



## **Project 6.6 But I Sent You the E-mail: Exploring e-mail's effectiveness as a promotional medium within the community sector.**

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### **Project Description:**

This Subnode 6 project will explore e-mail's effectiveness as a promotional medium within the Newfoundland and Labrador community sector. The Community Services Council of Newfoundland and Labrador (CSC) frequently promotes its programs, events, workshops and sector news via e-mail to several hundred community sector contacts in the province. While CSC has done some limited follow up of the effectiveness of its e-mail promotions, it has yet to do a thorough examination. This project will seek to clarify who reads these e-mails, the factors that influence their likelihood of reading them, and how this communication influences their decision making.

### **Outputs:**

Paper presented at the Association for Nonprofit and Social Economy Research (ANSER) Conference

#### [Constructing Effective Email in the Community Sector](#)

Jenna Hawkins  
Fredericton, NB: 2011.

#### [Tips for Constructing Effective Emails in the Non-Profit Sector](#)

Jenna Hawkins  
2010

Paper: How Language and Communication Differentials between Social Enterprises  
and Economic Development Agencies Impact Financing  
Elizabeth Russell  
2010

No outputs prior to Spring 2011.



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