

Semester Wrap Up



Overview of Objectives



Mailchimp



Best Practices Email Guide

Time

Tips

Ways to increase revenue during downtime



Use this area to offer a short preview of your email's content.

[View this email in your browser](#)



BIRMINGHAM, ALABAMA



Rickwood Field

Newsletter

Rickwood field is the oldest baseball field in America. We work to preserve its unique historical presents, but this comes with many challenges. Help us continue its legacy by donating today!

challenges. Help us continue its legacy by donating today!
Admissions to the park is free, feel free to stop by anytime.

Rickwood's Upcoming Events

No upcoming events until _____. However, please feel free to stop by Rickwood Fields
Monday - Friday 8:00 a.m. - 4:30 p.m.

Current Projects

Rickwood Fields is currently working on replacing and improving the roofing at the stadium.

[**Donate Now**](#)

Big Plans for the Future

Rickwood plans on establishing a museum to enhance the experience of visitors who come to see our memorabilia and experience the rich history of the park firsthand. Also, we aim to build a new batting cage area to keep Rickwood's facilities up to date and attractive to potential users.



THANK YOU!

Thank you so much for your help!

We'd like to personally thank you for your donation to Rickwood field. Every donation helps us to preserve and continue the legacy of Rickwood. We couldn't have done it without you. We look forward to seeing you at our annual Rickwood classic on June.....

Analysis



Strengths

- Mailchimp template
- Website
- Donation website
- Instagram content
- Twitter frequency looks good

Weaknesses

- Frequency of use on facebook
- Small following on social media in general
- Lack of social media expertise

Opportunities

- Corporate events
- Increase Instagram followers
- Hire intern to handle all aspects of social media
- Constant Contact
- Newsletters through mailchimp
- Have the best social media compared to all the historic baseball fields

Threats

- Do not pertain particularly to social media aspects.

Georgia Dome Social Media

Tweets Tweets & replies Media

The Georgia Dome Retweeted



ChickfilA Peach Bowl @CFAPeachBowl · 4h

"This game will be the best matchup in #CFAPeachBowl history."

We're ready for you, @AlabamaFTBL & @UW_Football!

bit.ly/CFAPB2016

2 11 33



The Georgia Dome @GeorgiaDome · 4h

Nick Saban is 12-1 all time in the Dome, including a victory in the @CFAPeachBowl (2000 with LSU)

13 29



The Georgia Dome @GeorgiaDome · 4h

.@AlabamaFTBL is 10-3 all-time in the Dome and 9-1 under Saban here, including eight consecutive wins. #HomeAwayFromHome #CFAPeachBowl

14 19



The Georgia Dome shared Southeastern Conference's event.

November 28 at 8:49am



DEC 3

25th SEC Championship Game

Sat 4:00 PM EST · The Georgia Dome · Atlanta, GA
2,175 people interested · 1,071 people going

Thank You!