

# The American Iris Society

## News & Notes - September 2019

### Information Only Section

The AIS monthly electronic newsletter for members, **News & Notes**, has continued to be published on a monthly basis with Special Editions announcing the AIS Medal Awards. Our statistics continue to do well compared to the averages Constant Contacts reports for nonprofits. They are Opens - 40-50% and Click throughs - 20-30% for the regular issues. This year's Special Edition was 52.6% opens and 40.4% click throughs.

Recently popular topics, not including the Special Edition, in order by popularity are:

1. The New AIS Website (a picture of the front page).
2. Iris Shows by Date
3. Spring Meetings
4. TB Symposium Ballot
5. 2019 Convention Full Schedule
6. 2020 Convention
7. Aril Plums from the World of Irises
8. HIPS Rhizome Sale

There also was one issue of **Tiny Talk** sent for the Dwarf Iris Society.

### Topics for Discussion

1. New Capabilities - We (the News & Notes editor) now can edit the website News page! How might we employ this? What new possibilities does it open up?
2. How might we work with your committee and vice versa?
3. How do we know when to quit?

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