

**Appendix 1:**



Dear ,

Take pride and join @ConcordiaAlumni on Facebook and Twitter.

Wishing you a happy Valentine's Day!

*[Lire ce message en français.](#)*

#CUpride



This email was sent to by:

Concordia University

Source: <https://e1.engage.com/m/427/m/1838378/>

**REFERENCE**

Average industry rates*	%OPEN	%CTR	%Unsub
All industries	21.54%	<b>2.66%</b>	2.27%
Education and Training	21.66%	<b>2.66%</b>	0.22%
Non-Profit	24.88%	<b>2.81%</b>	0.21%

\*Mail Chimp data as of February 2018

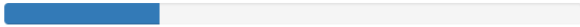
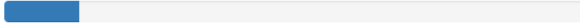
Click-through rate (%CTR) is a better indicator of engagement than %Open.

Click-to-Open rate (%CTOR) is an indicator of content success.

**CASE 2018 Circle of Excellence Award—  
Submission: PAL/Expedited Prospect Engagement — Advancement Services, Concordia University**

## PAL-Valentine's Day email-Feb2018-EN

[View Message](#) [Export Stats](#)

To PAL-VDay-Email-Feb14-2018	Open Rate 	26.76%
Subject Take pride in Concordia!	Click Rate 	13.13%

1,198 Recipients	320 Opened	42 Clicked	2 Bounced	1 Revoked Consent
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### Links Clicked

URL	Clicks
<a href="https://www.facebook.com/Concordia.Alumni">https://www.facebook.com/Concordia.Alumni</a>	20
<a href="http://www.concordia.ca/alumni-friends.html">http://www.concordia.ca/alumni-friends.html</a>	14
<a href="https://twitter.com/ConcordiaAlumni">https://twitter.com/ConcordiaAlumni</a>	13
* Envoke View Message in Browser Links	12
<a href="https://www.linkedin.com/groups/Concordia-University-Alumni-Association-39023/about">https://www.linkedin.com/groups/Concordia-University-Alumni-Association-39023/about</a>	12
<a href="https://www.youtube.com/playlist?list=PL5AC34103B8542172">https://www.youtube.com/playlist?list=PL5AC34103B8542172</a>	9

## 4 Pillars of P.A.L. – Successes to date (Sep 5 – Feb 20, 2017)

PD & Analytics	AG & Leadership	Alumni Relations	Communications
<ul style="list-style-type: none"> <li>PAL list current email reach: <b>85%</b></li> <li>PAL list current industry code: <b>78%</b></li> </ul>	<ul style="list-style-type: none"> <li>PAL donors since Sept. 1, 2017: <b>61</b></li> <li># of individuals sent qualification meeting request email(s): <b>248</b></li> <li>Qualification meetings for Leadership AG: <b>28</b></li> <li>Individuals contacted by Call Centre: <b>200</b> (with 809 attempted, in total)</li> <li>Recipients of Community Campaign holiday direct mail appeal: <b>483</b></li> </ul>		<ul style="list-style-type: none"> <li>The first wave of Targeted emails have been sent to the targeted cohort and the results are <b>4 times</b> higher than average rates.</li> </ul>