

Environmental Outreach

Getting the word out!





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Save the Date!

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February 2, 2017

[Great Backyard Bird Count](#)

February 17-20, 2017

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February 20, 2017

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March 22, 2017

[Earth Hour](#)


March 25, 2017

From 8:30am - 9:30am

Brief History

2007 - Present


- ✓ Emails → PDFs → Constant Contact
- ✓ Elementary & Secondary school versions
- ✓ Bi-annually (September & January editions)
- ✓ Electronic distribution to all schools in Halton
- ✓ Challenge: keeping an updated contact list (principal/teachers/volunteers, etc.)

☐ **January 2017 Secondary Eco-Letter** 
SENT Newsletter Email, Sent Jan 16, 2017

65%
OPEN RATE

27%
CLICK RATE

More ▾

☐ **January 2017 Elementary Eco-Letter** 
SENT Newsletter Email, Sent Jan 16, 2017

55%
OPEN RATE

13%
CLICK RATE

More ▾

☐ **Draft - 2016 Elementary Eco-Letter** 
SENT Newsletter Email, Sent Oct 25, 2016

63%
OPEN RATE

12%
CLICK RATE

More ▾

☐ **Draft - 2016 Secondary Eco-Letter** 
SENT Newsletter Email, Sent Oct 25, 2016

49%
OPEN RATE

29%
CLICK RATE

More ▾

My Campaigns > January 2017 Secondary Eco-Letter

STATUS **SENT**

 Copy

 Edit

More Actions ▾

Resend Options

Email Stats

  Printable Report

22

Opened
(64.7%)



86%



14%

35

Sent

6

Clicks
(27.3%)

0

Forwards

1

Bounces

0

Spam Reports

0

Unsubscribes

12

Did Not Open

More statistics ...

January 2017 Secondary Eco-Letter

35
Sent Emails

97% Delivery rate

96% Your Average [Increase this](#)

Compare against your industry [Select an industry](#)

**Your email's initial results are in.
You did great!**

Based on your email's first 48 hours, [your campaign](#), Draft - 2016 Secondary Eco-Letter has racked up some impressive numbers:



Open rate:

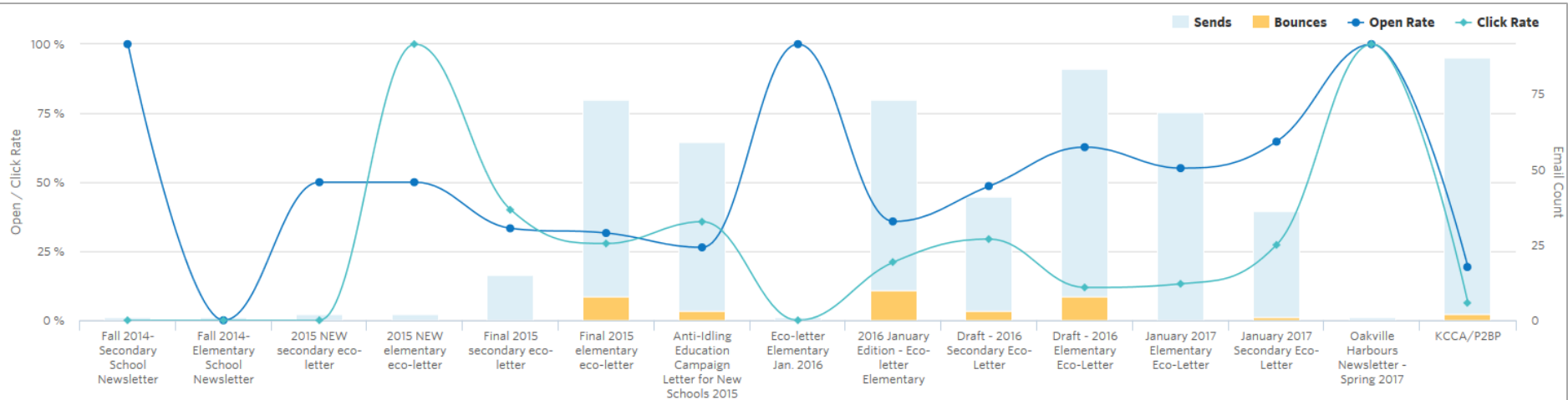
42.4%



Click rate:

28.6%

[See Your Full Report](#)





- Conservation Halton & Halton Region
- HCDSB & HDSB board members on steering as well as programming committee
- Activities linked to grade curriculum & updated every year
- Work with board members to get information out to teachers



Dear Education Leaders:

You're invited to our first-ever Teacher's Night Out!

Our School Curriculum Companion was developed as a resource for teachers and includes a diverse range of activities and programs that promote hands-on and collaborative learning. On behalf of the Town of Oakville, we invite you to learn more about these opportunities, enjoy complimentary food and drinks, a performance by an Oakville Centre for the Performing Arts special guest artist, tour our state-of-the-art Queen Elizabeth Park Community and Cultural Centre, free giveaways, and more!

**Join us Thursday, April 20 from 4:30 to 6:30 p.m.
Black Box Theatre, Queen Elizabeth Park
Community and Cultural Centre,
2302 Bridge Road, Oakville**

Space is limited!

Please RSVP to Shelly Datseris at 905-338-4161, ext. 4265 or shelly.datseris@oakville.ca by Tuesday, April 18 at noon.

We encourage you to share this invitation with your colleagues!

- Spreading the Word
- Rec and Culture – Art based programming
- Incentives to attend
- Attendance

Questions?

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