

# April 2024 – Secretaries’ Report

Karen Kruzycka and Sue Williams

Actions carried out by the Secretaries since GPW committee meeting on 11.3.24

## Meetings

26.3.24 Sue hosted GPW bookclub where we discussed The Outrun by Amy Liptrot.

Wrote minutes of March committee meeting, shared with GPW committee before sharing with membership

Wrote agenda for April committee meeting

## **Zoom**

Set up the following zoom meetings:

8.4.24 GPW committee business meeting

30.4.24 GPW bookclub

## **Green Spaces**

The above meetings added to the calendar in Green Party Women Space in Green Spaces along with links to register for the meetings.

Green Witchers added to the calendar on GPW Space.

Added the following documents to GPW Space to make them accessible to all members:

- Minutes of March committee meeting
- Agenda of April committee meeting

Moderated posts on Green Spaces which had been flagged by the system or had been reported by members. 1 post deleted because it contained a slur and thus broke the guidelines in the pinned post. Other posts approved, regardless of our personal opinions, due to commitment to free speech as stated in our pinned post.

Approved several requests to join the GPW Space.

## Emails – info@greenpartywomen.org.uk

Monitored the inbox, ensuring that this was checked several times each week.

Used Slack to inform the rest of the GPW committee of any correspondence.

Responded to emails from GPW members

Liased with Anne Gayfor (Policy Development Co-ordinator) re forthcoming event

## Emails – Action Network

Wrote the first draft of the following emails, circulated to committee members, sent final version to Green Party Women members

18.3.24 Have Your Say

4. 4.24 What’s happening in April?

Mailchimp tracking (latest data December 2023) gives the following data for average email performance:

Self Reported Business Type	Average Open Rate	Average Click Rate	Average Unsubscriptio Rate
Government	40.55%	4.58%	0.12%
Media and publishing	34.22%	4.36%	0.09%
Hobbies	40.54%	4.11%	0.20%
Social networks and online communities	37.14%	3.33%	0.16%
Politics	36.10%	2.60%	0.21%

The data for our emails (correct on 8.4.24) is as follows:

name/date of email	open rate	click rate	unsubscribe rate	click/open ratio	unsubscribe/open ratio
18.3.24 Have Your Say	49.22%	5.16%	0.25%	10.48%	0.51%

4. 4.24 What's happening in April?	44.03%	3.21%	0.36%	7.29%	0.82%
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