

SALISBURY DIOCESAN GUILD OF RINGERS' MEMBERSHIP SYSTEM BRANCH AND GUILD MAILING LISTS – USER GUIDE

Introduction

On MemberMojo, mailing lists work by creating Groups of Members based upon criteria set up on Registration, or by selecting individual member's names from the list of registered members. It is expected that Pilot Branch Officers will begin to use these lists from the time of Subscription Renewal in January 2024, but they will all be available from implementation of the system.

The basic method of use is that an authorised person (please see below) can construct an email and send it to a single email address (again – see below). On its receipt, MemberMojo will forward it to all Members in the Group. Documents may be attached and images embedded. To avoid the risk of messages being diverted to spam, an unsubscribe link will be added to each email automatically within MemberMojo.

Groups fall into four main types:

All-Members (at Guild level)

At Guild level, the All-Members Group **must** only be used for purely operational purposes such as sending out important operational communications like AGM Notices, Agendas and Minutes. They must NOT be used for any aspects of Marketing which can include “selling” the benefits of renewal.

All-Members (at Branch level) – Subscriptions Renewal and Expired Members only

At Branch level, the Subscriptions Renewal Groups have been limited to all Members who need to be sent a Subscriptions Renewal Notice, using their type of Membership as a filter. A further Branch list for Life Members has been set up so that Branches can invite VPs, HLMS and ALMs to make a donation to the LEBRF each year. Finally, a Branch list for Expired Members has been set up so that Branches can send “final” reminders to Members who have not renewed by the end of March, say. These lists must NOT be used for any aspects of Marketing which can include “selling” the benefits of renewal.

Optional Lists (at both levels)

Members can opt in to (and unsubscribe from) a list at Branch level which will be used for normal communication of whatever type, typically notice of Branch Practices, Meetings and so on, and at Guild level where a Group has been set up for Members to request the Guild Newsletter to be mailed electronically from the new Guild website. All types of news, events, product offerings, etc can be included in these lists.

Focused Groups (at both levels)

Each Branch has their own communication requirements but most wish to continue to be able to contact Tower Correspondents, Tower Captains and Branch Committee members. A list has also been set for Guild Executive Committee members. Members in these Groups are asked to tick the relevant boxes on Registration or Renewal and may unsubscribe when no longer in position, by either unticking the box on their Membership Form or by unsubscribing by using the link in an email.

“Include member” Groups (at both levels)

Groups can also be formed by including individual members by selection from those who have registered on the system. This facility has been used for members of the Edington Ringing Centre Committee and also for Guild CCCBR Representatives. An Administrator will add or remove individuals as changes happen.

Mailing Lists Established on Implementation

The following lists have been set up at Guild level but others may be added on request, subject to the criteria needed being present in the System:

Group Name	Email Address	Filter Criteria	Who Can Send?	Reply Email
All Members	members.sdgr@membermojo.co.uk	None	Guild Exec Cttee	Guild Secretary
Guild Exec	guild-exec.sdgr@membermojo.org.uk	Guild Exec Cttee = Yes	Guild Exec Cttee	Guild Secretary
VPs	vps.sdgr@membermojo.org.uk	Membership class = VP	Guild Exec Cttee	Guild Secretary
CCCBR Reps	cccbr.sdgr@membermojo.org.uk	“include member”, i.e. select registered individuals’ names	Guild Exec Cttee	Guild Secretary

Group Name	Email Address	Filter Criteria	Who Can Send?	Reply Email
Guild Newsletter	guild-news_sdgr@membermojo.co.uk	Guild Newsletter = Yes	Guild Exec Cttee	Guild Publicity

And at Branch level. Where the placeholder [branch] is shown, the actual email address will be in the form west-dorset-sub.sdgr@membermojo.co.uk. (Note the hyphen separators!)

Group Name	Email Address	Criteria	Who Can Send?	Reply Email
Subscriptions Renewal	[branch]-sub.sdgr@membermojo.co.uk	All branch members with a renewing type of Membership	Branch Committee members	Branch Secretary
Life Members "Renewal"	[branch]-lfe.sdgr@membermojo.co.uk	All "life members"	Branch Committee members	Branch Secretary
Expired Members "Final" Reminder	[branch]-exp.sdgr@membermojo.co.uk	All branch members who have not renewed by the end of March, say.	Branch Committee members	Branch Secretary
Opt – In List	[branch].sdgr@membermojo.co.uk	Opt In = Yes	Branch Committee members	Branch Secretary
Tower Captains	[branch]-tcp.sdgr@membermojo.co.uk	Tower Captain? = Yes	Branch Committee members	Branch Secretary
Tower Correspondents	[branch]-cor.sdgr@membermojo.co.uk	Tower Correspondent? = Yes	Branch Committee members	Branch Secretary
Branch Committee	[branch]-cte.sdgr@membermojo.co.uk	Branch Committee? = Yes	Branch Committee members	Branch Secretary

Groups have been set up for each Branch as follows. Most have been set up as Mailing Lists

Branch	Subscription Renewal	Life members "Renewal"	Expired Members	Opt – In	Tower Captains	Tower Correspondents	Branch Committee
Calne	Y	Y	Y	Y	Y	Y	Y
Channel Islands	Y	Y ¹	Y	Y	Y	Y	Y
Devizes	Y	Y	Y	Y	Y	Y	Y
Dorchester	Y	Y	Y	Y	Y	Y	Y ¹
East Dorset	Y	Y	Y	Y	Y	Y	Y
Marlborough	Y	Y	Y	Y	Y	Y	Y ¹

¹ A Group, but not a Mailing List

Mere	Y	Y	Y	Y	Y	Y	Y
Salisbury	Y	Y	Y	Y	Y	Y	Y
West Dorset	Y	Y	Y	Y	Y	Y	Y

In addition, a list has been set up for members of the Edington Ringing Centre Committee:

Group Name	Email Address	Criteria	Who Can Send?	Reply Email
Edington Ringing Centre Committee	edington-cte.sdgr@membermojo.co.uk	“include member”, i.e. select individuals’ names when they have registered	A member who is both an Administrator and a member of this Committee	Devizes Branch Secretary

Member Groups – Other Purposes

In addition to setting up the Groups described above for Mailing List purposes, it has proved possible to import Members without an email, particularly those who choose not to register and are not already on a Branch Mailing List, and thereby create a Group in each Branch for Branch Administrators to check to see who will need to be contacted by other means, for renewal reminders, for example.

One such Group has been created in each of the nine Branches, names using a convention of [Branch] No Email, with selection criteria of Branch and “No email address”. A Branch Administrator can view and download the list of such members for mailing to Tower Correspondents.

Email Footers

A common Footer has been added to all Mailing Lists to minimise the chances of emails being treated as spam. It reads:

You have received this email as a member of the Salisbury Diocesan Guild of Ringers.

You may edit your communication preferences by signing in to Your Membership using this link: [<https://membermojo.co.uk/sdgr/yourmembership/details>].

Opinions expressed are those of the sender, and not necessarily the Guild.

All email is subject to the Guild’s rules and policies:

<https://sdgr.org.uk/guild-rules/>

<https://sdgr.org.uk/category/docs/guild-policy/>