

Best Practices for E-Newsletters

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Agenda

- What is an E-Newsletter?
- Why Do E-Newsletters?
- E-Newsletter Challenges
- Three Models
- Back End
- Best Practices
- Final Thoughts
- Resources

What Is an E-Newsletter?

“An e-newsletter is a recurring e-mail communication that a user *opted* to receive from an organization.”

- *Email Newsletter Usability, Nielsen Norman Group Report (NNG)*

Why Do E-Newsletters?

For DOE programs and laboratories, e-newsletters:

- Present a convenient way to communicate to an audience
- Offer a push mechanism to get messages out
- Can offer a pull mechanism to drive users to a Web site
- Drive Web site content updates
- Offer an opportunity to solicit input from and create dialogue with customers
- Build loyalty with users
- Offer perceived cost savings (no printing or mailing costs).

Why Do E-Newsletters?

For users, e-newsletters:

- Offer a convenient way to stay informed
- Increase productivity
50% reported increased productivity; 38% rely on e-news for industry info. (Source: NNG)
- Create a bond with the organization.
“I feel guilty [about unsubscribing], like I’m breaking off a relationship. I’m thinking of all the good things about it. Maybe I should re-subscribe.” (Source: NNG)

E-Newsletter Challenges

DOE programs and laboratories:

- Need a strong privacy policy to protect contact information
- Need a continued funding source
- Need human resources to produce
- May not save money over print
 - Same content costs
 - Programming, information architecture, and maintenance costs
- May find their e-newsletters are perceived as spam; users may not remember signing up.

E-Newsletter Challenges

For users:

- The content may not be relevant.
- Formatting problems may hinder message.
 - 50% of users reported formatting problems (Source: NNG)
 - More issues than with Web sites
- E-mails may be perceived as spam; users may be afraid to unsubscribe.
(Source: NNG)
- May be too frequent.

eSNOW

eSNOW

> COLORADOSKI.COM

Send us your photos: Colorado just wrapped up its snowiest November in at least a decade. How snowy was it? You tell us. Send us your best photos portraying the unmitigated snowyness of Colorado. We want to see drifts, heaps, mounds, and masses; entire towns buried in snow; bridges straining under the sheer tonnage.

What's in it for you? The best photos will receive a place of honor on our home page. And, if we can get our legal department to go along, we've got a few prizes in mind. Photos should be from this season, should not have been reprinted elsewhere, and should be sent to info@coloradoski.com.

< td>

Report for 12/07/2005

	LIFE'S OPEN	NEW SNOW			MID-MT. DEPTH	SURFACE COND.	TERRAIN OPEN		MORE RESORT INFO MORE SNOW INFO
		LAST 24 HRS	LAST 48 HRS	LAST 72 HRS			●	◆	
ARAPAHOE BASIN ❄️❄️	5/6	2 in.	7 in	51 in	P/PP	99%	95%	MORE RESORT INFO MORE SNOW INFO	
ASPEN MOUNTAIN ❄️	5/8	2 in.	2 in	34 in	PP	81%	51%	MORE RESORT INFO MORE SNOW INFO	
BEAVER CREEK 🌞❄️	11/16	6 in.	7 in	32 in	P/PP	60%	60%	MORE RESORT INFO MORE SNOW INFO	
BRECKENRIDGE 🌞❄️	20/27	5 in.	7 in	50 in	P	91%	79%	MORE RESORT INFO MORE SNOW INFO	
COPPER MOUNTAIN 🌞❄️	10/22	3 in.	6 in	53 in	P/PP	85%	40%	MORE RESORT INFO MORE SNOW INFO	
CRESTED BUTTE 🌞☁️	9/15	6 in.	6 in	44 in	P/PP	91%	85%	MORE RESORT INFO MORE SNOW INFO	
ELDORA ❄️❄️	7/12	3 in.	7 in	42 in	P/PP	60%	30%	MORE RESORT INFO MORE SNOW INFO	
HOWELSEN ❄️❄️	3/3	4 in.	4 in	28 in	P	100%	90%	MORE RESORT INFO MORE SNOW INFO	
KEYSTONE 🌞❄️	13/19	3 in.	4 in	49 in	P/PP	96%	94%	MORE RESORT INFO MORE SNOW INFO	
LOVELAND ❄️❄️	7/9	3 in.	5 in	48 in	P	94%	81%	MORE RESORT INFO MORE SNOW INFO	
MONARCH ❄️	4/5	6 in.	7 in	51 in	P/PP	100%	98%	MORE RESORT INFO MORE SNOW INFO	
SKICOOPER 🌞❄️	0/5	2 in.	2 in	41 in	P	0%	0%	MORE RESORT INFO MORE SNOW INFO	
SNOWMASS ❄️	5/21	2 in.	2 in	35 in	PP	40%	0%	MORE RESORT INFO MORE SNOW INFO	
STEAMBOAT 🌞❄️	8/20	11 in.	15 in	54 in	P	67%	71%	MORE RESORT INFO MORE SNOW INFO	
SUNLIGHT ❄️	3/4	1 in.	5 in	23 in	P/PP	100%	40%	MORE RESORT INFO MORE SNOW INFO	
TELLURIDE ❄️❄️	6/16	6 in.	6 in	38 in	P	15%	0%	MORE RESORT INFO MORE SNOW INFO	
VAIL 🌞❄️	24/34	5 in.	6 in	40 in	P/PP	80%	67%	MORE RESORT INFO MORE SNOW INFO	
WINTER PARK 🌞❄️	9/24	4 in.	5 in	54 in	P/PP	67%	58%	MORE RESORT INFO MORE SNOW INFO	
WOLF CREEK 🌞❄️	7/7	0 in.	0 in	27 in	P/PP	100%	80%	MORE RESORT INFO MORE SNOW INFO	

Legend: PP = Packed Powder MM = Man Made HP = Hard Packed SP = Springlike NR = No Report

Colorado Ski Country eSNOW for 12/07/2005 - id 7966 - Message (HTML)

File Edit View Insert Format Tools Actions Help

Reply Reply to All Forward Print Attachments Print X Print A²

You forwarded this message on 12/8/2005 4:44 PM.

From: deepsnow@coloradoski.com
To: Chervenak, Joe
Cc:
Subject: Colorado Ski Country eSNOW for 12/07/2005 - id 7966

Sent: Wed 12/7/2005 6:22 AM

The screenshot shows an email client window with the following content:

- Header: Colorado Ski Country eSNOW for 12/07/2005 - id 7966 - Message (HTML)
- Navigation: File Edit View Insert Format Tools Actions Help
- Actions: Reply Reply to All Forward Print Attachments Print X Print A²
- Message Content:
 - From: deepsnow@coloradoski.com
 - To: Chervenak, Joe
 - Cc:
 - Subject: Colorado Ski Country eSNOW for 12/07/2005 - id 7966
 - Sent: Wed 12/7/2005 6:22 AM
 - Body: eSNOW report for 12/07/2005 with resort data table.
- Taskbar: Start, Inbox - Microsoft Out..., Weekly Grist, 06 Dec ...
- System Tray: 4:45 PM

Weekly Grist



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Tuesday, 29 Nov 2005

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NEW IN GRIST
The School of Barack
Obama and bipartisan crew of colleagues unveil eco-friendly energy bills

 Sen. Barack Obama (D-Ill.) this month unveiled innovative legislation that would give beleaguered U.S. automakers a hand with their huge legacy health-care costs if they agreed to boost production of efficient cars. And that's just one of the forward-looking energy-related measures recently introduced in Congress, by legislators on both sides of the aisle. Muckraker gives a rundown.

*** new in Muckraker: [The School of Barack](#)

sign up: [Receive word by email each time a new Muckraker column hits the scene](#)

NOW IN GRIST

Party Time. What to expect from the U.N. climate-change negotiations in Montreal.

Unnatural Disasters. Which parts of the U.S. have put themselves in nature's way?

You're Only Humanure. Advice on composting toilets, in Ask Umbra.

GRISTMILL BLOG

Peak oil: Not an environmental silver bullet.

Raw milk, hot commodity. Despite a recent crackdown, Washington State's raw-milk policy might point way forward.

Grim news: Federal court reinstates streamlined permitting process for mountaintop mining.

Green Gauge Report: Bad news.

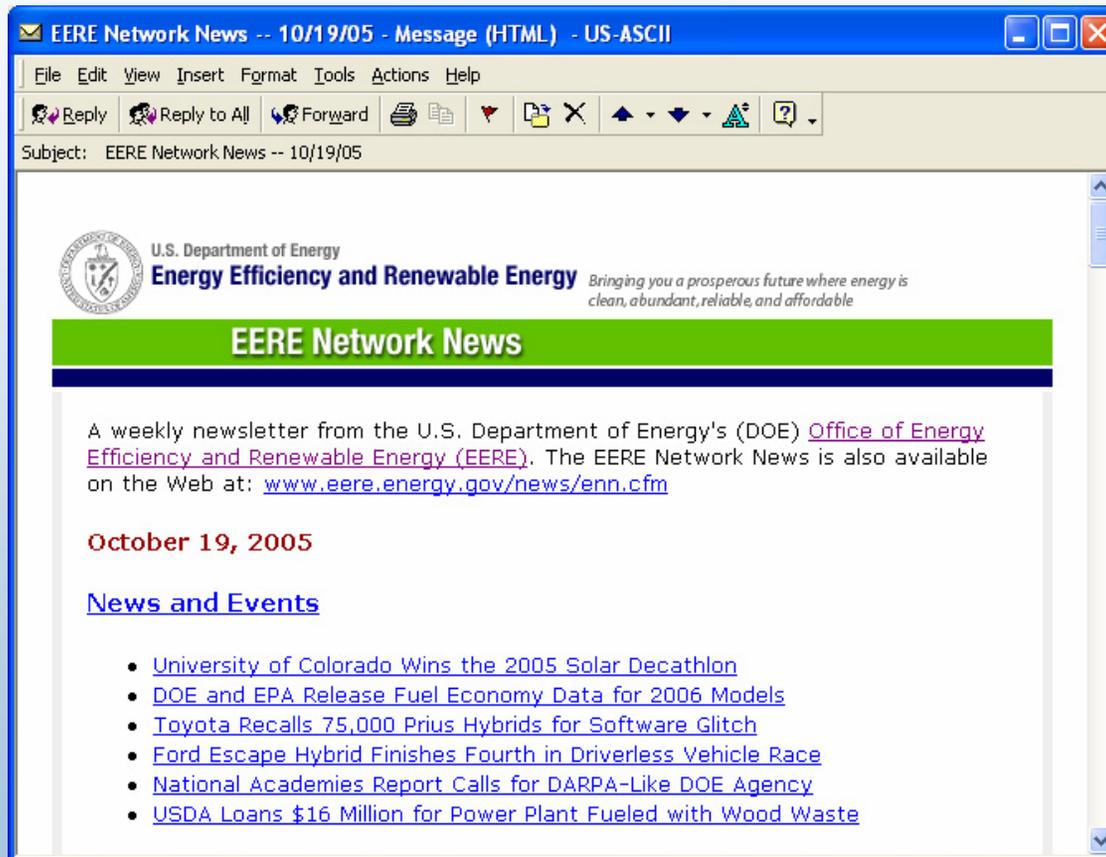
NREL's Experience

- E-newsletters contain two major components:
 - E-mail
 - Web site.
- What we're working on:
 - What is the relationship between the e-mail and the Web site?

Three Models

- Model 1:
 - All content is included in e-mail
 - Web site is archive only.
- Model 2:
 - E-mail is list of links and scope notes
 - Content is posted on “parent” Web site
 - Newsletter site is archive of brief emails.
- Model 3:
 - E-mail is list of links and scope notes
 - Content is its own site – online journal.

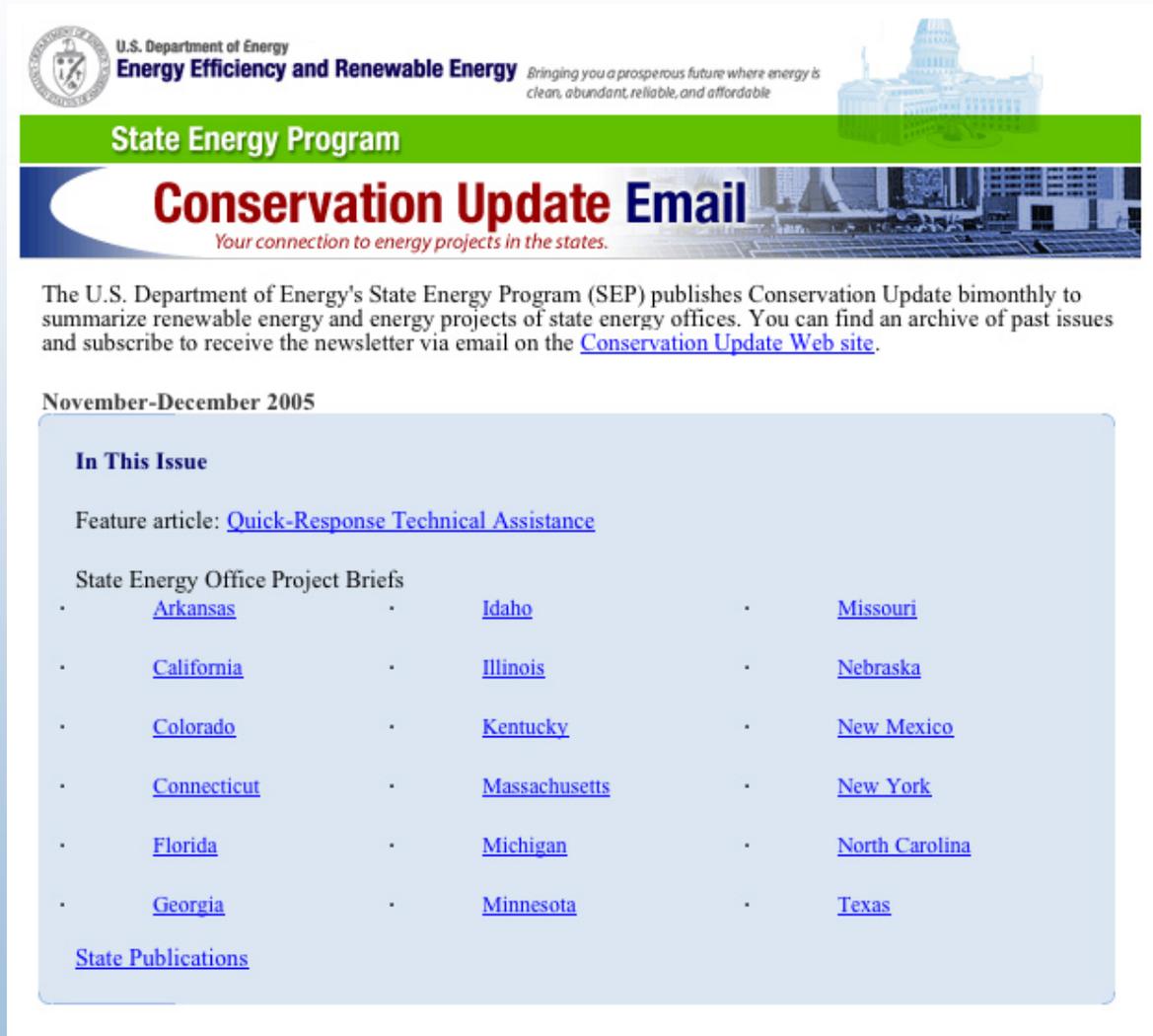
Model 1: ENN E-Mail



Model 1: ENN Web Site

The screenshot shows a web browser window with the address bar displaying "http://www.eere.energy.gov/news/enn.cfm". The page header includes the U.S. Department of Energy logo and the text "Energy Efficiency and Renewable Energy" with the tagline "Bringing you a prosperous future where energy is clean, abundant, reliable, and affordable". The main content area is titled "EERE Network News" and features a large image of a person pointing at a solar panel. Below the image, there is a "Printable Version" link. The main text describes the newsletter and provides a "subscribe here" link. The date "December 07, 2005" is displayed. The "News and Events" section lists several articles with blue links, including "DOE Energy Saving Team Visits Dow Chemical Plant in Louisiana", "New Air Conditioner Efficiency Standards Take Effect in January", "DOE, EPA Join Leadership Group to Boost Utility Efficiency Spending", "Hawaii Army Bases to Feature 3,000 Homes with Solar Power", "Corporate Group Reaches 360 Megawatts of Green Power Capacity", and "Canadian Company Begins Commercial Delivery of BioOil". The "Site News" section includes "ACEEE Offers Condensed Online Version of its Consumer Guide". The "Energy Connections" section includes "EIA Expects High Energy Prices Through 2006". A "News and Events" section follows, with a sub-section "DOE Energy Saving Team Visits Dow Chemical Plant in Louisiana" containing a detailed paragraph about the team's visit to the St. Charles Operations plant near Hahnville, Louisiana. The text describes the visit as one of 200 deployments to energy-intensive manufacturing facilities as part of the "Easy Ways to Save Energy" campaign. It mentions a Web page called "Save Energy Now" and a "DOE press release" link. The paragraph ends with "Dow St. Charles Operations is an integrated petrochemical manufacturing complex that". On the right side of the page, there is a search bar, a "Search Help" link, and a "More Search Options" link. Below these are links to the "EERE Information Center" and "FEATURES". A prominent red banner encourages users to "Subscribe to EERE Newsletters" with a globe icon. Another blue banner below it says "Articles for the Press" with a small illustration of a person.

Model 2: Conservation Update E-Mail



The image shows a screenshot of an email header and content from the U.S. Department of Energy's State Energy Program. The header includes the U.S. Department of Energy logo, the text "U.S. Department of Energy Energy Efficiency and Renewable Energy", and the tagline "Bringing you a prosperous future where energy is clean, abundant, reliable, and affordable". Below this is a green banner with "State Energy Program" and a blue banner with "Conservation Update Email" and the subtitle "Your connection to energy projects in the states." The main content area is titled "November-December 2005" and contains a section "In This Issue" with a feature article link "Quick-Response Technical Assistance" and a list of "State Energy Office Project Briefs" for various states: Arkansas, California, Colorado, Connecticut, Florida, Georgia, Idaho, Illinois, Kentucky, Massachusetts, Michigan, Minnesota, Missouri, Nebraska, New Mexico, New York, North Carolina, and Texas. A link for "State Publications" is also present.

U.S. Department of Energy
Energy Efficiency and Renewable Energy *Bringing you a prosperous future where energy is clean, abundant, reliable, and affordable*

State Energy Program

Conservation Update Email
Your connection to energy projects in the states.

The U.S. Department of Energy's State Energy Program (SEP) publishes Conservation Update bimonthly to summarize renewable energy and energy projects of state energy offices. You can find an archive of past issues and subscribe to receive the newsletter via email on the [Conservation Update Web site](#).

November-December 2005

In This Issue

Feature article: [Quick-Response Technical Assistance](#)

State Energy Office Project Briefs

- [Arkansas](#)
- [California](#)
- [Colorado](#)
- [Connecticut](#)
- [Florida](#)
- [Georgia](#)
- [Idaho](#)
- [Illinois](#)
- [Kentucky](#)
- [Massachusetts](#)
- [Michigan](#)
- [Minnesota](#)
- [Missouri](#)
- [Nebraska](#)
- [New Mexico](#)
- [New York](#)
- [North Carolina](#)
- [Texas](#)

[State Publications](#)

Model 2 : Conservation Update – Web site

The screenshot shows a web browser window with the address bar displaying http://www.eere.energy.gov/state_energy_program/update/. The page header includes the U.S. Department of Energy logo and the text "Energy Efficiency and Renewable Energy" with the tagline "Bringing you a prosperous future where energy is clean, abundant, reliable, and affordable". A green banner reads "State Energy Program". Below this is a navigation menu with links: "About the Program", "Projects by State", "Projects by Topic", "Information Resources", and "Home". The main heading is "Conservation Update" with the subtitle "Your connection to energy projects in the states." To the right is a search box with a "Search" button and links for "Search Help" and "More Search Options". Below the search box is a link to the "EERE Information Center".

Archives
Subscribe

November-December 2005
The U.S. Department of Energy's State Energy Program (SEP) publishes Conservation Update bimonthly to summarize renewable energy and energy projects of state energy offices.

Feature Story

Quick-Response Technical Assistance
DOE's Technical Assistance Project provides quick response to requests from state and local governments. The project provides short-term access to the expertise of three national laboratories to help solve real-time problems states and communities encounter as they deploy renewable energy and energy efficiency projects.



[More](#)

State Energy Office Project Briefs
Here you will find links to descriptions of recent energy projects conducted by state energy offices on the SEP Web site. The SEP Web site also lists many [more project descriptions](#).

Model 3: Energy Matters Newsletter



"TURNING INFORMATION INTO ENERGY SOLUTIONS FOR INDUSTRY"

Energy Matters

INDUSTRIAL TECHNOLOGIES PROGRAM

Final Print Issue (9/9)

Summer 2005

ISSUE FOCUS:
Reducing Waste Heat

IN THIS ISSUE

Identifying Opportunities for Waste Heat Reduction 1

Metal Forging Plant-Wide Assessment Finds Opportunities for Significant Cost Savings 5

Performance Spotlight:
 Optimizing the Pumping System Saves Energy and Reduces Demand Charges at a Chemical Plant 5

Energy Matters Goes Electronic with the Next Issue 5

Coming Events 8

Identifying Opportunities for Waste Heat Reduction

By Arvind Thakral - E3M, Inc. and Energy Matters Editorial Advisory Board member, and Richard Bennett - Assis Technology Group

Waste gas heat losses are an unavoidable part of operating any fuel-fired furnace, kiln, boiler, oven, or dryer. Air and fuel are mixed and burned to generate heat, and a portion of the heat is transferred to the heating device and its load. When the energy or heat transfer reaches its practical limit, the spent combustion gases are removed from the furnace via a flue or stack to make room for a fresh charge of hotter combustion gases.

The flue gases still hold considerable thermal energy, often more than what was left behind in the process. In most fuel-fired heating systems, this waste heat is the biggest single loss in the process, often greater than all the other losses combined. These losses depend on factors associated with the design and operation of the heating equipment.

This article is a guide to reducing waste heat losses associated with heating equipment as they affect associated exhaust gas losses. A second article, to be published in the online Fall 2005 issue of *Energy Matters*, will address waste heat recovery techniques.

This article also supports material related to the Process Heating Assessment and Survey Tool (PHAST), developed jointly by Industrial Heating Equipment Association (IHEA), and Office of Energy Efficiency and Renewable Energy (EERE) Industrial Technologies Program. For more information on process heating, visit the ITP Web site at www.oit.doe.gov/bestpractices/process_heat/.

Heat Losses

Thermal efficiency of process heating equipment such as furnaces, ovens, melters, heaters, and kilns is defined as the ratio of heat delivered to the material being heated to the heat supplied to the heating equipment.

The first step in reducing waste heat in flue gases requires close attention and proper measures to reduce all other heat losses associated with the furnace. Any reduction

in furnace heat losses will be multiplied by the overall available heat factor, which could result in much higher energy savings. Available heat is defined as the ratio of heat retained in the furnace to heat lost in flue gases. Note that the heat retained in the furnace is used for heating the load and to compensate for furnace heat losses.

Furnace losses include:

- Heat storage in the furnace structure
- Losses from the furnace outside walls or structure
- Heat transported out of the furnace by the load conveyors, fixtures, trays, and so on
- Radiation losses from openings, hot exposed parts, and so on
- Heat carried away by the cold air infiltration into the furnace
- Heat carried away by the excess air used in the burners.

All of these losses can be estimated by using the Process Heating Assessment and Survey Tool (PHAST) or the Process Heating Tip Sheets available through ITP at www.oit.doe.gov/bestpractices/under/BestPractices/ProcessHeating section.

Reducing waste heat losses brings additional benefits, including:

- Lowering the energy component of product costs
- Improving furnace productivity
- Lowering emissions of carbon monoxide (CO), nitrogen oxides (NOx) and unburned hydrocarbons (UHCs).
- Reductions may also contribute to more consistent product quality and better equipment reliability.

Determining Waste Gas Losses

To properly determine waste gas losses, it is first necessary to understand the flow of heat in a furnace or oven. The objective of a heating process is to put a certain amount of thermal energy into the product, raising it to a certain temperature to prepare it for additional processing, to change its properties, or for some other purpose. To carry this out, the product is heated in a furnace or oven.

(continued on page 2) ▶



2004
APEX
AWARD FOR
PRODUCTION EXCELLENCE



U.S. Department of Energy
Energy Efficiency and Renewable Energy
Bringing you a prosperous future where energy is clean, abundant, reliable, and affordable

Model 3: Energy Matters Online Journal

The screenshot shows a web browser window with the address bar displaying "http://eereweb.ee.doe.gov/industry/bestpractices/energy_matters.html". The page header includes the U.S. Department of Energy logo and the text "Energy Efficiency and Renewable Energy" with the tagline "Bringing you a prosperous future where energy is clean, abundant, reliable, and affordable". Below this is a green banner for the "Industrial Technologies Program" and a navigation menu with links like "About the Program", "Program Areas", "Information Resources", "Financial Opportunities", "Technologies", "Deployment", and "Home". A search bar is located on the right side of the header.

The main content area features a large blue banner with the text "TURNING INFORMATION INTO ENERGY SOLUTIONS FOR INDUSTRY" and the title "Energy Matters". Below the banner, a paragraph describes the newsletter: "BestPractice's quarterly newsletter *Energy Matters* is your resource for energy efficiency and BP news, technical tips, and case studies for industry professionals like you. The newsletter informs industrial end users of energy-efficiency opportunities, technical issues, new products and services, and events related to energy-intensive industrial systems, and DOE's Industrial Assessment Centers. [Subscribe today—it's free!](#)"

Below the description, there are two columns of article links. The left column includes "Electric Motor Voltage Quality Problems" with a sub-headline "Waste gas heat losses are an unavoidable part of operating any fuel-fired furnace, kiln, boiler, oven, or dryer" and "Cost-Saving Strategies at a Metal Forging Plant" with a sub-headline "Metal Forging Plant-Wide Assessment Finds Opportunities for Significant Cost Savings". The right column includes "Optimizing Pump Systems at a Chemical Plant" and "Coming Events".

At the bottom of the main content area, there are links for "Previous Issues" and "Subscribe to Energy Matters". A "Printable Version" link is also present.

The footer contains navigation links: "Webmaster | Security & Privacy | Industrial Technologies Program Home | EERE Home", the text "U.S. Department of Energy", and "Content Last Updated: 11/29/2005".

Back End

E-mail clients:

- User preferences on text versus HTML:

- 43% have no preference
- 19% prefer text
- 38% prefer HTML

(Source: NNG)

- Offer both text and HTML.
- Test your messages on multiple email clients.

Back End (cont'd)

Lyris E-mail Software:

- Fast (e-mail goes to 9,600 ENN recipients in 8 minutes)
- Auto-detects e-mail client for text or HTML formatting
- Automated list management (holding and dropping bouncers)
- Delayed sending, confirmation e-mails, custom messages
- EERE newsletters outsourced to Sparklist (E-mail List Host)
 - Reporting
 - \$200 setup fee
 - Monthly charge for sending out newsletter, variable rates
- NREL newsletters in-house.

Back End (cont'd)

Automate with Web scripting and databases.

- Don't recreate the wheel every time you publish an edition.
- Ease the creation and management of archives.
- Task a content person rather than a coder to be responsible for entering news.
- Publish the same information in multiple formats.

Back End (cont'd)

E-newsletters are often perceived as spam.

- Some ISPs block or filter E-mail hosts.
- Test messages against spam filters.
- Test addresses at key domains.
- Be sure you are “missed.”

Source: Email Marketing Best Practices, Lyris Technologies

Summary of Best Practices

Sender and Subject Lines in E-mail

The screenshot shows the Microsoft Outlook interface. The menu bar includes File, Edit, View, Favorites, Tools, Actions, and Help. The toolbar contains icons for New, Print, Delete, Reply, Reply to All, Forward, Send/Receive, Find, Organize, and a search box. The Outlook Shortcuts pane on the left shows Outlook Today, Inbox (65), and Calendar. The Folder List pane shows Outlook Today - [Mailbox - Trom], Calendar, Contacts, CSR Contacts, Deleted Items (2), Drafts (1), Inbox (65), Infected, Journal, and Junk E-mail. The main pane displays a list of emails with columns for From, Subject, and Received.

From	Subject	Received
eboardman@aesp.org	New AESP Brown Bag Seminar	Fri 7/15/2005 5:46 PM
EERE Network News	EERE Network News -- 07/20/05	Wed 7/20/2005 6:01 AM
jeff@mediapost.com	Your MediaPost Membership	Wed 7/20/2005 11:55 AM
MarketingProfs Today	How to Create a Great House List, All You Need Is L...	Tue 7/19/2005 9:58 AM
MediaDailyNews	Section Two: Stories from Around The Net	Wed 7/20/2005 2:34 PM
NREL Publications	NEON - July 18, 2005	Mon 7/18/2005 3:36 PM
NYTimes.com	Today's Headlines: In Pursuit of Conservative Stamp...	Wed 7/20/2005 6:01 AM
NYTimes.com	Today's Headlines: State Dept. Memo Gets Scrutiny i...	Sat 7/16/2005 1:08 AM
OnlineSpin@mediapo...	Too Much of a Good Thing?	Wed 7/20/2005 4:00 PM

Sender and Subject Lines in E-Mail

- Use the same sender name, and make the sender name meaningful.
- Put descriptive content in the subject line.
- Keep the subject line fairly short.
- If possible, don't repeat information in the subject and sender lines.

E-Mail Content and Layout

- Name the newsletter clearly.
- Use best practices for Web writing.
 - Know your audience, and write for them.
 - Keep it short.
 - Limit “page downs.”
 - Avoid long blocks of text. Use bullets, short sentences, and paragraphs.
 - Provide timely content (trainings, solicitations, campaigns).
 - Use common e-news format: headline, short paragraph, link to more information (example: ENN).
- Limit full-length articles, and put longer articles on the Web site.
- Provide a table of contents with jump links at the top of the page.
- Include links to subscribe and unsubscribe in every e-mail.

E-Mail Delivery

- Provide text and HTML options.
- Test for platform diversity.
- Limit file size to 40 KB or less. (Source: NNG)

E-Mail Frequency

- Be realistic.
 - Consider the available budget.
 - Consider the available human resources.
 - Consider audience needs.
- Find a balance between frequency and depth of content.

E-Mail Management

- Have a specific strategy with your email:
 - Define purpose
 - Meet needs of recipients.
- If the e-newsletter is high-profile, consider creating an editorial board.

Subscribe Page on Web Site

EERE News: Subscribe

U.S. Department of Energy
Energy Efficiency and Renewable Energy
Bringing you a prosperous future where energy is clean, abundant, reliable, and affordable

EERE News

[EERE News Home](#)
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[EERE Progress Alerts](#)
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[Articles for the Press](#)
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[Search Help](#) [More Search Options](#)
[EERE Information Center](#)

Subscribe

Please fill out the information below to subscribe to the EERE Network News or the EERE Progress Alert. Existing subscribers to either or both of these newsletters should use the [change my subscription page](#) to add another newsletter, change your email address, or unsubscribe.

The information you provide will help EERE better serve your needs. The mailing list addresses are never sold, rented, distributed, or disclosed in any way.

Select from the following newsletters

- EERE Network News**
A free weekly newsletter that summarizes the latest news from EERE as well as the latest national news about renewable energy and energy efficiency.
- EERE Progress Alert**
A free email bulletin that announces new and significant developments in EERE's programs and research. Issued as developments occur.

Name:

Complete email address:

What is your affiliation/organization (name)?

Which of these groups best describes your affiliation/organization?

Commercial - large business National Laboratory

Commercial - small business Not-for-Profit Organization

Subscribe Page on Web Site

- **Make it easy for users to unsubscribe.**
- Explain the frequency of the e-newsletter.
- Describe the content of the e-newsletter, and link to the current issue.
- Link to the privacy statement.
- Ask for minimal info to subscribe (only need e-mail address).
- Offer a choice of both text and HTML.

Web Site Content

- Provide a print option for the entire issue and for individual articles.
- Organize the archives:
 - By date
 - By topic
- Provide a search feature for archives.

Web Site Measurement

- Review statistics to track the e-news effect on Web page views.
- Track the number of subscribers.

Marketing

The screenshot shows a web browser window with the address bar displaying "http://www.eere.energy.gov/state_energy_program/". The page header includes the U.S. Department of Energy logo and the text "Energy Efficiency and Renewable Energy" with the tagline "Bringing you a prosperous future where energy is clean, abundant, reliable, and affordable". The main heading is "State Energy Program".

Navigation tabs include "About the Program", "Projects by State", "Projects by Topic", and "Information Resources". A search bar is located in the top right corner.

The main content area features a large banner image showing people working on solar panels, wind turbines, and a hybrid car. Below this, the "State Energy Program" section explains that the program provides grants to states and directs funding to state energy offices. It lists priorities and program funding to adopt emerging renewable energy and energy efficiency technologies. A list of roles for the state energy office is provided:

- the state energy office is involved in the project,
- the State Energy Program provides funding, or
- the state uses petroleum violation escrow funds for part of the project and it is in the state's SEP plan.

A "Printable Version" link is available. Two featured articles are highlighted: "Conservation Update" and "Quick-Response Technical Assistance".

The "Conservation Update" section states: "Your connection to energy projects in the states." and "The State Energy Program publishes this bimonthly newsletter outlining projects by state energy offices, summarizing news from the states, and listing new state publications." A sign-up button for the "bimonthly newsletter" is present.

The "Quick-Response Technical Assistance" section states: "DOE's Technical Assistance Project provides short-term access to the expertise of national laboratories to address problems that state and local governments encounter as they adopt renewable energy and energy efficiency technologies." A map of the United States is shown.

The right sidebar contains a "NEWS" section with the following items:

- New Mexico Welcomes Solar Manufacturing Plant (November 11, 2005)
- NYSERDA Wins LEED Award (November 11, 2005)
- EPA and DOE Launch Campaign Encouraging Use of Energy Star Lights (October 12, 2005)

Below the news is an "EVENTS" section with "Introduction to ESPC" (January 24-25, 2006). A "FEATURES" section highlights "Minnesota Benchmarks School Energy Consumption", "SEP 2005 Special Projects by State", and "States Participating in 2005 'Change a Light' Campaign".

At the bottom, there are links for "Webmaster", "Security & Privacy", "Weatherization & Intergovernmental Program Home", and "EERE Home". The footer includes "U.S. Department of Energy" and "Content Last Updated: December 2, 2005".

Marketing

- Prominently feature the e-newsletter on the Web site.
- Develop print collateral (postcards and bookmarks).
- Integrate into other Web processes. (For example, give subscribe options to users as they download software.)
- Encourage viral marketing (i.e., forwarding the e-newsletter to friends or co-workers).
- Conduct a links campaign.
- Conduct a user survey of the newsletter every 2–3 years.

Maintenance

- Determine the maintenance budget for the e-mail and the Web site.
- Decide if you will maintain links in archives.
- Determine how long to keep archives.
- Consider automating updates to both e-mail and Web site for content providers.

Final Thoughts

Personally

- Feel empowered to unsubscribe to e-newsletters that you receive.

Professionally

- E-newsletters are great tools, but be realistic about level of effort they require.
- Follow best practices.
- Order the NNG report and read Lyris paper.

Resources

- E-mail Newsletter Usability, Nielsen Norman Group Report
 - <http://www.nngroup.com/reports/newsletters/>
 - \$298 for single report, \$498 for site license
- Email Marketing Best Practices, Lyris
 - <http://www.sparklist.com/resources/whitepapers/Lyris-BestPractices-v101404.pdf>