

BENCHMARK EMAIL'S SPONSORSHIP PROPOSAL

PARENTTEACHER

ASSOCIATIONS



Benchmark
EMAIL

PARENTTEACHER ASSOCIATIONS

SPONSORSHIP PROPOSAL FOR PARENT/TEACHER ASSOCIATIONS

As a highly reputable, established, and renowned email service provider with more than 73,000 satisfied clients including UNICEF, UC Riverside, The Y, Kaiser Permanente, Siemens, Mercedes-Benz, and Hyatt, Benchmark Email supplies award-winning email promotional functions and state of the art software to businesses and organizations around the world.

▶ **Benchmark Email Will Provide a Fully Free Email Service to All PTAs, PTOs & PTSAs**

In order to assist the directors of every Parent Teacher Association (PTA), Parent Teacher Organization (PTO), Parent Teacher Student Association (PTSA), and similar organizations throughout the United States, Benchmark Email is willing to fully sponsor their email service needs at absolutely no cost. Benchmark Email is offering an unlimited email service account for as many contacts as you wish and for as many sends as you like. There is no charge now, and there will be no charge in the future.



This unprecedented offer by Benchmark Email is not a commercial proposal but a philanthropic sponsorship borne from the company's profound commitment to the future of America's children. There is no hidden agenda or carefully camouflaged ulterior motive. Benchmark Email firmly believes that the superlative work performed by all of the various PTA organizations across the nation should be supported, and this completely free sponsorship is the best way to portray that commitment in a tangible manner that can ease the budget burdens faced by all PTAs, from the national level all the way down to the tiniest local schools.

▶ **Benchmark Email Wants to Philanthropically Benefit All PTAs Large & Small**

Benchmark Email is honored to support PTAs, PTOs, and PTSAs across our country, thus the sponsorship is completely unlimited and open ended. There will never be any effort to sell you costly optional services, request a launch or setup fee, place sending limits, or resell your email address list. Whether your organization has a few hundred or several thousand individuals on your subscription list, Benchmark Email will absorb 100% of the costs involved, this month, next month, and for years to come.

Saving money is not the only advantage that Benchmark Email wants to provide to all PTAs, as through its technologically advanced suites of email promotional services parent and teacher organizations at all levels can improve their online communications - resulting in greater engagement and involvement from all constituents, as well as increased membership.

Target Stores, AXA Equitable, Promethean, Novartis Vaccines, Jamba Juice, Malt-O-Meal, and the Bill & Melinda Gates Foundation are just some of the corporate and philanthropic entities that are proud to support the significant and meaningful work all PTA organizations perform in the service of our nation's children, and Benchmark Email is honored to be able to contribute in its own way to the progress and advancement of these important causes.

► **Email Is the Most Powerful Way to Reach Out to Your Membership**

Past National PTA President Charles J. Saylor stated that his organization needs to increase "family and community engagement. As the world's most successful child advocates, PTA does this by building bridges between groups, offering practical solutions and bringing together passionate problem-solvers." National PTA initiatives such as Million Hours of Power hope to engage 750,000 men in the lives of their children and the needs of schools and communities by this year. The emphasis on massive outreach programs is matched in every PTA organization right down to the community level where every constituent is relied upon to commit time, energy, and resources to the goals of their local school association.



PTAs use a variety of means to communicate with their constituents, including printing, distributing, and postal mailing flyers, announcements, and other forms. These outreach programs confront PTAs at all levels with considerable communications complexities and expenditures. According to the latest available National PTA Annual Report, the organization spent \$209,811 in advertising in 2009. If the amount spent by all the 23,000 local organizations recognized by the National PTA and the approximately 70,000 other PTOs, PTSAs, and equivalent organizations in the United States is tallied up, the cost for outreach communications to their millions of members is well into the millions of dollars per year.

Former National PTA President Saylor has challenged all PTA members to expand membership by engaging in three activities:

1. Recruit at least three new members this year.
2. Develop a new program that will expand and diversify your local PTA membership.
3. Share with your fellow members in other local units, states, and even at the national level.

These three goals are best accomplished by harnessing the unparalleled efficiency, power, and reach of email communications. According to CTIA: The Wireless Association, the total number of active wireless telephone customer connections in the United States stood at 302.9 million in December 2010, which represents 96% of the total population. 90% of all the mobile customer handsets in the USA are internet capable and fixed computer internet reaches a considerable percentage of the balance, thus it can be confidently stated that the vast majority of PTA members, constituents, associates, prospects, and advocacy targets can be readily reached through email communications.



In 2009 alone, the National PTA sent 8,700 emails to Congress encouraging members to safeguard funding for Parental Information and Resource Centers (PIRCs). Proving that email communications is an effective medium for PTAs to not only reach their membership but to help them achieve their advocacy goals, 39 representatives and 21 senators offered their support for the PIRC initiative. The PTA membership is moving online at an unprecedented rate. In just ten months between June 2009

and April 2010, National PTA's Facebook fans increased by 239 percent, and the national pta.org website currently receives more than 17,000 visitors per day.

Managing and implementing a coherent set of email communications strategies to serve the needs of the smallest local K-8 PTAs all the way up to the national PTA level can be challenging for any organization. There are countless issues that need to be confronted including Federal CAN-SPAM Act compliance, segmentation, and deliverability issues. Many PTAs at all levels rely on an email service provider to facilitate their outreach communications, but it comes at a price. Although email is the most cost-effective means of online promotion there is still a cost involved in having a commercial company provide the full spectrum of facilitations that PTAs require. At a time of shrinking budgets and ever spiraling expenditures, this cost for email service can provide an additional line item that takes away funding from other valid activities. That is why Benchmark Email wants to sponsor your PTA to eliminate this cost forever.

▶ **Benchmark Email's Completely Free Sponsorship Promotes Communication, Recruiting & Retention**

There are considerable benefits to the Benchmark Email sponsorship proposal for PTAs. Your association's budgets have been significantly diminished over the years and the rising costs of activities across the board has created a difficult burden for PTAs to bear. The complete elimination of email service provider fees can make a considerable impact on your budget balancing efforts.

Your PTA, PTO, or PTSA can benefit from Benchmark Email's technologically advanced services in a variety of ways. Benchmark Email's team of highly experienced online communications experts will assist you in the task of ameliorating your newsletter content to engage your members in the most relevant ways possible. Another integral part of Benchmark Email's PTA sponsorship is its elevated proficiency in social networking integration. Benchmark Email's elite squad of social media specialists will refine the correlation between your email newsletters and your Facebook, Twitter, and other major social network strategies in order to allow your organization to reach out to new prospects and turn them into active and enthusiastic members.



Benchmark Email's sponsorship will allow your organization to expand your reach by taking advantage of the full spectrum of online media and social networks. This goal is accomplished by integrating a comprehensive online approach to communications with your current, potential, and lapsed members as well as your advocacy authorities. Benchmark Email's sponsorship can provide polling, surveying, metric reports, templating, and a wide variety of programs that will assist your PTA in adding value to your ongoing activities and membership offerings.

▶ **Benchmark Email's Sponsorship Offers an Advanced & Thorough Range of Services**

Tens of thousands of current clients trust Benchmark Email to provide email service provision that is technologically advanced, impeccably engineered, highly refined, and implemented to the highest level of professionalism. The Benchmark Email sponsorship includes all of these award-winning, industry-leading tools and facilities:

Social Networking Tools – Your PTA can benefit from plenary integration with Facebook, Twitter, and other major social networks to take advantage of the benefits of bilateral communication with constituents.



Drag-n-Drop Email Creator – You can easily add, delete, and move around various sections of your email newsletter to best suit your layout preferences as well as your association's colors and styles.

400+ Templates – With such a huge selection to choose from you will be able to find the fully up to date, capable, and attractive template for any purpose.

Template Display – The proliferation of different screen sizes requires that templates be able to accommodate everything between huge monitors and tiny smartphone displays, and Benchmark excels at proper display on any resolution.

Template Customization – Once you have selected your favorite templates, you are completely free to modify images, colors, backgrounds, and even insert your own particular HTML.

Contact Import - You can import your entire list of contacts in any way you prefer in all major document formats.

List Segmentation – Benchmark Email makes it easy to segment your list by location, customer type, or any field of your choice.

Subscription Forms – State of the art subscription forms automatically append and update.

Drip & Triggered Email Automation – Any desired number of autoresponding and drip campaign functions featuring polls, newsletters, online catalogs, and even videos can be preset to be sent at any time or date of your choosing, eliminating the necessity for manual intervention.



Spam Checker – Words that are known to trigger spam filters will be indicated for deletion prior to sending.

Image Locker – Benchmark Email's secure online image gallery allows you to easily store and retrieve any visual still or motion file.

Video Integration – By embedding a single frame thumbnail in your newsletter which plays from the Benchmark Email servers, deliverability is improved through the minimization of file transfer size.

Surveys & Polls – Anywhere you can insert your HTML you can integrate a poll or survey using the simple to use survey builder.

Real-Time Reports & Tracking - All of your metrics including the important open and click-through rate are precisely tracked and displayed in easy to comprehend graphic form.

Google Analytics Integration – You can gain deep insight into the behavior of your constituents once they click on any email link through the correlation with the industry's leading comprehensive analytics package.



Live Daily Webinars – Every week Benchmark Email presents informative and educational online seminars dealing with a different and highly relevant subject.

Extensive Guide, Manual, & Report Library – Benchmark Email's library of white papers is unparalleled in the industry and it allows you to examine in great detail every imaginable aspect of email promotional communications.

Hundreds of Informative Articles – No email service provider in the world exceeds Benchmark Email in the publishing of instructional and illuminating articles dealing with online promotions, and more are added every day.

Extended Support Hours – The nature of a PTA is that meetings and other dealings must be scheduled around both school and work hours, and Benchmark Email's consummate customer service specialists are available to you through extended hours to serve all of your needs and answer any questions you may have.

▶ **Benchmark Email's Sponsorship Provides Your PTA Access to State of the Art Email Facilities**

Benchmark Email has been justifiably acknowledged as qualifying among the highest rank of the world's email service providers due to its extremely sophisticated and continually updated ultramodern infrastructure. It is this matured and enhanced email processing architecture that allows your PTA to benefit from the finest facilities anywhere:

Deliverability – There is no competitor in the email service provision industry who can claim a higher overall deliverability ratio.

Authentication Support – Benchmark Email has years of experience in nurturing business relationships with ISPs all over the world to ensure smooth global network processing of your missives.

Usability – The control panels, wizards, and interfaces employed by Benchmark Email are both powerful and intuitive.

Sub Accounts – Separate departments can be set up with distinct subsidiary accounts to evaluate their specific performance.

Scalability – A few hundred or a few million emails can all be issued with equivalent speed and accuracy.

Security – The implementation of network intrusion detection, firewalls, and thorough employee screening ensures impregnable security.

Compliance – Total compliance with the US Federal CAN-SPAM Act and both of the primary security standards: SOX and HIPAA.

Auditability – Comprehensive audit trails are meticulously maintained to ensure full verifications at any time in the future.



► Quantifying the Efficiency & Power of Email Communications

There is no communication method that produces a higher impact and engagement than an email campaign, and Benchmark Email's sponsorship proposal allows all PTAs of any size to benefit from these powerful capabilities.

To illustrate this point, according to Marketing Sherpa's 2011 Email Marketing Benchmark Report, the effectiveness of email at achieving organizational objectives was rated positive in:



- Building Organization Awareness - 93%
- Supporting Offline Promotional Programs - 91%
- Increasing Web Site Traffic - 90%
- Increasing Fundraising Revenue - 89%
- Improving Membership Relations - 89%
- Improving Membership Retention - 89%
- Increasing Prospect Generation - 85%

► The Entire Benchmark Email Sponsorship Is Yours at No Cost Ever

The comprehensive Benchmark Email sponsorship is suited for every size of PTA, PTO, or PTSA whether they are currently channeling their online messaging through an email service provider or not.

If your organization is currently paying an email company you can upgrade to Benchmark Email's superlative and

unparalleled suite of services and cut your email line item budget to zero. If you are currently sending your own emails through your own ISP or a public service such as Gmail or Hotmail, Benchmark Email's sponsorship will provide a full gamut of services generally unobtainable through DIY emailing:

- Track open and click-through rate
- Include polling & surveys
- Use state of the art emails designed to display on all sizes of screens
- Seamlessly incorporate server-side multimedia
- Send interactive forms
- Professional contact list management
- Expert segmentation tools
- Testing facilitations
- Benefit from online & live call coaching & support



...and much more, always completely free of any charge whatsoever. This dynamic and powerful philanthropic sponsorship continues to benefit your PTA month after month, in perpetuity.

▶ **Contact Benchmark Email to Get Your Completely Free Email Services Started**

The professional designers, engineers, programmers, content specialists, delivery facilitators, and customer service agents at Benchmark Email are ready to extend to your PTA this peerless and truly exceptional sponsorship. Sign up for your Free Benchmark PTA Account by clicking on the link or visiting the address in the footer.

To get in touch with our PTA liaison, email Judy Searing or contact her at the extension provided on the following page to obtain your completely free, open ended, fully-featured, email campaign sponsorship today!

▶ About Benchmark Email

Take powerful features by the dozen, sophisticated list management, hundreds of email templates, ultra-precise reports and dazzling email and video email. Now, package all that together for an extremely affordable price. Sound appealing? That's us.

There's a reason – or 100 – that more than 73,000 users trust us with their email marketing campaigns. With a second-to-none feature set, headache-free tools that make every campaign a snap and extremely reasonable price plans, we're the email marketing service for businesses of all shapes and sizes.

At Benchmark, we're more than email marketing experts, we're innovators. Our main aim is to perfect our email marketing service, but we also follow social networking, search engine optimization (SEO) and Web 2.0 just so our 100% Web-based software is completely compatible with the ever-changing Internet world.

No other service gives you this robust, standard range of features for just \$9.95 a month to start. Find out for yourself by enrolling in our free, 30 day trial at www.benchmarkemail.com/register.

CONTACT US

▶ Contact Benchmark Email

We welcome your feedback and would love to talk with you about your email marketing needs. Please contact us at the addresses below.

Website: <http://www.benchmarkemail.com/>

Call: 800.430.4095

Email: sales@benchmarkemail.com