

Best Email Newsletter for Marketing Purposes
Silver Nonprofit
United Methodist Communications – MyCom

Brand/Client Side Team:

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MarketingSherpa Summary – Why They Won:

This campaign replaced haphazard, uncoordinated and undisciplined email efforts with a highly relevant email newsletter for Methodist churches around the country. The new design and editorial focus of the MyCom newsletter delivers an average 57% open rate and an average 42% CTR. And the team developed a new email design and corresponding microsite on a meager \$5,000 budget.

From Their Nomination Form:

MyCom has provided the agency with one of its first vehicles for communicating its new brand strategy and shown the way for teams to present themselves under the agency brand umbrella. A click through takes readers to the new UCom Web site, which shares the newsletter's look and feel.


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MyCom
Your source for communication tips and tools.

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I tweet
do you
follow me?

United Methodist News Service is using Twitter. Get their latest updates. [Follow them here](#)

United Methodist News Service Plans Inauguration Coverage

United Methodist News Service will post a package of stories, video and audio reports Jan. 13-14 in advance of Barack Obama's inauguration as the 44th U.S. president.

The multimedia package will include news stories about United Methodist involvement in the inauguration, as well as reflections from around the church on the historic event. UMINS also will cover the Jan. 20 inauguration, with news and video about related United Methodist activities. [continue >>](#)


Join us
February 21, 2009 in
Little Rock, Arkansas
for
*Weaving a Web of
Connections*
Training Event

Would Martin Luther King Jr. Be Right Today?

Embrace Multiculturalism Sunday Morning and Every Other Day

Is the worship hour on Sunday still the most segregated time in America, as Martin Luther King Jr. noted, or are we entering an era of change?


With the inauguration of President-Elect Barack Obama, now is the perfect time to discuss and to create or enhance multiethnic congregations. How do you do it? The answers are as varied as the melting pot living in the United States. [continue >>](#)



Messiah

We Can't Wait Until Sunday!

With church membership at less than 8 million, the struggle to



It's not too late to
Update Your
Interpreter Enrollment

Scouting: Another Church Door

Each week they come—hundreds of thousands of boys and girls ages 5 to 17 years—streaming into United Methodist churches for after-school or early evening meetings.

Some of the children and youth are Boy Scouts and Girl Scouts. Others are Campfire USA or 4-H Club members. All are part of the scouting ministry umbrella of The United Methodist Church. For about half of the participants, scouting is their only church involvement. [continue >>](#)

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United Methodist Communications: 810 12th Ave S, Nashville, TN 37203

United Methodist Communications' Subscriber Form

Make better decisions using the right information! MyCom, United Methodist Communications' monthly e-newsletter, brings you practical tips and advice on church communications, giving and worship. Designed for pastors, church leaders and staff, MyCom delivers articles relevant to your job roles and interest areas (that you indicate below.) By signing up for this program, you can expect to receive:

- Monthly e-newsletters, full of communications tips and tools, along with information on other agency programs and initiatives;
- Promotional offers to help you purchase the tools you need for your job or tied to your areas of interest.

Click [here](#) if you would like to read the [current issue](#).

* required information

Please update your profile information below.

Title:

First Name:*

Last Name:*

E-mail:*

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ZIP/Postal Code:

Organization:


Job Role:*

E-mail Format:* ☒ HTML ☐ Plain Text

Your Interest Area

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Your Interest Area

 [Select all in category](#)

- | | |
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| <input type="checkbox"/> Promotion of Giving | <input type="checkbox"/> Educational/Small Group Resources |
| <input type="checkbox"/> New Worship Tips and Resources | <input type="checkbox"/> UMCCom Programs and Initiatives |
| <input type="checkbox"/> Media Relations | <input type="checkbox"/> United Methodist Church News |
| <input type="checkbox"/> Training - Web, Communications, Welcoming, Crisis | <input type="checkbox"/> Other Boards' and Agencies' Programs and Initiatives |

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NEXT