

# Monthly Wisconsin Lake Org Chats

*Tentative topics include...*

- Organizational Capacity
- Communicating Effectively
- Annual Meetings
- Budget Cycle
- Finances
- Committees
- Lake District Boundaries
- Insurance
- Membership
- and more! (what are your ideas?)

Goal: Introduce important & timely topics to the lake organization community in Wisconsin in a fun and engaging way while pointing the way to additional resources.





# Episode 2: Communicating Effectively Using Email

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Extension Lakes  
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**University of Wisconsin-Stevens Point**

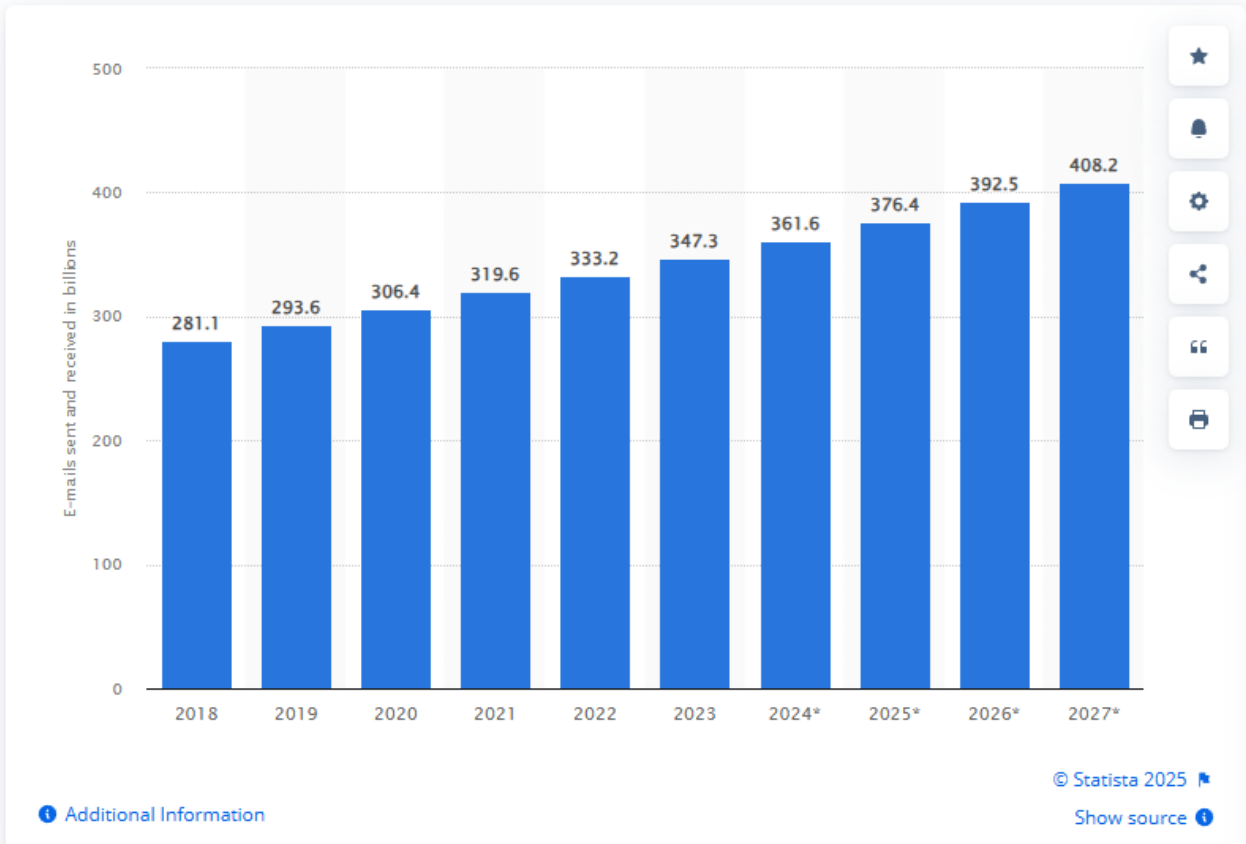
# Questions we often receive regarding email:

- Can I use email to send out formal meeting notices?
- How do I know if people are reading my emails?
- Should I use my personal email address to send out lake org emails?
- What information is email-worthy and what information should be shared in other ways?
- How often should I send emails from our lake org?



# Number of sent and received e-mails per day worldwide from 2018 to 2027

(in billions)



In the United States, about 10 billion emails are sent daily.

USPS in comparison handles about 320 million pieces of mail daily.

Email is now a part of everyday life.

# Love and Hate Relationship with Email

## Love

- Low cost
- Relatively easy (and easy to delete)
- Most people are currently using it
- Can set up and manage multiple accounts (personal, professional, organizational)
- Easy storage by topic/folder/tags
- Ownership can be handed off from one person to another



## Hate

- Low cost can lead to overuse and burnout (easy to delete)
- Can still be complicated
- Not everyone does use it
- Email can be blocked by internet service providers or marked as spam
- All can be lost!



# What are we communicating, why, when, how and how often?

## Develop a plan:

- Frequency
- Content
- Style, language and tone
- Inform AND engage
- Invite reader feedback and contributions
- Recycling messages

## You may be sending...


- Electronic version of your newsletters (future episode on newsletters)
- Alerts/Call to Action - something timely between newsletters
- Event invitations and reminders
- Thank yous & feedback
- Membership renewal
- Official notices from lake districts
- Success stories/highlights




Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
			Paryushana Parva (Jainism)			
	Labor Day SOCIAL: Arlyne story	Last day to cancel Fall	EMAIL: WFAA 1st Day Fall semester instruction	SOCIAL: Sticker contest 5:00 PM EVENT: CHE	EMAIL: RDVT Last Chance SOCIAL: Curt story	
8	9	10	11	12	13	14
	EMAIL: Field Notes EMAIL: Notes from the SOCIAL: EPA event	Social: Leveling Up	Last day to withdraw for 12:30 PM EVENT:	SOCIAL: Jeff story SOCIAL: OS/Paul reel	EMAIL: The Commons Last day for 100% tuition 8:00 AM SOCIAL: The	
15	16	17	18	19	20	21
	EVENT: EPA visit Milad Un Nabi (Muslim) SOCIAL: EPA recap	12:00 PM Lunch and	EMAIL: TfPE Promo 2a (Cal) SOCIAL: TfPE social 2	SOCIAL: Our Shared		
22	23	24	25	26	27	28
			EVENT: Sustain-a-Bash			
	EMAIL: Field Notes SOCIAL: Field Notes	SOCIAL: Aley story	EMAIL: TfPE Promo 2	SOCIAL: TfPE social 3 (IG- 5:30 PM EVENT: Green	SOCIAL: Gloria story 5:00 PM Rendezvous	
29	30	1	2	3	4	5
3:30 PM EVENT: Tales	6:00 PM EVENT: Waubesa			Solicitation Blackout Period		
		5:30 PM Virtual:	9:00 AM EVENT: Nelson 1:00 PM EVENT: Slow		Navaratri (Hindu)	
				Rosh Hashanah (Jewish)		



When adding events/deadlines/etc., please include relevant links in the cell		9/9	9/23	10/7	10/21
Community	Student Feat.	<a href="#">Emily Johnson (ES)</a>	<a href="#">Morgan Robinson E&amp;R</a>	Hailey Sewell	Norman Muhammed WRM
Deadlines and Reminders		<a href="#">Nelson gear store</a>	<a href="#">Sticker competition</a>	<a href="#">Sticker competition</a>	<a href="#">Sticker competition</a>
		<a href="#">Bus passes</a>	<a href="#">E&amp;R/WRM spring 25 deadline 10/15</a>	<a href="#">E&amp;R/WRM spring 25 deadline 10/15</a>	Water@UW poster session
		<a href="#">Sticker competition</a>	<a href="#">NASA DEVELOP program deadline 10/4, app webinar 9/24</a>	Voter registration	LEED associate training
		<a href="#">McNair Scholars</a>	Voter registration		CPEP
Upcoming Events		<a href="#">CPEP</a>	<a href="#">Sustain a Bash 9/23-27</a>	<a href="#">CPEP 10/8</a>	Beyond Abroad
		UCA	<a href="#">Grant-writing retreat (for grad students) (9/24)</a>	<a href="#">Weston 10/10</a>	CHE movie screening
		EPA	Media relations workshop	<a href="#">CEE Symposium 10/14-15</a>	Sustainability Symposium
		CHE 9/18	<a href="#">Tales 9/29</a>	<a href="#">CHE colloquia 10/16</a>	Weston
		Weston	Weston	<a href="#">Sust. Symposium 10/23</a>	Leveling Up road trip
		EVENTS CAL (standing)	EVENTS CAL (standing)	EVENTS CAL (standing)	EVENTS CAL (standing)
Career Corner	Feat. Resource	Leveling Up general	<a href="#">Leveling Up: Environment and Natural Resource Careers in Federal Agencies</a>	<a href="#">Equity and Inclusion Career &amp; Internship Fair – SuccessWorks</a>	<a href="#">LinkedIn group</a>
	Jobs Board	JOBS BOARD (standing)	JOBS BOARD (standing)	JOBS BOARD (standing)	JOBS BOARD (standing)
Fun Fact		Alumni working in 12 countries across 6 continents, link to <a href="#">Linkedin group</a>		<a href="https://kb.wisc.edu/nelson/127538">https://kb.wisc.edu/nelson/127538</a> + TAs can print for free in SH	
		Student lounge			Sci Hall haunted



Nelson Institute for Environmental Studies  
UNIVERSITY OF WISCONSIN-MADISON




**FIELD NOTES**

Submit by October 28!

2024 UW-MADISON SUSTAINABILITY SYMPOSIUM

### YOUR COMMUNITY



**Meet Norman Muhammed**  
Water resources management (WRM) student Norman Muhammed takes his passion for sustainable water solutions from Indonesia to Wisconsin. [Read more about Norman's experience in the program!](#)

Know a Nelson student with a great story?  
[Nominate them for a feature!](#)

**Shout-Outs**

- Congratulations to Dorothy Loto, an environment and resources PhD graduate student, for being awarded a DEI Next Generation Fellow at the [University Corporation for Atmospheric Research](#).
- David Kuvawoga of Painted Dog Conservation, current environmental conservation MS student, gave a talk at the Wildlife Conservation Network Expo in San Francisco.

Cool project? Unique internship? New publication?  
[Share your good news with us!](#)

### DEADLINES AND REMINDERS

**Sticker Design Contest**  
LAST CHANCE — enter by October 28! Your Stanley could use a new sticker ... and you can be the one to design it! [Enter our design competition](#) to help create the newest Nelson Institute sticker.

**Fall Art & Science Poster Session**  
Water you waiting for? Submit your poster, graphical display, or work of art to the Water@UW-Madison [Fall Art & Science Poster Session](#). Repurposed works from past events are very welcome!

**LEED Green Associate Training**  
Start this year right with new credentials in the field of sustainability; the [LEED Green Associate](#) Live and on-demand training is available throughout the fall semester.





**VOLUNTEER RECRUITMENT**

**MEMBERSHIP  
DRIVE**

**LOVE YOUR  
LAKE**

**PROMOTE THE  
FISHEREE**

**ICE SAFETY**

**HUNTING SAFETY**

**APRIL**

**MAR**

**FEB**

**JAN**

**DEC**

**NOV**

**OCT**

**MAY**

**JUNE**

**JULY**

**AUGUST**

**SEPT**

**ANNUAL MEETING**

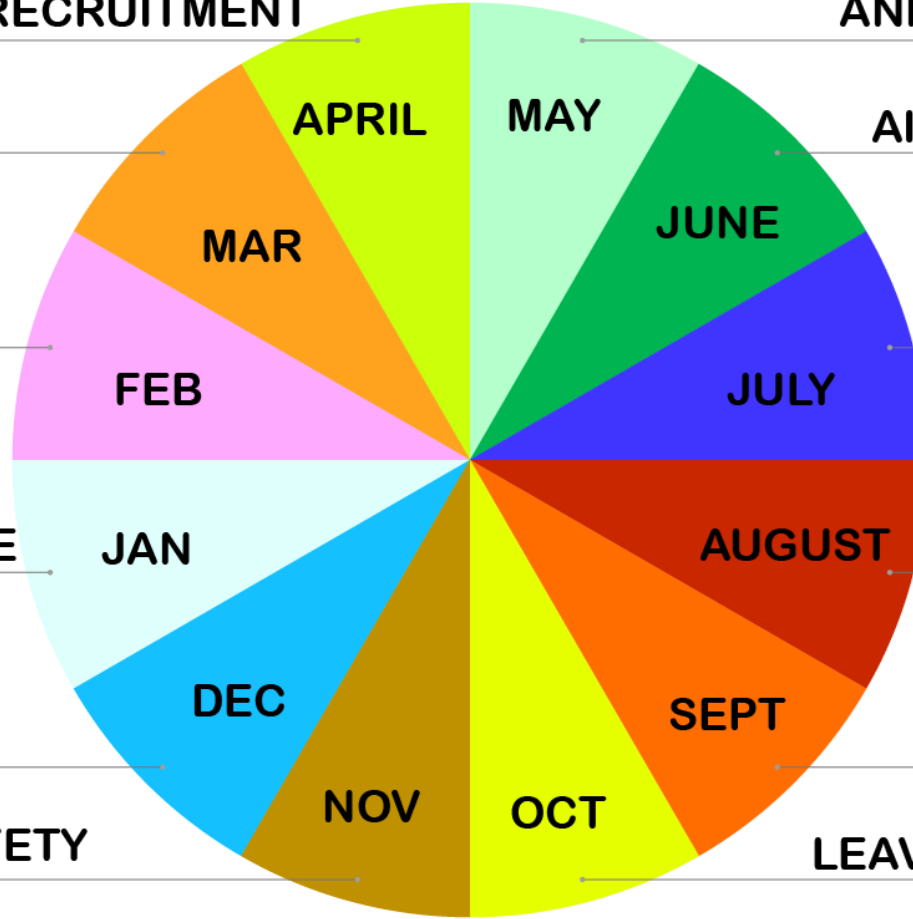
**AIS AWARENESS**

**BOAT PARADE  
LAKE SAFETY**

**HEALTHY  
LAKES**

**TAKE A BREAK**

**LEAVE THE LEAVES**



# Some Important Email Best Practices

- Have a “look” - branding
- Use subject lines to your advantage
- Use Preview Text



Nelson Institute for Environmental Studies

Part 2: Renewable and Alternative Energy in Wisconsin

From solar to nuclear, see new research about renewable energy. View Online Vers...

2/13/25

- Abide by email law! CAN-SPAM Act
- Be inclusive and accessible - avoid spam filters
- Format
- Grab the checklist from our youtube channel and our website!



## SINGLE ACTION EMAIL TEMPLATE

*From:* Entity or person the audience knows  
*Subject:* 6(ish) words including action and date

Dear person,

It's time for you to do this action. No one reads this. No one reads this. You need to do [action](#) by **date**.

**Do the action**

Here are some details. No one reads this.

- Read first word, but read nothing else.
- Also this one, but read nothing else.
- Less likely this one, but read nothing else.
- Force them to **read by bolding**.

Last chance to get their attention.

Sign with your niceties,  
Your name

PS. Get more details to [do this action](#).

*Mailed It!*

EMAILBOOK.CO

## NEWSLETTER EMAIL TEMPLATE

*From:* Entity or person the audience knows  
*Subject:* 6-9 words summarizing content

Dear person,

No one reads this, unless you make it unexpected.

### Event on date

Info about this. They won't read this unless they are interested in the heading. [Sign up by date](#).

### Activity for you

Info about this. They won't read this unless they are interested in the heading. [Prep for activity](#).

### News about person

Info about this. They won't read this unless they are interested in the heading. [Read person's bio](#).

### Last note without an action

Info about this. They won't read this unless they are interested in the heading, **unless you bold it like this**.

Sign with your niceties, or not at all.

*Mailed It!*

EMAILBOOK.CO



Extension Lakes  
College of Natural Resources  
**University of Wisconsin-Stevens Point**

# Services to Help (or Hinder) Your Email Efforts



**Sender:** Lake District Board

**Subject:** Join Us: Lake District Annual Meeting – June 30 🌿

**Pre-header:** Budget updates, board elections, and a special guest speaker—RSVP today.

**Email body:**

**Lake District Annual Meeting**

📅 June 30 at 6 PM

📍 Hillside Park, Stevens Point

Join us for an important discussion on the district's budget, board elections, and open topics. This is your chance to stay informed, ask questions, and help shape our community.

**Guest Speaker:** Chelsea Rademacher

Chelsea will share insights on [briefly mention topic if relevant].

**Agenda:**

- Budget updates
- Board elections
- Open topics from attendees

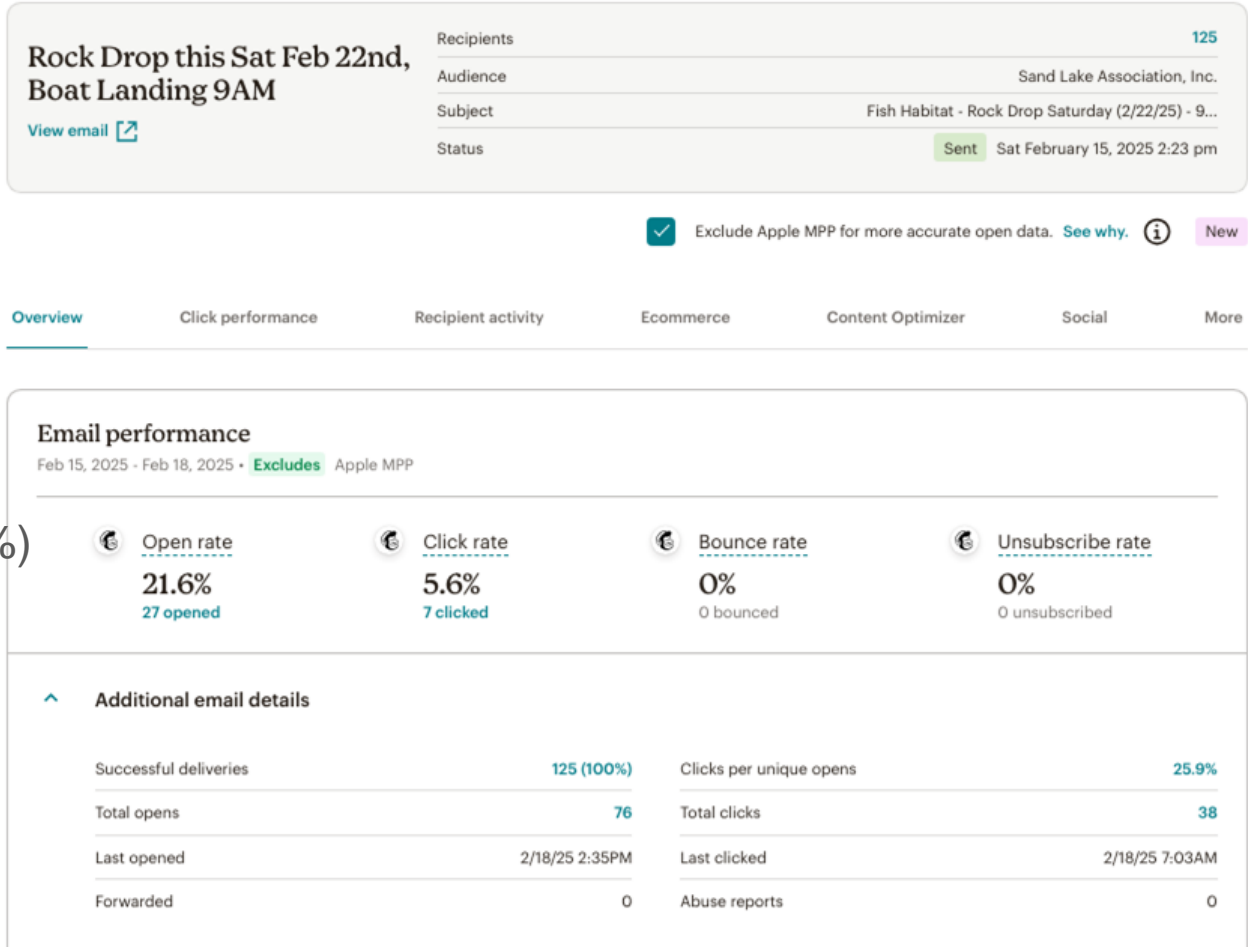
RSVP by emailing [eric.olson@uwsp.edu](mailto:eric.olson@uwsp.edu).

We look forward to seeing you there,

**Your voice matters at this meeting,**

Lake District Board

# Take a look under the hood of an email service...



## Terminology

- open rate (no lower than 20%)
- click rate (no lower than 2%)
- unsubscribes
- bounce rate (hard vs. soft)



# Additional Legalities...

**Official notices for Lake Districts:** Statute allows recipients to opt-in to email as a replacement for snail mail notices for the annual and special meetings. Before leaping in, ask yourself: Are you ready to do this? It will involve tracking who has opted in and who hasn't, and also tracking if property has changed hands from one year to the next. The larger the lake district, the more complicated this will become.

**Review bylaws for lake associations:** Do they specify how your association must communicate to members? Should your bylaws be updated to incorporate electronic communications?



*Coming next month...*



**Annual  
Membership  
Meeting**

**Sunday, July 28, 2024 • 11:00 am to 2:00 pm**

Hosted by Eagle Waters Resort, 3958 Eagle Waters Road, Eagle River

**Keynote Speakers:**  
James Yach, DNR Secretary's Director  
Jason Molle, Vilas County Sheriff's Deputy and Recreational Officer

**Followed by an Educational Event and Picnic**

RSVP to [erclaonline@gmail.com](mailto:erclaonline@gmail.com) or 920-428-6743



## *Planning for Successful Annual Meetings*

Please let us know what you think of these monthly lake org video chats. We appreciate your feedback and thank you for your time.

[Monthly Lake Organization Video Chats](#)