## Updated Newsletter Sign-up Information



The District 29 L newsletter will be transitioning to a new Mailchimp account. It is essential that you sign up to continue receiving our future newsletters. There are several reasons for this change:

- 1. \*\*Federal Regulations\*\*: We want to ensure that email providers recognize our newsletters as legitimate and not as scam emails. To help prevent this, please add LIONS29Lnewsletter@gmail.com to your contacts.
- 2. \*\*Subscriber Limit\*\*: A free Mailchimp account allows for fewer than 500 subscribers. Since our district has over 900 Lions members, we must manage our subscriber list carefully.
- 3. \*\*Low Engagement\*\*: In the past, we had over 1,000 subscribers, but only one-third opened the emails, and even fewer clicked on links to view the newsletters.

We recommend that club presidents or secretaries forward the newsletter to their club members to ensure everyone stays informed.

Thank you for your understanding and for signing up for the District 29 L newsletter! Sincerely, Lion Kathy Syphers, IT Chairperson