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Motion for Board Consideration

PRNC Board Meeting

April 19, 2017

Motion: Motion to upgrade the PRNC Constant Contact email system to an "email plus" account, for an additional cost of \$30.00 per month.

Proposed by: Jason Hector and Outreach Committee

Description: Email blast is by far the most effective outreach method we have according to recent neighborhood council surveys. By making constant contact an Email Plus account, this will add survey capabilities to the service. Our current Constant Contact cost is \$65/month (see attached material). The upgrade to the Email Plus account will increase the cost to \$95/month.

Benefits to PR: Survey capability will help PRNC to receive information from stakeholders similar to the paper surveys we are currently using but in a much broader sense given the thousands of email addresses currently in our database. Giving stakeholders a way to be heard helps outreach and engagement since people are more likely to come when they feel they are being heard.

Also, board members can listen to the stakeholders in order to make good decisions on behalf of the community. Other benefits are the system's ability to collect the survey results and process the data in a clean format which can be easily shared.

Email plus also allows for 3 users instead of one, events marketing, polls, and more storage.

Constant Contact Pricing and Account Benefits

Basic Package Includes (what we have now)

1 GB File Storage, Apps & Integrations, Mobile App, 1 User, Articles, Guides & Videos, Seminars & Training, Live Expert Support, Product Help, User Community [ys & Polls](#)

EMAIL PLUS

Everything you need—PLUS powerful features to take your business beyond the inbox.

Unlimited Emails, Customizable Templates, Contact Management, List-Building Tools, Tracking & Reporting, Image Library, 2 GB, File Storage, Apps & Integrations, Mobile App, 3 Users, Articles, Guides & Videos, Seminars & Training, Live Expert Support, Product Help, User Community, Email Automation, Event Marketing, Online Donations, Surveys & Polls, Coupons

Basic Package--Price based on list size.

How many email contacts do you have?

List Size	Monthly	6-mo. Prepaid	12-mo. Prepaid
0-500	\$20 /mo. after free trial	\$18.00 (10% off)	\$17.00 (15% off)
501-2,500	\$45 /mo. after free trial	\$40.50 (10% off)	\$38.25 (15% off)
2,501-5,000	\$65 /mo. after free trial	\$58.50 (10% off)	\$55.25 (15% off)
5,001-10,000	\$95 /mo. after free trial	\$85.50 (10% off)	\$80.75 (15% off)
10,000+	List over 10,000? Call and we'll help 855-783-2308		

Are you a nonprofit? No Yes

[Buy Now—get your first month at \\$20](#)

Email Plus Package--Price based on list size.

How many email contacts do you have?

List Size	Monthly	6-mo. Prepaid	12-mo. Prepaid
0-500	\$ 45 /mo. after free trial	\$40.50 (10% off)	\$38.25 (15% off)
501-2,500	\$ 70 /mo. after free trial	\$63.00 (10% off)	\$59.50 (15% off)
2,501-5,000	\$ 95 /mo. after free trial	\$85.50 (10% off)	\$80.75 (15% off)
5,001-10,000	\$ 125 /mo. after free trial	\$112.50 (10% off)	\$106.25 (15% off)

10,000+

List over 10,000?
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Are you a nonprofit? No Yes
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