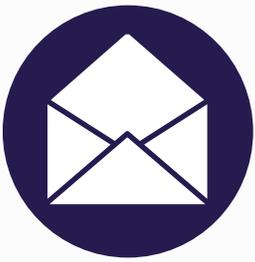


BOOSTING NEWSLETTER OPT-INS

Utilize your contact form

Add a newsletter opt-in option to your website's contact forms for an easy opt-in generator.

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Send better newsletters

Optimize your email newsletter campaigns with A/B tests and follow-up campaigns.

Go digital in the office

If you use a digital sign-in sheet in your office, you can easily add a newsletter opt-in option to the sign in process.

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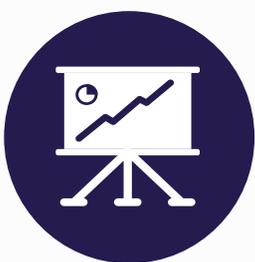
Franked instapolls

Sending a 1 question survey to non-subscribers on hot topic issues can help engage constituents, and including a quick option to opt-in to your newsletter can be another easy way to gain more subscribers.

Use your data

If you're an IQ user, you can leverage IQ's constituent engagement score to parse out and target groups who haven't previously engaged with you.

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Set benchmarks

Measure your progress with regular subscriber reports in IQ. Setup automatic reports delivered to you weekly or monthly in IQ under:
Outreach → Reports → Subscriber Report.

BOOSTING NEWSLETTER OPT-INS

Purchase email lists

Reach out to your constituents directly with an email campaign asking them to opt in to your newsletter.

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Reach out through texting

FREE IN IQ!

Engage with constituents through text messaging and ask recipients to opt-in with a simple text response.

Run digital advertising campaigns

A well-crafted digital advertising campaign that points visitors to a landing page for newsletter sign ups can be a great way to connect with constituents and generate opt-ins.

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Phone Poll Constituents

Get real time data on hot topic issues and clean up phone lists all while getting the chance to boost opt-ins by running a phone poll that includes an option to subscribe to your newsletter.

Hold a telephone town hall

Town halls are a great way to engage with constituents, they're also a great time to ask listeners to subscribe to your newsletter. Utilize the contributor queue during your next town hall to let them subscribe on the spot.

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Leverage Your Eventbrite Forms

FREE IN IQ!

For another easy win, add a newsletter opt-in option to the end of your Eventbrite registration forms. All the information you collect will flow seamlessly into IQ.