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NC Center for Nonprofits Conference (2006): Beyond Survival, Embracing Change  
**Beyond E-mail: Using New Tools to Connect with your Stakeholders  
and Spread Your Message**

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## Abstract

E-mail has become a universal tool for reaching stakeholders, and many organizations use electronic newsletters to keep everyone up to date on their activities and mission. On the other hand, even when the message is addressed correctly and gets through spam filters, it is still arriving in the inbox surrounded by other messages that may be of higher perceived importance. Just like with paper mail, how can you improve the chances that the recipients actually *open* your message?

One way to improve the reception to your messages is to offer the recipients a way to “subscribe” to the messages in a form other than e-mail. This can put your message into their “news” stream, when they are scanning headlines and looking for items of interest rather than in their “mail” stream where they may be dealing with daily crises and tend to completely skip messages that aren’t time sensitive.

How to do that? Consider “syndicating” your content so that your stakeholders (and potential stakeholders) can “aggregate” your messages along with those from the other organizations that affect their lives. Your message becomes a “news article” that is read while your target is explicitly searching for new information, not while they are bombarded with personal requests.

This talk will give examples of this from three perspectives

1. How to read syndicated content with a news aggregator
2. How to publish syndicated content
3. Ways that coalitions can share syndicated content – improving everyone’s exposure

Implementing the strategies discussed in this talk will improve your own processing of information from a variety of sources as well as give you a new method to consider that will help ensure that your messages arrive when your target is more willing to “open the envelope.”