

NationBuilder Tips and Tricks

Dear Club Presidents and Webmasters,

You asked, and we have answered! This is the first in a series of email updates about Wharton Alumni Club websites on NationBuilder. In each message, we will provide information on:

- Interesting ways that clubs are using the platform
- What our team is working on
- Tips for improving website functionality and/or using different NationBuilder tools

We are excited about the power of NationBuilder and our upcoming projects to customize it, based on your feedback. Please let us know if there are any future topics you would like to see in this newsletter. If you are not using NationBuilder, you are included in this email to provide insight into NationBuilder's developing offerings, specific to Wharton Alumni Clubs.

Discoveries from the Club Network:

Email Deliverability

The Wharton Clubs of Boston, Dallas-Fort Worth, and Colorado noticed that they were experiencing email deliverability issues. Too many messages were going to the recipients' spam folders. After consulting our team, they changed their communication broadcaster (the email address from which your club emails are sent) from *webmaster@[clubURL]* to *president@[clubURL]*, which may be less likely to send to spam. These clubs are monitoring this broadcaster change, to see the effect it has on their spam rates.

If your club would like to try this, please email us at globalclubs@wharton.upenn.edu and we will help you make this switch.

Another option is to encourage your constituents to whitelist your club emails, or add them to their contacts. Please see below for instructions on how to do this in:

- [Yahoo](#)
- [Gmail](#)
- [Outlook](#)

Global Clubs Team Focus:

NationBuilder Status Tracker

Please take a look at our [NationBuilder Status Tracker](#). We have implemented this transparent view of our progress on new features and fixes, based on your feedback. If something is missing or you have any questions, please email us at globalclubs@wharton.upenn.edu.

Office Hours

Jade Parker will be hosting **NationBuilder Office Hours** to answer any website questions on Wednesdays from 9am-11am ET, starting March 8. Please feel free to give her call at 215.898.6503 during those hours.

How-to:

Membership Renewal Notification

Based on your feedback and inquiries about membership renewal, our team has turned on automatic messages that notify members that their membership is expiring or has expired. These are set to send seven days prior to expiration. For more information about this process, and to see some ideas for sample text (you can, and should customize these!) [please click here](#).

Thank You Page

Many of you informed us that visitors to your websites were not sure whether or not their ticket purchases had been processed correctly or at all. As a result, we created instructions for utilizing the “Thank You” page. To improve the user experience, it is important that your “Thank You” page is connected to each of your events. Please [click here](#) for setup instructions.

We look forward to unveiling our upcoming projects, and sharing the latest NationBuilder activity with you. Please do not hesitate reach out to us with questions or comments. Our team can be reached at globalclubs@wharton.upenn.edu.