

# Better Member Communication

## for Agricultural Fairs



*Using MailerLite as a Member Communication Tool*

Presented by Doug van Wolde · WeGo.ca Website Developers Inc · [wego.ca](http://wego.ca)

1

## The Communication Problem

Why current methods are failing your members

2

## What NOT To Use

Outlook, Gmail, Hotmail — and why

3

## What Are Bulk Email Tools?

Originally for marketing, great for member comms

4

## Comparing the Options

MailChimp vs. Constant Contact vs. MailerLite

5

## Why We Chose MailerLite

The reasons Uxbridge Fair made the switch

6

## Live Demo

See it in action

7

## Getting Started

What you need to set up your own account



**Volunteers & Directors deserve reliable, professional communication.**







*This session will show you exactly how to achieve it — for free.*

# The Communication Problem

---

*How are you currently reaching your members?*

## Sound familiar?

-  Members miss important meetings because they didn't see the email
-  Messages land in spam — especially with large Outlook bulk sends
-  No way to know if anyone actually read what you sent
-  Volunteers feel out of the loop; engagement and attendance drops
-  Every secretary handles it differently — no consistent system
-  CASL compliance risk when bulk-sending without an unsubscribe link

# What NOT To Use

---

*Why common email tools fall short*



## Outlook / Branded Email

*e.g. info@uxbridgefair.ca via Outlook*

- Not designed for bulk sending
- Triggers spam filters at volume
- Risks blacklisting your domain
- No delivery tracking
- No unsubscribe management
- CASL violation risk



## Gmail / Hotmail

*Personal free email accounts*

- Looks unprofessional to recipients
- Strict daily sending limits (~500/day)
- Commonly flagged as spam
- No organization branding
- No open/click tracking
- Doesn't represent your fair



## Why It Matters: CASL

*Canada's Anti-Spam Legislation*

- Every bulk email needs an unsubscribe link
- Failure to comply can result in fines
- Manual unsubscribes are error-prone
- Bulk email platforms handle this automatically
- Protects your organization legally
- Sets the professional standard

# What Are Bulk Email Tools?

---

*Built for marketing — perfect for member communications*

### Originally Designed For:

- Promotional campaigns and product launches
- Customer newsletters and announcements
- Automated sales and drip campaigns
- Measuring open and click-through rates
- Managing subscriber lists at scale
- eCommerce follow-ups and retargeting



### How We Use Them:

- Reaching all directors & volunteers at once
- AGM and meeting notices with read receipts
- Deadline reminders with professional look
- Emergency or last-minute fair-day updates
- Seasonal kick-off and wrap-up messages
- Building a reliable communication history

# Comparing the Options

---

*MailChimp · Constant Contact · MailerLite*

## COMPARING BULK EMAIL TOOLS — FREE PLAN (2026)

Feature	MailChimp	Constant Contact	MailerLite ✓
Free Plan?	Yes (very limited)	No (trial only)	Yes
Free Subscriber Limit	250 contacts	N/A — paid only	500 subscribers
Free Monthly Email Limit	500 emails/month	N/A — paid only	12,000 emails/month
Paid Plan (500 contacts)	~\$13/month	\$12/month	\$10/month
Ease of Use	Moderate	Moderate	Very Easy
Automation (Free)	No (removed 2025)	No	Yes
Send From Own Domain	Yes (DNS setup)	Yes (DNS setup)	Yes (DNS setup)
Nonprofit Discount	15%	30%	30%
CASL Compliance	Yes	Yes	Yes

\* Prices and limits verified April 2026. Always check provider websites for current rates.

# Why Uxbridge Fair Chose MailerLite

---

*The decision behind the switch*



### Cleanest Interface

Easiest for non-technical administrators — anyone on the executive can learn it in an afternoon



### Send From Your Domain

Emails go out from info@uxbridgefair.ca — professional and trusted by recipients



### Built-in CASL Compliance

Automatic unsubscribe links in every email — no manual tracking required



### 30% Nonprofit Discount

As a registered not-for-profit, your fair qualifies for significant savings on paid plans



### Free Tier Works

500 subscribers and 12,000 emails/month covers most small fair organizations at zero cost



### Strong Deliverability

Sends from reliable servers — dramatically reduces spam folder risk vs. Outlook bulk sends



### Tracks Everything

See who opened, who clicked, who bounced — invaluable for AGM notices and deadlines



### Paid Plans Are Affordable

If you grow beyond 500 subscribers, paid plans start at just \$10/month

# Live Demo

---

*Let's see MailerLite in action*

1

## Dashboard Overview

*Where campaigns, subscribers, and reports live*

2

## Creating a New Email

*Using the drag-and-drop editor to build a member update*

3

## Subscriber List / Groups

*How to organize directors, volunteers, and executive*

4

## Sending & Scheduling

*Sending immediately vs. scheduling for a later time*

5

## Campaign Results

*Reading open rates, click rates, and bounces*

# Getting Started

---

*What you need to set up your own account*

## Step 1

### Create a Free Account

Go to mailerlite.com — sign up with your fair's email address. No credit card needed.

## Step 2

### Build Your Subscriber List

Export your member/volunteer list to a spreadsheet (.csv), then import it into MailerLite. Organize into Groups (e.g. Directors, Volunteers, Executive).

## Step 3

### Set Up Your Sender Domain

Connect your professional domain (e.g. secretary@uxbridgefair.ca). Requires a small DNS record update — your IT person or web developer can help.

## Step 4

### Add Your Logo & Branding

Upload your fair logo and set your brand colours. This appears in every email you send — professional and consistent.

## Step 5

### Send Your First Email

Use the drag-and-drop editor to draft a welcome message. Preview it, test-send to yourself, then send to your group.

# Questions?

*I'm happy to help your fair get set up.*



**Doug van Wolde**

WeGo.ca Website Developers Inc. · [wego.ca](http://wego.ca)

Web Developer & Photographer

Uxbridge Fair · Caledon Fair · Beeton Fair · Elmvale Fair · Schomberg Fair ·