

Communications Summary 2020-2021

What	When	How	#	Responsible	Audience	Audience	Audience	Audience
					All members	New Retirees	GBC Staff	Targeted
Newsletters	Oct 2020-Oct 2021	email	10	Communications	x	x	x	
Activity Announcement	Dec 2020-Oct 2021	email	9	Communications	x	x		x
Membership Renewal	Jan 2021-Oct 2021	email	5	Membership	x			
New Members	Jan 2021-Oct 2021	email	3	Membership		x		x
Surveys	Nov 2020-July 2021	email	4	Communications, Membership	x	x		x
Welcome Packages	June 2021-Nov 2021	Canada post	22	Membership		x		
Print newsletters	Jan 2021-June 2021	Canada Post	33	Communications				x
Total emails sent	5.516							
Total emails opened	3664							
Total Clicks	1278							
Open Rate	70.0%	down 5%						
Click through rate	24%	up 11%						
Total number of campaigns	31							

2021-22 Communications Plan				
What	When	How	Responsible	Audience
Newsletter production	every 6 weeks	Email	Communications	Everyone
Rebranding	January-April	Design student	Communications	Board
Implement new brand	June 2022 - October 2022	Survey	Communications	Everyone
Support Activities	Dec 2021-Nov 2022	Emails - 1 announcement, 1 reminder, and one "day of" reminder for each activity	Communications	Everyone
Membership Renewals	Dec 2021-September 2022	Email notification of membership renewals and recognition of engagement	Membership	Everyone
New Retiree Welcome	Every 3 months	Send physical "Welcome" Package	Membership	New Retirees
On-line auction	Sept 2022-Oct 2022	Set up auction, acquire donations, monitor auction, close and deliver goods	Communications, Scholarship, Board	Everyone
Web Page	Ongoing	Keep site up to date	Communications, web master	Everyone
Facebook Presence	Spring 2022	Create and maintain social media presence	web master	Everyone
Maintain PO Box	Jan-November	Check mail box and deliver cheques to treasurer	Communications	Everyone
Budget		Mailbox		
	540	Email marketing (Constant Contact)		
	142	Web Page and domain (Constant Contact)		
	200	On-line Auction		
	250	New retiree cards and pins		
	100	Postage		
	1600	Activities fees (free for members)		
Total	2832			