



MEMO

To: RDTF
Date: January 7, 2022
RE: Friday Recap Email



Good Morning Task Force Members,

I hope you are doing well and in good health. As requested at the last Task Force meeting, we will be sending a weekly update with the progress of our digital outreach and the next steps for the following week. We added new lists and contacts to our email blasts, including all individual Task Force members' emails yesterday. However, we've run into technical issues with bounces that we are troubleshooting now. Rest assured that all emails have been added, but we are working diligently to fix the issue on the backend. We will send an update as soon as we solve this issue.

If you have any questions or concerns, please reach out at your earliest convenience.

Fact Sheet:

- We emailed a draft of the fact sheet on Tuesday, January 2, to members Hernandez, Ho, and Lee for review
- Member Chasel sent edits from the group at the end of business day on Thursday, January 6
- We will return a formatted and branded version by the end of business day on Friday, January 14

Calendar:

- Per the suggestion during Monday's meeting, we have created a calendar outlining all the meeting dates and their respective email blasts
- For access to the calendar, [Click Here!](#)

Materials:

- We have developed branding material for SF Redistricting 2022 that we will use in all the materials that we create
- Below are the materials for your convenience
 - [Logo](#)
 - [Branded district map icons](#)
 - Social media images—coming soon!

Emails:

- Please [click here](#) to see the material and content that has been shared through our email blast

Flyers:

- Please [click here](#) to see the past flyers for Task Force Meetings (the branded January 3 flyer will serve as a template for future flyers)

List:

- We have created a [template](#) for identifying organizations to prioritize within each district; we will internally determine key community organizations. We would love to receive your input and leads for this effort. Please enter any key organizations in the document's table, and we will reach out to them accordingly.

Email open rate:

- First blast via an email platform
- For the January 3rd meeting, we sent out over 700 emails last Monday
 - 36% open rate, 11% click-through
 - Reminder email sent today at noon with less than 700 (unsubscribes are common)
 - 26% open rate, 8% click-through

Next Week:

- We are drafting email blasts to be sent out for the following meetings
 - Wednesday, January 12
 - Friday, January 14
- Task Force Meeting
 - Evelyn Torres, Director at CEC, will attend the meeting and provide a brief update

Kindly,
EVELYN TORRES