

MOBILIZE

SIMPLIFY

ENGAGE



MinistryPlatform

MPUG

2021

ministryplatform.com/mpug



Build Your Audience & Say Goodbye to MailChimp

Use the Subscription Widget, Template Editor Tool, and Publications to build and reach target segments of your community!



Erika Booth

- Release & Knowledge Base Coordinator, *MinistryPlatform*
- Data SPoC, *Bethlehem Baptist Church, Minneapolis, MN*
- erika@ministryplatform.com
- Ashley from MinistryPlatform & Andrew from ACST are here, too!



Housekeeping

What you need to know

- All sessions are being recorded
- Use the session panel to chat, take a poll, or ask a question! Ashley and Andrew are here to connect!
- Q&A now and at the end
- Session will end on time so you can get back to the Main Stage
- KB Feedback–LOVE it

Related MPUG 2021 Sessions

- ✓ Widgets: Your Website – Your Way
- ✓ Making the Leap to Widgets
- ✓ Widget Foundations
- ✓ Customizations Galore
- ✓ Email + Text: Reach and Engage Your Audience
- ✓ Templates Made Gorgeous



Roadmap

- Publications
- Subscribe to Publication Widget
- My Subscriptions Widget
- One-Click Unsubscribe Widget
- Template Editor Tool
- New Message Tool
- Q&A

Publications

Target Your Audience

Goal = Engagement

- **Open rate: 25.33%***
 - **Click through rate: 2.92%***
 - **Read time: 13.4 seconds****
-
- **Be Relevant**
 - **Be Reliable**
 - **Be Credible**
 - **Be Strategic**

**linchpinseo.com*

***litmus.com*



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Publication Considerations

- ✓ Bulk Email
- ✓ Target Audience
- ✓ Opt-in v. Opt-out
- ✓ Sign-up Options
- ✓ Public v. Private
- ✓ Build Credibility



Creating a New Publication

Elements for Success

- **Publication that is available online**
- **Subscribers**
- **A view showing current subscribers**
- **Template**
- **Unsubscribe footer with My Subscriptions snippet or unsubscribe URL**
- **Tip: Make sure the sender has access to the publication, page, view, subscriptions subpage, etc.**

Publication

- Edit Rights on the Publications page
- Clear title so people know what they're signing up for
- Short, compelling description
- Available Online – anyone can subscribe
- Online Sort Order – be strategic
- **Tip:** Create a Publication Managers Security Role

The screenshot shows the 'Create New Publication' form in the Ministry Platform. The left sidebar contains a 'Quick Add' dropdown and a list of navigation items: Needs Management, Facilities, Communications (highlighted), Messages, Emails, User Tasks, Communication Snippets, All Recipients, Publications, Contact Log, Prayer & Feedback, All Subscriptions, and Planned Contacts. The main form area has a title bar with 'Cancel', 'Save', and 'Reset' buttons. The form fields are: Title (text input with 'Weekly Newsletter'), Congregation (dropdown menu), Description (text area with 'A Weekly Newsletter from Bethlehem Pastors.'), Moderator (dropdown menu), Available Online (radio buttons for Yes, No, and Undefined, with 'Yes' selected), Online Sort Order (text input), and Publication Type (dropdown menu with '(clear)' selected).

Subscriptions

- **People receiving your Publication**
- **Widget – subscribe themselves**
- **All Subscriptions – everyone subscribed to your Publications**
- **Subscription subpage – subscribe/unsubscribe a single Contact**

+ Quick Add					
Communications					
Messages					
Emails					
User Tasks					
Communication Snippets					
All Recipients					
Publications					
Contact Log					
Prayer & Feedback					
All Subscriptions					
Planned Contacts					
Publication Messages					

New Assign Delete Export Tools Reports Grid Print Refresh					
in View Currently Subscribed Notify Selection:					
<input type="checkbox"/>	Display Name	Nickname	First Name	Email Addr...	Publication Title
<input type="checkbox"/>	booth				
<input type="checkbox"/>	Booth, Erika	Erika	Erika	erika.booth...	Downtown Campus Pastor's Update
<input type="checkbox"/>	Booth, Erika	Erika	Erika	erika.booth...	Bethlehem Weekly
<input type="checkbox"/>	Booth, Erika	Erika	Erika	erika.booth...	South Campus Pastor's Update
<input type="checkbox"/>	Booth, Guy	Guy	Guy		Bethlehem All Church Email
<input type="checkbox"/>	Booth, Guy	Guy	Guy		D Parents
<input type="checkbox"/>	Booth, Guy	Guy	Guy		BCS Newsletter
<input type="checkbox"/>	Booth, Guy	Guy	Guy		Bethlehem Weekly
<input type="checkbox"/>	Booth, Guy	Guy	Guy		Downtown Campus Pastor's Update
<input type="checkbox"/>	Booth, Guy	Guy	Guy		Downtown Children's Update

Sending Publications to Subscribers

- ✓ Create a compelling, actionable message using the Template Editor Tool
- ✓ Send an email using the New Message Tool
- ✓ Send a text message using the New Message Tool
- ✓ **Tip:** Design for mobile first
- ✓ **Tip:** Make sure to opt-in people who have opted out of receiving bulk emails

New Message ☒ Email ☐ TXT

Group Participant...

Selection: Current/Unsaved Selection - 1 record(s) x



Recipients:

Contact(s) Associated With Selected Group Participants

☐ Send To Parents



- Select Template

- Select Snippet -

- Contact Fields -

- From User -

- Data Fields -



- Select Template -

- Group Participants Page Templates -

Summer Fun | 2021

- Contact Fields Templates -

[GO] Disaster Response Team Training

[Nickname], how may we pray for you?

[Nickname], please complete your background check form. USED BY A NOTIFICATION

[Nickname], Please Review Next Month's Congregational Care Contacts

[Nickname], you have an Opportunity Response waiting for you from someone at Bethlehem.

[Template] Downtown Children - Monthly Roundup

[Template] Downtown Children - Weekly Devotional

[Template] Downtown Children - Word & Prayer of Encouragement

[Template] Global Outreach Updates ([Month] [Year])

[TEMPLATE] LAMBgram

09.16.2020 Downtown Children - Weekly Devotional

2021 N Summer Camp Registration Confirmation

9.21.2020 Downtown Children - Weekly Devotional

A Short Term Trip Application has just been submitted! [USED BY PROCESS STEP]

A Short Term Trip Application has just been submitted! [USED BY PROCESS STEP]

Assistant Counselor Application Confirmation Email

Baby Announcements this weekend

Barnabas Team Virtual Training

Bethlehem Account Password Reset

Send (1)

X Close

New Message

☐ Email ☒ TXT



Publications:



Selection: Current/Unsaved Selection - 1 record(s)



Recipients:

Subscribers - Current Subscribers

☐ Send To Parents



- Select Template

- Select Snippet -

- Contact Fields -

- From User -

- Data Fields -



Characters (160 max): 0

Save As Draft

Send to Me

Send (29)

Close

New Message

☒ Email ☐ TXT



Publications:



Selection: Current/Unsaved Selection - 1 record(s)



Recipients:

Subscribers - Current Subscribers

☐ Send To Parents



From:

Booth, Erika



Reply To:

Booth, Erika



Scheduled To Send At:

5/18/2021



7:30 PM

Time Zone:

(UTC-06:00) Central Time (US & Canada)

Locale:

English (United States)

Bulk Email:



Include recipients who opted out of bulk email

Save As Draft

Send to Me

Send (1892)

Close

Quick Add

Facilities

Communications

Messages

Emails

User Tasks

Communication Snippet

All Recipients

Publications

Contact Log

NewAssignDeleteExportSecureToolsReportsGridPrintRefresh

in View

Message Stats DZ Past 30 days

Notify

Selection: All Records

Clear

Save

XFer

		Start Dat...	Author	Aut...	Subject	Recipients	Sent	Error	Bounced	Delivered	Opened	Clicked	Dropped	Spam Reporte...	Other Status
<input type="checkbox"/>															
<input type="checkbox"/>	●	5/14/2021...	Booth, Erika	Erika	South Campus Pastoral Letter: Lovi...	609	104	1	1	208	190	105	0	0	0
<input type="checkbox"/>	●	5/13/2021...	Booth, Erika	Erika	CORRECTION - South Worship Servi...	466	319	0	0	0	142	5	0	0	0
<input type="checkbox"/>	●	5/7/2021 ...	Booth, Erika	Erika	South Campus Pastoral Letter: Seel...	609	3	1	3	267	279	56	0	0	0
<input type="checkbox"/>	●	5/5/2021 ...	Booth, Erika	Erika	South Campus Pastoral Transitions ...	325	0	0	0	86	122	117	0	0	0
<input type="checkbox"/>	●	4/30/2021...	Booth, Erika	Erika	South Campus Pastoral Letter: Love...	612	3	1	3	294	240	71	0	0	0
<input type="checkbox"/>	●	4/23/2021...	Booth, Erika	Erika	South Campus Pastoral Letter: Wisd...	610	3	1	3	265	299	39	0	0	0

Following Up

- Communications > Messages > Message Stats (50 or More Recipients) (*if you use Sendgrid*)
- If you use Sendgrid, you can investigate further and take action
- If you don't use Sendgrid, click on the Message and then the Recipients subpage
- Look up a specific recipient on the All Recipients page
- **Tip:** Depending on how many bulk emails you send, the view ill take a while to load. Consider modifying it for one sender or a shorter time period.

Subscription Widgets

**Subscribe to Publication, My Subscriptions, & One-Click
Unsubscribe**

Please complete the form below to subscribe to Volunteer Newsletter


If you're volunteering, or interested in volunteering, we'd love to connect.

Send

Subscribe to Publication


- One Widget = One Publication
- Step 1: Someone signs up
- Step 2: Clicks link in verification email
- No need for sign-in or user account
- Records will be created for unmatched Contacts
- **Tip:** Add the widget to the appropriate ministry's web page

My Subscriptions




Ice Cream Dream Team
Subscribe to learn more about our frozen treat delivery services! We deliver ice cream cones, ice cream sandwiches, choco tacos, popsicles, sorbet, and more. To place an order, please visit the website.

☒



Active Adults 50+
Subscribe to receive information about the upcoming activities and events of the 50+ Active Adults group. Meet new people, have fun, and get involved!

☐



Megan's Marvelous List
Check the box to subscribe.

☒










[Update Subscriptions](#)

My Subscriptions

- Shows all Available Online Publications
- Only available to logged in users
- Checked box = subscribed
- **Tip:** Customize it!
- **Tip:** Add a compelling image and description

My Subscriptions

- Naming Convention
- All Church first, then campus specific
- Images
- Consistent descriptions

	Bethlehem Weekly Stay in touch with Bethlehem's news by receiving a weekly e-newsletter with church-wide announcements.	<input checked="" type="checkbox"/>
	Global Outreach Newsletter Periodic updates from Global Outreach.	<input type="checkbox"/>
	Downtown Campus Pastor's Update Weekly message from Pastor Jason Meyer.	<input checked="" type="checkbox"/>
	North Campus Pastor's Update Weekly message from Pastor Steven Lee.	<input type="checkbox"/>
	South Campus Pastor's Update Weekly message from Pastor Dave Zuleger.	<input checked="" type="checkbox"/>
	North Befriending Newsletter Bimonthly message from Pastor Vince Johnson regarding Neighborhood Outreach.	<input type="checkbox"/>
	North Young Adult Newsletter Periodic updates regarding Youth Adult Ministries.	<input type="checkbox"/>
	South Children's Ministry Periodic updates and support from South Children's Ministry.	<input type="checkbox"/>
	South Youth Ministry Periodic updates regarding South Campus Youth Ministry.	<input type="checkbox"/>

☐ Do not send me bulk email messages

[Update Subscriptions](#)

Manage Subscriptions

Email: contact.one@mychurch.com

✔ You have been removed from bulk email. Didn't intend to opt out? Undo or update your subscriptions preferences below. Thank you!

My Subscriptions

Undo

One-Click Unsubscribe

- Click a link to opt-out and Bulk Email Opt Out is set to "True" immediately
- Click a link to unsubscribe and the Contact is unsubscribed immediately
- Undo button included for unsubsubscriber's remorse
- The My Subscriptions button takes the Contact to the My Subscriptions Widget **if** an optional attribute is included
- **Tip:** Include opt-out and unsubscribe snippets in your email footers

Template Editor Tool

Engaging, Actionable Communication

Mobile First

- Include merge fields in your subject line
- Include preheader text
- Include merge fields in the body of your email
- Make actions easy
- Preview for mobile

8:57



Search in mail



INBOX



me

8:54 PM

Hey, Erika! Join us for Summer Fun 2021!

We're swimming with dolphins this summer!... ☆



Hi Erika! I hope you had a great time in the MOMS class this year! Join us for Summer Fun 2021!

Swim with Dolphins

Let's Chat

VBS

Looking forward to summer!

Erika Booth
Coordinator for Database Management

Unsure how you got this email? Two possible reasons: your recent activity on our website or your involvement at Bethlehem Baptist Church. You can unsubscribe from our emails at the [My Subscriptions](#) page of the Bethlehem Portal. If you have any questions, please [contact us](#). (This message contains a personalized link. Please do not forward this email.)

Desktop

- Merge fields!
- Preheader Text shows up before the subject line
- Really easy, clear action items
- Include action buttons multiple times



Hi Erika! I hope you had a great time in the MOMS class this year! Join us for Summer Fun 2021!

Swim with
Dolphins

Let's Chat

VBS

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Tips & Tricks

Tips & Tricks

- Add the Subscribe to Publication Widget to the relevant ministry page
- Add a compelling image
- Add a strategic, accurate description for your Publication
- Include opt-out and/or unsubscribe snippets in your bulk email and publication footers
- If using an opt-in model, create a view to find new Contacts to subscribe
- Make signing up super-easy (ahem, widgets)
- Target your audience
- Design for mobile
- Opt-in people who have opted out of receiving bulk emails **if** they have subscribed to the Publication
- Use merge fields (e.g., [Nickname]) in your subject lines
- Consider a test segment to try out different subject lines, etc.

THANK YOU!