivered and opened
  - Number of emails sent
  - Number of opens
    - Open Rates impact Sender Reputation
- Full Details
  - First Open
  - Most Recent Open
  - Total Opens
  - Error Types

Logging Communications

- Communication history
    - Emails automatically logged on the Communication tab of the member's record
- Phones calls can be manually added
- When letters or fax output is printed, can include an entry in Communication history
- KB: View and Record Communication History

Phone Calls and Notes

- Phones calls and notes can be manually added to member's Communications History

- Create follow-up reminders

- KB: Log a Call or a Note

eReferrals

- [eRefferals](#) designed to accomplish two tasks with a single entry:
  - Give desired information about members to a consumer
  - Let members know that they've been referred
- eReferrals are automatically logged
- KB: [Refer a Member Using eReferral](#)

Customer Referral from Kalamazoo Area Chamber

The Kalamazoo Area Chamber was pleased to refer your business to a customer. More information about the customers request and contact information can be found below.

Potential Customer
Name: Mr. New Customer   Contact Pref:Not Specified
Company:
Phone:867-5309
Email:newbusiness@mailinator.com

Referral generated Fri, March 03, 2023 10:34:44 AM

This email was sent on behalf of the Kalamazoo Area Chamber 1903 W. Michigan Ave. Kalamazoo, MI 49008. To unsubscribe click here. If you have questions or comments concerning this email or services in general, please contact us by email at kalamazoochamberinfo@mailinator.com.

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SmartText

- Group text messaging
    - Allows you to contact your members, community, or other individuals via group text messaging.
- Promote your own events or gain non-dues revenue by offering the service to your members at a fee
- Create keyword, share it with members to allow them to sign up
- Create subscriber groups
- KB: SmartText
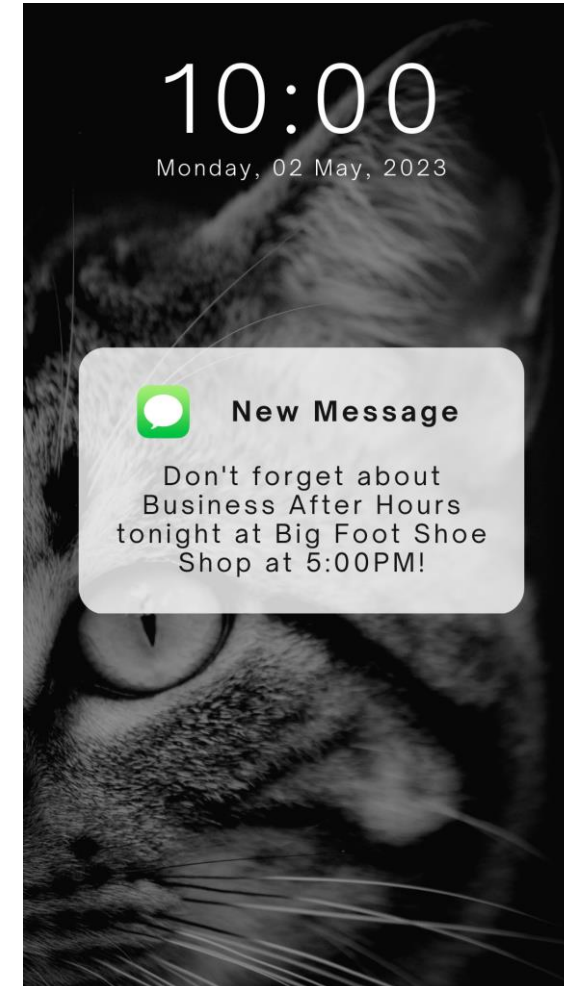
Push Notifications

- Fast, efficient way to communicate with your members in MemberPlus App

- Send real-time updates and reminders
  - Members regularly engage with you, even if they're not aware of it

- Target the right members
  - Send to just individual groups, or to all your members

- KB: Push Notifications

Training Resources
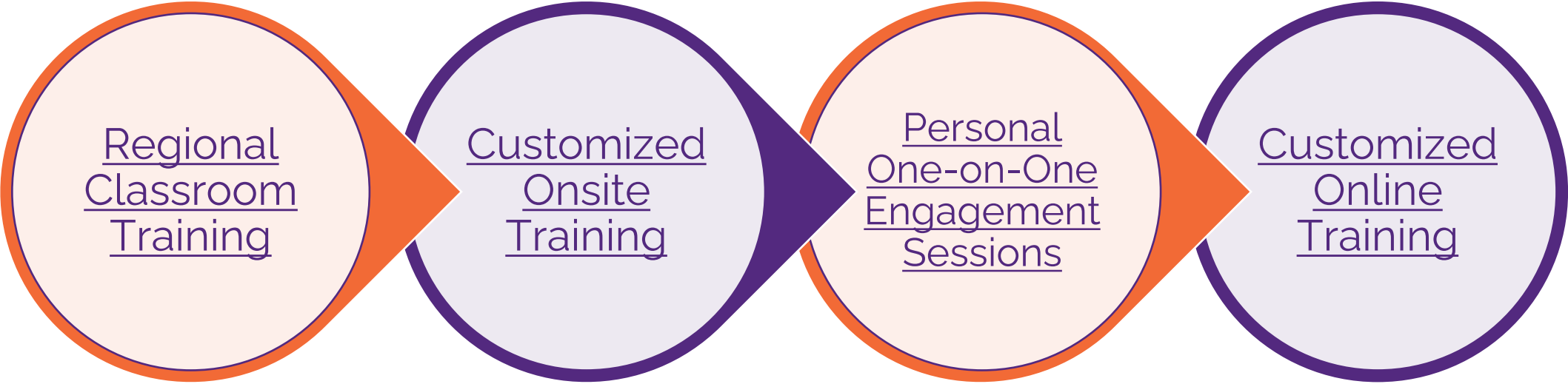

No-Cost Training Offerings

- Online Knowledge Base
- Live and On-Demand Training Webinars
- Product Updates
- Knowledge Library
- Chamber Industry Resources
- How-To Video Library

chambermaster
memberzone
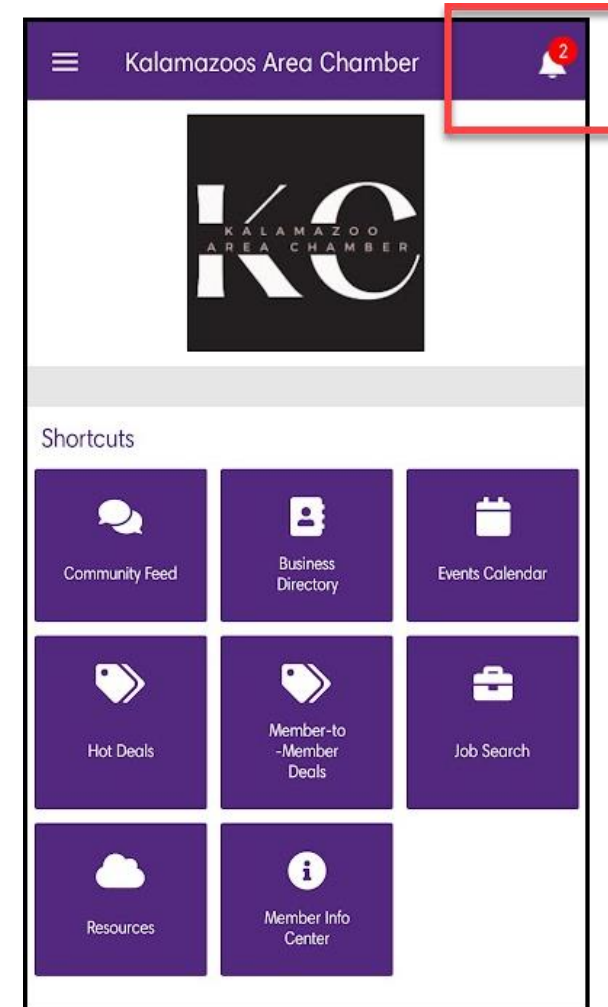
Expanded Training Offerings

Regional Classroom Training

Customized Onsite Training

Personal One-on-One Engagement Sessions

Customized Online Training

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Questions?

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