



ECC Survey: Electronic Tools Used By Chapters

In Fall 2016 ASHRAE's Electronic Communications Committee (ECC) surveyed Chapters on the tools they used for communicating with their members. Overall, chapters reported that they were happy with their chosen solutions and would recommend them. This document provides a starting place for a chapter electronic communications chair, webmaster, or newsletter editor, who is looking for electronic communications tools to use in his or her chapter. The mention of specific companies or programs in this document does not imply ASHRAE or ECC endorsement or recommendation.

ELECTRONIC TOOLS USED BY CHAPTERS FOR EVENT PLANNING, SUCH AS EVENT ANNOUNCEMENT AND GATHERING RSVP

Eventbrite

www.eventbrite.com

Application that is used to plan events, promote events, and sell tickets. Allows customers to create event pages, sell tickets and track sales in real time from any device. Allows for promotion of events with free tools like email invitations, built-in social sharing and event recommendations. Integrates with Facebook events, MailChimp, Salesforce, and over 130+ other products.

Evite

www.evite.com

Application that makes it easy to create invitation to events, includes gifting, registry and charitable options. Sends invitations and tracks RSVPs.

Facebook Events

<http://events.fb.com>

Facebook Events has tools and tips to set up an event, reach audiences, sell tickets and measure performance. Facebook Events helps you reach the right audience, manages



your event effectively, and has tips to spread the word. It allows you to design your event or campaigns with impact. You can target your key audiences and measure success. .

StarChapter

www.starchapter.com

StarChapter is an online management software that allows board members to manage meeting registrations, payments, membership/prospect records, email communications, website content, reporting, and more through one easy-to-use, time-saving program. StarChapter will extend a 10% discount to ASHRAE chapters who use their software as a chapter management tool. StarChapter offering a discount to ASHRAE chapters does not represent an endorsement by ASHRAE, and ASHRAE is not responsible for the functioning or support of the StarChapter software.

Wild Apricot

www.wildapricot.com

Wild Apricot allows a chapter to create an online event registration form with descriptive images and text, customize and schedule emails, and take and track payments. Once created, your event will appear in a web-based calendar on your Wild Apricot site or in another existing website. Members and visitors can view online registration from their computer or mobile device. Custom registration options such as early bird pricing, coupon code, extra cost for meals or additional sessions are supported. Event calendars or individual event listings can be embedded on any webpage.

ELECTRONIC TOOLS USED BY CHAPTERS FOR E-MAIL DISTRIBUTION, SUCH AS DISTRIBUTION LIST MANAGEMENT AND MASS E-MAIL DELIVERY.

Constant Contact

www.constantcontact.com

Constant contact features customized templates, auto-responders, the ability to update email addresses from Excel, Gmail, Outlook and other email clients. Constant Contact will track unsubscribes, bounces and inactive emails automatically. You can use your website to integrate an email sign up or can use the Facebook app to let members join your email list.

Gmail

Gmail www.google.com/gmail/about/for-work/, features branded email, joe@yourcompany.com, sync and access email from your mobile phone or tablet, 24/7 support, video hosting available.

MailChimp

www.mailchimp.com

MailChimp features include flexible designs, email template references, collaboration options, multi-user accounts, marketing automation, merge tags and email beamers. Lists can be managed using custom forms. You can segment your lists and create subscriber profiles. Other features include email automation, product recommendations, abandoned cart emails, geolocation, order notification, and more.

Outlook

www.microsoft.com/en-us/outlook.com/,

Outlook is a Microsoft Office product with features including unsubscribe, pin, weather, chat, OneDrive, aliases, and the Outlook app for mobile devices. It automatically connects you to a host of Microsoft apps and services. Allows you to share your calendar, import and subscribe to a calendar in outlook.com or outlook on the web. Subscribe to outlook.com premium or ad-free outlook.com to get rid of ads in your outlook inbox.

StarChapter:

www.starchapter.com

StarChapter has many features, one being communications. It sends email reminders, meeting invites, welcome messages, newsletters and more with member-friendly mass emailing tools. Design email templates, event invites and follow ups, group email delivery software, auto emails for recurring events, email delivery tracking and survey management tool. Pricing for small chapters starts at \$49/month; see description above for information on discounts available to ASHRAE Chapters.

Wild Apricot:

www.wildapricot.com

Wild Apricot has many features, one of which is their Email and Contact Database. Wild Apricot lets you send emails, newsletters and manage contacts in one place. Use the Contact Database to pull records for every person who interacts with your organization. Update contact information offline using Excel or a similar spreadsheet program. There is a free mobile app to search, edit, or add contacts on the go. You can choose from a variety of professionally designed and mobile-friendly email templates or create your own. Wild Apricot allows you to track email delivery, opens and clicked-links for every message and every contact and create automatic email confirmations and reminders. Pricing for Multi-Chapter organizations are available upon request.



Electronic Tools used by Chapters Payment Processing

Bank-specific
PayPal
Square

ELECTRONIC TOOLS USED BY CHAPTERS FOR WEBSITE CREATION AND EDITING

Dream Weaver
Star Chapter
WildApricot
WordPress

SOCIAL MEDIA USED BY CHAPTERS

Facebook
Google+
Instagram
LinkedIn
Twitter