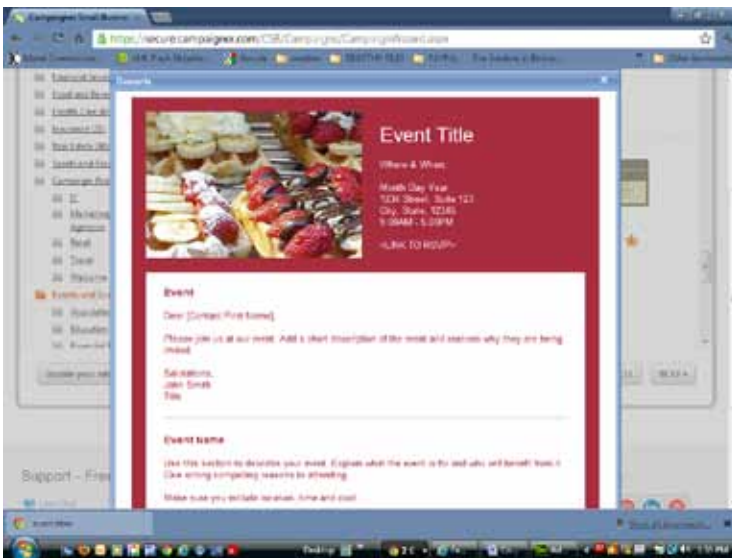


Beatrix Farrand Society

Website update

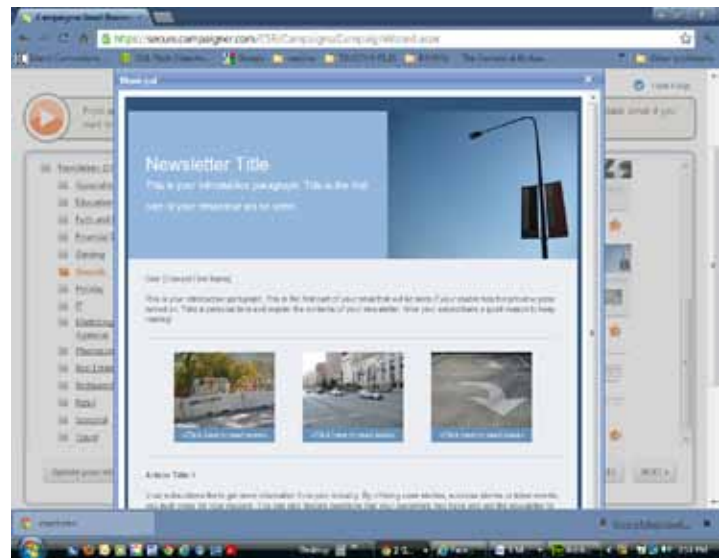
August 4, 2012

- In July we began using the E-Marketing company, Campaigner.com, to launch the BFS E-Newsletter. Their service is free for nonprofits with contact lists of less than 500 recipients. Some of the services we have access to include: use of 400+ email templates (see examples below), links to Social Media, user reports (# of emails sent, opened, bounced, etc.) and free 24/7 **live** customer service.
- Our first E-Newsletter was sent to board members on July 23. There is an E-Newsletter sign-up link on the BFS homepage. Subscribers can opt out at any time if they wish to discontinue receiving emails from BFS. I will continue to tweak things as I become more familiar with the program. Please keep me or Judith informed of any problems you encounter or suggestions you have for using this new tool we have available to us.
- Eight Garland Farm handouts were added to the webpage under the [Learn More](#) link. All are in PDF format for easy downloading.
- Scott provided wonderful vintage photographs from the Satterlee Garden exhibition for posting on the webpage. Over twenty-five images are featured in a slideshow on the BFS webpage under the [Exhibition](#) link.



Example of Event/Invitation Template

(All template colors, fonts, photos can be modified)



Example of Newsletter Template

Shirley Beccue
July 29, 2012