

# Free and Straightforward

- Free and fairly easy to use
- Plain text emails only
- Your emails include advertisements
- No reporting

## The tools:

- Google Groups (<http://groups.google.com/>)
- Yahoo Groups (<http://groups.yahoo.com/>)
- Topica's free service (<http://lists.topica.com/>)

# Lower Priced Hosted Email Tools

## **Electric Embers NPOGroups ([www.electricembers.net](http://www.electricembers.net))**

Similar to the free services without the advertising and a bit more control. Doesn't easily support HTML emails. Sliding scale.

## **Groundspring EmailNow ([www.groundspring.org](http://www.groundspring.org))**

Affordable for small lists; a great deal for big ones. No ability to format HTML emails within the tool. \$19.95/ month for 10,000 emails.

## **GraphicMail ([www.graphicmail.com](http://www.graphicmail.com))**

Offers 10,000 emails free to nonprofits, with notable GraphicMail branding. Solid HTML eNews and template editing and reporting.

## Mid-Priced Hosted Email Tools

### **Emma** ([www.myemma.com](http://www.myemma.com))

Geared to those who want to carefully setup a tailored eNews template that non-techies can easily use over time. Starts at \$35/month for 1000 emails.

### **CampaignMonitor** ([www.campaignmonitor.com](http://www.campaignmonitor.com))

No templates (it's directed at a HTML-savvy audience), but solid custom fields and deliverability. Great deal for small lists, likely above market for large ones

### **Topica** ([www.topica.com](http://www.topica.com))

Their paid service offers sophisticated website integration, custom fields and segmentation. Starts at \$50/month for 5000 subscribers.

### **ConstantContact** ([www.constantcontact.com](http://www.constantcontact.com))

Solid, commonly used, and priced to be friendly to small lists. However, several report deliverability problems.

# Integrated Tools

- Support online donations/ fees as well as eNews
- All constituent data is stored in one place
- Robust list management and constituent reports
- May support website functions as well

## Lower end:

- Democracy in Action ([www.democracyinaction.org](http://www.democracyinaction.org))
- eTapestry ([www.etapestry.com](http://www.etapestry.com))
- LocalVoice ([www.localvoice.com](http://www.localvoice.com))

## Upper Tier:

- GetActive ([www.getactive.org](http://www.getactive.org))
- Convio ([www.convio.com](http://www.convio.com))
- Kintera ([www.kintera.com](http://www.kintera.com))

# For the Technically Inclined

**Mailman** (or another tool with your web host)

Many web-hosting packages come with a basic but functional mailing list manager. Similar to the Yahoo or Google groups, without the ads.

**PHPList** ([www.campaignmonitor.com](http://www.campaignmonitor.com))

An open source PHP module that can be added to websites for middle-of-the-road email functionality.

**Drupal/ CivicSpace** ([www.drupal.com](http://www.drupal.com))

Drupal – an open source content management system - includes middle-of-the-road email functionality.

All of these tools sit on you server, so consider **deliverability** and **blacklisting** issues. Will you have time to manage ISP relationships?

# More Online!

See more at [www.idealware.org](http://www.idealware.org):

- **A Few Good Email Newsletter Tools**  
[http://www.idealware.org/articles/fgt\\_email\\_newsletter\\_tools.php](http://www.idealware.org/articles/fgt_email_newsletter_tools.php)
- **Choosing Bulk Email Software to Match Your Communication Goals**  
[http://www.idealware.org/articles/bulk\\_email\\_software\\_communication\\_goals.php](http://www.idealware.org/articles/bulk_email_software_communication_goals.php)
- **Retooling the eNonprofit: Expanding the Options for Integrated Online Software**  
[http://www.idealware.org/articles/retooling\\_the\\_enonprofit.php](http://www.idealware.org/articles/retooling_the_enonprofit.php)