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OUR SET UP
WEBSITE
populationmatters.org

Sign up to our mailing list to receive our monthly newsletter, as well as campaign updates and information on how to support our work.

To view past newsletters, click here.

You can unsubscribe at any time.

Make a donation

I'd like to give

£20 £50 £100 £200 Other

Donate now

Want to make a regular donation? Become a member.

Your regular donations enable us to carry out all our campaigning activities.

Standard membership

Frequency

Monthly Annual

Amount

£2.50 £10 £20 Other

Next
MAKING A DONATION

https://populationmatters.org/civicrm/contribute/transact/?reset=1&id=16&amount=100&rf=Once
THANK YOUS
COMMUNICATIONS
https://populationmatters.org/awakening-empowering-girls-boys-pakistan?cid={contact.contact_id}&{contact.checksum}

1.6 million girls globally may not be able to complete their education. 9 million girls are at risk of child marriage.

But you can help.

DONATE

If you feel able, please support The Awakening. Your support will:
• Engage 200 girls and boys in school health and education workshops.
• Organize 10 medical camps, providing information on reproductive health.
• Train 30 girls to lead family planning workshops.

{afform.afformCommunicationPreferenceUrl}
MAILINGS + TESTING
SEGMENTING
# Mailing Groups

<table>
<thead>
<tr>
<th>Updates</th>
<th>24011</th>
<th>McAndrew, Michael</th>
<th>Public Mailing List</th>
<th>The monthly newsletter, campaign updates and information PM’s work</th>
</tr>
</thead>
<tbody>
<tr>
<td>Updates - members SG (Smart Group)</td>
<td>unknown</td>
<td>Tregenna, Rebecca</td>
<td>Group(s) in Updates AND... Group Status 'Added' AND... Is a current member</td>
<td></td>
</tr>
<tr>
<td>Updates - non members SG (Smart Group)</td>
<td>unknown</td>
<td>Tregenna, Rebecca</td>
<td>Include Updates, Exclude Updates - members SG (Smart Group)</td>
<td></td>
</tr>
<tr>
<td>Projects and appeals</td>
<td>23390</td>
<td>Tregenna, Rebecca</td>
<td>Public Mailing List / Email</td>
<td>Fundraising information about projects, including updates on Empower to Plan</td>
</tr>
<tr>
<td>Projects and appeals - members SG (Smart Group)</td>
<td>unknown</td>
<td>Tregenna, Rebecca</td>
<td>Group(s) in Projects and appeals AND... Group Status 'Added' AND... Is a current member</td>
<td></td>
</tr>
<tr>
<td>Projects and appeals - non members SG (Smart Group)</td>
<td>unknown</td>
<td>Tregenna, Rebecca</td>
<td>Include projects and appeals, Exclude Projects and appeals - members SG (Smart Group)</td>
<td></td>
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</table>
### OTHER GROUPS

<table>
<thead>
<tr>
<th>Group(s)</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Board members SG</strong></td>
<td>* IS Smart Group</td>
</tr>
<tr>
<td><strong>Catalyst members SG</strong></td>
<td>For Membership Tags / Catalyst members identified via Membership Status in New, Current, Grace...AND... Membership Type = Annual...AND... Amount of Last Membership Payment ≥ 200.00 OR Membership Status in New, Current, Grace...AND... Membership Type = Monthly...AND... Amount of Last Membership Payment ≥ 50.00 OR MANUALLY added</td>
</tr>
<tr>
<td><strong>Expert Advisory Group SG</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Major Donors SG</strong></td>
<td>For Membership Tags / Contact type = Individual + not deceased + Total Lifetime Contributions ≥ £10,000 / one-off donation amount ≥ £5,000</td>
</tr>
<tr>
<td><strong>Patrons SG</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Behind-the-scenes email (Smart Group)</strong></td>
<td>Twice-yearly special behind-the-scenes email for Population Matters’ catalyst members and luminary donors.</td>
</tr>
<tr>
<td><strong>Life members SG</strong></td>
<td>For Membership Tags / Life members identified via Membership Status in New, Current, Grace...AND... Membership Type = Monthly...AND... Amount of Last Membership Payment ≥ 50.00 OR MANUALLY added</td>
</tr>
<tr>
<td><strong>Annual report postal mailing list SG</strong></td>
<td>Tag = Legacy Arranged, Legacy Potential; Group = Catalyst members, Honorary members, Major Donors</td>
</tr>
<tr>
<td><strong>Major Donors SG</strong></td>
<td>For Membership Tags / Contact type = Individual + not deceased + Total Lifetime Contributions ≥ £10,000 / one-off donation amount ≥ £5,000</td>
</tr>
</tbody>
</table>
RELATIONSHIP MANAGEMENT
# Activities

<table>
<thead>
<tr>
<th>Type</th>
<th>Subject</th>
<th>Date</th>
<th>Status</th>
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</thead>
<tbody>
<tr>
<td>Phone Call</td>
<td>TBC re Biodiversity</td>
<td>16/02/2023 10:13 AM</td>
<td>Scheduled</td>
</tr>
<tr>
<td>Email sent</td>
<td>Biodiversity project update</td>
<td>14/02/2023 10:11 AM</td>
<td>Completed</td>
</tr>
<tr>
<td>Bulk Email</td>
<td>Smaller families and China's population decline - January Members' Update</td>
<td>02/02/2023 11:30 AM</td>
<td>Completed</td>
</tr>
<tr>
<td>Bulk Email</td>
<td>Your chance to feedback</td>
<td>20/01/2023 4:00 PM</td>
<td>Completed</td>
</tr>
<tr>
<td>Bulk Email</td>
<td>Webinar recording now available!</td>
<td>09/03/2023 8:34 PM</td>
<td>Completed</td>
</tr>
<tr>
<td>Phone Call</td>
<td>Donation error [resolved]</td>
<td>09/01/2023 12:00 PM</td>
<td>Completed</td>
</tr>
<tr>
<td>Letter sent</td>
<td>Thank you and receipt</td>
<td>09/01/2023 10:04 AM</td>
<td>Completed</td>
</tr>
<tr>
<td>Email sent</td>
<td>Thanks / receipt in post</td>
<td>09/01/2023 9:40 AM</td>
<td>Completed</td>
</tr>
<tr>
<td>Bulk Email</td>
<td>Highlights (and some lowlights) of 2022</td>
<td>30/12/2022 12:15 PM</td>
<td>Completed</td>
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</tbody>
</table>
DASHLETS
ENGAGEMENT
ANNUAL SURVEYS

POPULATION MATTERS ANNUAL MEMBER SURVEY 2022

SECTION 1 OF 4: POPULATION MATTERS

OVERALL, HOW SATISFIED HAVE YOU BEEN WITH YOUR EXPERIENCE OF POPULATION MATTERS?

- Very satisfied
- Somewhat satisfied
- Neutral
- Somewhat dissatisfied
- Very dissatisfied

WHAT ASPECT OF YOUR WORK INTEREST YOU THE MOST?

- Campaigning
- Education and awareness raising
- Academic research

Would you like to know more about leaving a legacy to Population Matters?

- Yes
- No

Annual Survey

- Overall, how satisfied have you been with your experience of Population Matters?
- What topics are you most interested in?
- Are you happy with the number of emails you receive from us?
- Which content in our monthly update do you like most?
- What aspect of your work interest you the most?
- Do you follow Population Matters on Social Media?
QUESTIONS?

Thank you for listening!

Visit: populationmatters.org to learn more about our charity