**E-Update Stats Sheet**

1/24/21

**2020 Newsletter List**

Total Mail List 19,325

The Nass Report “Friendly List” 3,522

**2021 Newsletter List (options)**

**Newsletter OPENED By Constituents (from 1/5/2019 to the present) – 13,274**

Options to add to OPENED LIST:

1. COVID Lockdown – Opposed (not added to The Nass Report “friendly” list) 279
2. Election Audit Needed/2020 Fraud Concern (not added…”””) 302
3. SJR 003 – In Favor (not added…”””) 14
4. Subscribed but not opened, no information (not added…””” 18
5. SB 4-7 – In Favor (not added…”) 30

643

Newsletter Opened By Constituents (from 1/5/2019 to the present) – 13,274

ALL OPTIONS ADDED: 1), 2), 3), 4) and 5) 643

**NEWSLETTER OPENED + ALL OPTIONS ADDED 13,917**

**Recommendations**

1. Choose **MailChimp Essentials** for 10,000 – 15,000 recipients at $78 – $135 per month for the following reasons:

* Industry favorite
* Company and plan used/recommended by legislative offices not using Umbraco
* Lowest cost
* Up to 3 separate audiences (mail types)
* 10 emails per month under plan
* Additional features mentioned in attachment

1. Send opt-in email to 643 “new issue” constituents
2. Merge basic list of 13,274 with opt-ins from “new issue” category