

Message #1

Audience: All members and friends

Delivered via Constant Contact

Subject: Important: Announcing ICF San Francisco Bay Area Coaches New Website

Psst... It's Coming!

Dear Members and Friends of ICF SFBAC,

Great news! Starting March 1, ICF San Francisco Bay Area Coaches will have a **new website and online community!** We have chosen to use a website platform offered by Club Express, because it is designed for membership associations like ours and we were able to customize it for our needs. Club Express also provides convenient online services so that ICF SFBAC will be able to process membership renewals and payments, manage email communications, host forum discussions, access current and past newsletters and calendars, as well as register for events and make payments.

“That’s nice,” you might be thinking, “but what does that mean for me?”

Your Privacy: Rest assured that Club Express has a very strict privacy policy and does not sell, rent or give user information to ANY third parties. All information is protected and member login is required to access or change content.

Members: Next week, all current chapter members will receive a welcome email with a temporary username and password.

- Simply follow the easy instructions in the email to access the new website and update your username and password.
- Then you can create your new profile and get familiar with the new site.
- Important Note #1: The switch to this new platform **will not affect your membership renewal date.**
- Important Note #2: The Hire a Coach and Hire a Speaker **profiles on the current website will not be transferred to the new website.** But you can create new profiles on the new site. While you can create your new profile(s) any time, *the current website will be DEACTIVATED on March 1, 2013, so if you have a profile on that site that you wish to refer to or copy and paste to your new profile, you must do so before March 1.*

Non-Member Friends On Our Mailing List: Next week, you will receive an email asking you to select the Region (San Francisco, North Bay, East Bay, or South Bay/Silicon Valley) for which you want to receive any region-specific announcements.

- Please respond to that email so that we can honor your choice and not play Pin The Region On The Coach.
- Don't worry, you will still receive Bay Area-wide announcements as well.

Our goal is to have all members completely active by **March 1, 2013**, when **the old website will be deactivated**.

If you have any questions about this switch, please contact Susan Blake, Communications Director, susan@susanTblake.com.

We look forward to welcoming you to ICF San Francisco Bay Area Coaches' new website soon!

Susan Blake
Communications Director

Message #2 Sunday 2/10
Audience: Current Members
Delivered via Constant Contact

Subject: Reminder about upcoming switch

It's Almost Here!

Dear Members of ICF San Francisco Bay Area Coaches,

This is a quick reminder about some exciting news for our group! ICF SFBAC is moving our online community and website to a new provider, and **tomorrow you will receive a welcome email to the new website with your username and temporary password.**

We are making this exciting change for three key reasons. **The first motivator was the unification of our four local chapters into one and our desire to create an online home for the new chapter that represented the new, unified entity and not one of the old legacy chapters.** In doing so, the Transition Team and the Board wanted to make sure we have **sustainable technology** supporting our chapter now and in the future, and to have **one single platform** for our online activities. This new website and technology promises to satisfy all three of those reasons, and it will allow us to communicate, connect and support each other more easily.

Please be sure to log in to the new website and update your username and password when you receive tomorrow's email. Joining this new online community is part of your current membership.

We look forward to welcoming you to ICF San Francisco Bay Area Coaches new website tomorrow!

Susan

Susan T. Blake
Communications Director

Message #3 – Invitation from Club Express Mon 2/11
Audience: Current Members

Message #4 – Invitation Confirmation from Club Express (Greg's Signature) Mon 2/11
Audience: Current Members

Message #5 – Email to Friends of Various Chapters Tues 2/12
Audience: Non-members who receive newsletters
Delivered via Constant Contact

Subject: Important Reminder about San Francisco Bay Area Coaches New Website –
The One Thing You Need to Do

Dear Friends of ICF SFBAC,

As announced last week via a special email and via our newsletter, ICF SFBAC is moving its website and online community to a new platform at ClubExpress.

We are making this exciting change for three key reasons. **The first motivator was the unification of our four local chapters into one and our desire to create an online home for the new chapter that represented the new, unified entity and not one of the old legacy chapters.** In doing so, the Transition Team and the Board wanted to make sure we have **sustainable technology** supporting our chapter now and in the future, and to have **one single platform** for our online activities. This new website and technology promises to satisfy all three of those reasons, and it will allow us to communicate, connect and support each other more easily.

As a friend of ICF SFBAC, you will still receive our newsletter and announcements about special events. **An important feature of our new site is our ability to send targeted emails to people in specific regions** about events that may be of special interest.

You don't have to do anything to continue receiving general announcements (and you can unsubscribe at any time if you wish). **The one thing you do need to do is tell us which Region you wish to be associated with** so that we can update our list. Please click the link below to select your Region.

<link>

That's all! The new website will go live on March 1 and at that time you will begin receiving emails from us via ClubExpress, and you will be able to access information about upcoming events, find contact information for board members, learn about joining, find member coaches, and more!

So please be sure to select your Region so that we can send you announcements about your Region.

If you have any questions about the new website, please contact me at susan@susantblake.com.

See you soon,

Susan

Message #6 Invitation Follow-Up Tuesday 2/19
Audience: Current Members
Generated by Constant Contact

Subject: Have You Tested Your Login for the New ICF SFBAC Website?

Dear Members of ICF SFBAC,

We hope you have all had the chance to visit the new website! All of our member and chapter information will be located here, so it is important that you keep your information up to date.

There are a few important things that you need to do to get the most out of the new website.

- Please visit the site and find "How to get the most out of your new website". Here you will find instruction on completing your new profile and other settings that you may want to change.
- A "Members FAQ" page has been created and this should help you with any technical questions about the website.
- Set up your new profile! If you wish to copy over information from ICF SFBAC's current website, you must do so before March 1, when that website will be deactivated.

The invitation with your new UserID and temporary password was sent to you by ClubExpress, so you may not have recognized the email (or it may have gone to your Junk folder).

If you are experiencing any technical difficulties with any of the new website features, need to have your UserID and password re-sent, or if you just have questions, please contact Lisa Murray at <Lisa's email> for assistance.

Kindest regards,

Susan

Susan T. Blake
Communications Director

Message #7 Invitation Follow-Up, Tuesday 2/26
Audience: Members Who Have Never Logged In
Delivered via Club Express!

Subject: Reminder to Log In to the New ICF SFBAC Website

Dear Members of ICF SFBAC,

We noticed that you haven't yet signed in to the new ICF San Francisco Bay Area Coaches website. We want to make sure you're not missing out on any of our activities or communication, and that you have a chance to create a new profile before the site is visible to the public on March 1.

On Monday, February 11, a welcome email was sent to you via ClubExpress with a new username and temporary password. If you did not receive this email, or cannot locate it, please send an email to **[TRANSITION EMAIL]** and request a new username and password to be sent to you.

The transition to the new website is a continuation of your membership in ICF SFBAC and you will need to log in and complete some information to make sure you continue receiving information from the group and that you will receive renewal notices when your membership is about to expire.

If you wish to reference or copy any information from your current "Find a Coach" and/or "Find a Speaker" profile(s) at www.sfbayareacoaches.org (or www.sfcoaches.com), it is vital that you do so prior to Friday, March 1 when the old website will be shut down. At that time the URL www.sfbayareacoaches.org will point to the new website.

If you experience any technical difficulties with any of the new website features or have any questions, please contact Lisa Murray at **[TRANSITION EMAIL]** for assistance.

Best regards,

Susan

Susan T. Blake
Communications Director

*** We may choose to send this email again if we have a large number of members who have not logged in and completed the transition. When you select "members who have not logged in" as the email distribution option, the list will only include those members who meet the criteria.*