



Email Communications Guide

Email channels assessment

Email is a key channel for driving conversions. To make the most of it and protect the integrity of our divinerenovation.org domain, it's important to use the right email platform for your specific needs and stay compliant with legal requirements (e.g., privacy notice, CASL, GDPR, etc.). We've created this guide to help you choose the best platform, highlighting the pros and cons of each, and how you can use them.

Email channels assessment: An overview *Platforms*

<i>Features</i>	Personal Email (Outlook)	List Email: Salesforce	Campaign Monitor
Email design/layout capability	<ul style="list-style-type: none"> • Plain-text emails only 	<ul style="list-style-type: none"> • Basic with limited design flexibility 	<ul style="list-style-type: none"> • Extensive design capabilities, newsletter-type layout
Targeting	<ul style="list-style-type: none"> • Individuals only • Can't track privacy notice acceptance 	<ul style="list-style-type: none"> • Technical (e.g. filters, etc.) • Doesn't automatically allow segmenting based on privacy settings acceptance 	<ul style="list-style-type: none"> • Lots of pre-made segmenting flexibility. Can customize audiences on Salesforce.
Batch sending (multiple recipients upwards of 15)	<ul style="list-style-type: none"> • BIG NOPE (We could get blacklisted.) 	<ul style="list-style-type: none"> • Yes, you can with proper settings selected. 	<ul style="list-style-type: none"> • Yes
Privacy Compliance	<ul style="list-style-type: none"> • When sending external communications, always use the BCC field for recipients. Using the "To" or "CC" fields discloses email addresses without consent and constitutes a privacy breach. 	<ul style="list-style-type: none"> • automatic recipient masking - no action needed 	<ul style="list-style-type: none"> • automatic recipient masking - no action needed
Platform accessibility	<ul style="list-style-type: none"> • Everyone has access 	<ul style="list-style-type: none"> • Marcomm and admins have list email access. Ask Marcomm for campaign support. 	<ul style="list-style-type: none"> • Not everyone has CM access. Ask Marcomm for campaign support.
Who you're sending as	<ul style="list-style-type: none"> • Yourself • Shared mailbox (e.g. communications@, events@, uk@, donations@, australasia@) 	<ul style="list-style-type: none"> • Personal 	<ul style="list-style-type: none"> • Can customize sender name and reply-to email • E.g. individual name, "Divine Renovation Ministry", or any Department (e.g. Development Team, all Regional Leads, MarComms Team)
Template Required	<ul style="list-style-type: none"> • No email template required 	<ul style="list-style-type: none"> • Must be sent using Salesforce Template 	<ul style="list-style-type: none"> • No email template required
User ability to update communication preferences	<ul style="list-style-type: none"> • Users can't. There's no un-subscribe option. 	<ul style="list-style-type: none"> • Requires manual intervention when sending to a segment of people. There is no real "unsub" like Campaign Monitor has. 	<ul style="list-style-type: none"> • Users can (un-subscribe option always available in the footer).
Analytics	<ul style="list-style-type: none"> • Can't track opens, clicks, etc 	<ul style="list-style-type: none"> • Can't track opens, clicks, etc 	<ul style="list-style-type: none"> • You can track everything
Privacy violation risk assessment	<ul style="list-style-type: none"> • Moderate 	<ul style="list-style-type: none"> • High (because privacy notice acceptance is not automatically set) 	<ul style="list-style-type: none"> • Low (assumption: contacts in CM have accepted privacy notice)
Communication & relationship tracking capability	<ul style="list-style-type: none"> • Can be logged and recorded BUT must be manually logged and added to Salesforce 	<ul style="list-style-type: none"> • Automatically recorded 	<ul style="list-style-type: none"> • Automatically recorded

Decision matrix

Based on the table below, from which platform should you send your email?

Type of email	Personal Email (Outlook)	List Email: Salesforce	Campaign Monitor
1 to 1 outreach (can also be used for event invite. Key is 1:1)	✓	✗	✗
Newsletter (Global or Regional)	✗	✗	✓
Small group (<15)	✓	!	◆
Big group (>50)	✗	!	✓
Event promo	(only if 1:1) ◆	✗	✓
Mass email	✗	✗	✓
Personal correspondence	✓	!	✗

Good to go: ✓

Hard no: ✗

Proceed with caution: ◆

Consult MarComm: !