

George W. Bush Presidential Library

Collection: Counsel's Office, White House

Series: Kavanaugh, Brett – Subject Files

Folder Title: White House Website and Emails,
Neil Zimmerman

* no elections/
fundraising
* no lobbying

Signup Page and Personalization

Information on White House e-mail updates

This is your chance to receive updates directly from the White House. We offer different types of information, from general updates on the President's agenda, to information regarding specific issues. Occasionally, there's even information that effects local communities.

By submitting your e-mail address below, you will automatically get Message to America, a timely general update on the latest information from the White House.

[Type e-mail here]

Please note:

Typically, these updates would not go out more than once a week. Due to rapidly developing events, we may send out up to two messages per week if substantial new information is available.

Get Custom E-mail Updates

Take 15 seconds to customize your White House updates based on:

- Zip code – when available, get information that affects your community
- First Name & Last Name – so we can address you by name, when appropriate
- Issue category – receive the latest information on the issues below

Submit your custom information

No customization please (go to home page)

- elections
- political
-



RNC
stand-alone

* no shared databases

list

Header Signup Confirmation and Personalization Option Page

Thank you for submitting Neil_Zimmerman@who.eop.gov for White House e-mail updates.

Important Notice:

Whitehouse.gov uses a "double opt-in" process to ensure the privacy of our subscribers. A second step must be completed to receive White House e-mail updates. An e-mail will be sent to the address you submitted (Neil_Zimmerman@who.eop.gov) to explain how to complete the double opt-in process.

Get Custom E-mail Updates

Take 15 seconds to customize your White House updates based on:

- Zip code – when available, get information that affects your community
- First Name & Last Name – so we can address you by name, when appropriate
- Issue category – receive the latest information on the issues below

Submit your custom information

No customization please (go to home page)

Confirmation Page

Please confirm the information you submitted is correct.

E-mail: Neil_Zimmerman@who.eop.gov

Zip code: 20502

First Name: Neil

Last Name: Zimmerman

Issues: Education

Economy/Budget

Homeland Defense

Message to America

If the above information is correct, please "click submit."

If you want to make changes to the above information, please click "go back."

Possible E-mail Names

WH News
WH Update
WH Alert
White House News
Stars & Stripes
The Red White & Blue

Message to America
Liberty Mail
Enduring Freedom
Freedom Mail
United Voices
American Freedom
Voice of Freedom
Freedom Ring
Our Country
Victory Mail
America United
American Unity
United America
Free and Brave

E-mail Updates on whitehouse.gov

The process will take no more than two weeks, but can be compressed the faster we get the Office of Administration (OA) certain information.

E-mail subject/issue categories

When you sign up for e-mail updates, you will automatically get the general e-mail update we send out. This e-mail should not go out much more than once a week except under special circumstances.

As soon as they finish the initial sign-up process, they will be asked if they would like to personalize their e-mail updates. If they don't, then they're finished with the sign-up process. If they do, then they will be able to personalize in three ways:

- Zip code – when available, get information that affects your community.
- First Name & Last Name – so we can address you by name, when appropriate.
- Issue category – receive the latest information on the issues below.

We should start out with a few issue categories until we have a more robust system (including a way to measure e-mail campaign success) and more people to help write these updates.

We could start off with the core agenda topics:

- | | |
|---|------------------------------|
| 1. General (Message to America) | 5. Trade promotion authority |
| 2. Budget | 6. Military reform |
| 3. Education | 7. Missile defense |
| 4. Faith- and community-based initiatives | 8. Energy |



In light of recent events, we may want to revise these topics.



Once we have a more robust system and e-mail writing/approval process we can offer as many issue categories as we wish. Correspondence helped identify the following top 22 issues:

- | | |
|--|---------------------------------------|
| 1. Adoption | 12. Education |
| 2. Agriculture | 13. Energy |
| 3. Campaign Finance Reform | 14. Environment and Natural Resources |
| 4. Child Support | 15. Foreign Policy |
| 5. Civil Rights | 16. Health Care |
| 6. Crime | 17. Housing / Homeownership |
| 7. Community and Faith Based Initiatives | 18. Immigration |
| 8. Defense | 19. International Trade |
| 9. Disabilities | 20. Labor Relations |
| 10. Drug Policy | 21. Medicaid/Medicare |
| 11. Economy, Budget, and Taxes | 22. Social Security |

1. User enters email address into a web form and clicks a submit button
2. User is presented with a "thank you" page that shows their email address and describes the double opt-in process (verbiage to be supplied by you). Below the thank you and double opt-in language, the user is presented either:
 - An enticement for personalization, with a choice of going to the personalization forms or returning to the home page.
 - An enticement for personalization, with the personalization fields available below the thank you, double opt-in, and enticement language.

The personalization text boxes would be First Name, Last Name, and Zip Code. Check boxes related to subjects will be available for users to indicate their interests. (Subjects to be supplied by OSI) Demonstration form will have one subject checkbox.

User fills in form and indicates subject interest via a check box, then clicks "submit" button or, if no personalization is desired, clicks on a button to return to the home page.

- 2.a. (only if no personalization) User receives an email asking them to confirm their desire to receive email updates.
- 2.b. User replies affirmatively and their email address is added to the list of subscribers.
3. User is presented with a confirmation page showing their e-mail address as well as the fields they have filled in. They are asked to confirm their information and click "submit" if correct, or click "go back" if corrections are needed. Process loops until "submit" is clicked.
4. User is presented with a "thank you" page (verbiage to be supplied by OSI) with a link to the home page.
5. User receives an email asking them to confirm their desire to receive email updates.
6. User replies affirmatively and their email address is added to the list of subscribers.



OFFICE OF STRATEGIC INITIATIVES

September 19, 2001

MEMORANDUM FOR TIM CAMPEN

THROUGH: BARRY JACKSON AND TUCKER ESKEW
FROM: NEIL ZIMMERMAN, JIMMY ORR, AND JANE COOK
CC: BRETT KAVANAUGH AND MARCUS MOLLMANN
RE: WHITE HOUSE INTERNET CONTENT MANAGEMENT

The Office Media Affairs (OMA) will be responsible for the content management of the White House Web site. All posts to the Web site will need to be approved by OMA.

The Office of Strategic Initiatives (OSI) will be responsible for the content and database design for the White House Web site e-mail distribution system. All e-mail sends and database manipulation will need to be approved by OSI.

OMA and OSI will work closely on e-mail and Web site message coordination. The White House Counsel's office will be an integral part of all OMA and OSI Internet processes and planning to ensure White House Internet components (Web site and e-mail) receive continual ethical, legal, and privacy review.

The e-mail system should capture e-mail addresses, first name, last name, zip codes and issue categories. The database should be scalable so that additional personalization information can be collected.

Sign-up process attached.

The e-mail system will need to send general updates to the entire list (up to millions of addresses) as well as specialized updates based on user personalization (name, zip code, issue categories, etc.). The e-mail content will be original material, not the automatic generation of documents available on the White House Web site.

While it may not be possible now, the Web site and the E-mail system will need to interact with each other. They should operate from the same database and content management system. The goal: to have a personalization system allowing the Web site experience to mirror preferences indicated via e-mail (link usage, questionnaire responses, etc.) and vice-versa.

E-mail Sign-up Process

Sign-Up Box in Web site Header or Sidebar

- I. Insert E-mail address and click submit
- II. Pop-up confirmation box
 - A. Thank you for submitting (show address submitted)
 - B. Want Personalized updates?
 1. Click here to find out how to:
 - a. Get localized information
 - b. Be addressed by name
 - c. Choose your own issue categories
- III. End of process OR click through to personalization page (Item II,B below)

WH News Sign-Up Page

- I. Insert E-mail address and click submit
- II. Go to Confirmation page:
 - A. Thank you for submitting (show address submitted)
 - B. Want to personalize your updates?
 1. Zip Code
 - a. Get information that is relevant to your area.
 2. First and Last Name
 - a. Allow e-mails to be addressed to you by name.
 3. Issue Categories
 - a. Get special updates based on the topics you choose.
- III. End of process if no personalization
- IV. Click through to personalization confirmation if personalization selected
 - A. Show what personalization has been selected and the information that's been submitted
 - B. Click OK to submit or GO BACK to correct
- V. End of process once OK selected

Note: Whichever method is used to sign-up, a double opt-in process is required.

Mass Outbound E-mail

Phases:

- I. Limited system
 - A. Limited changes
 - 1. Current staff structure
 - 2. Current Web site and e-mail Listserv
 - B. Basic Format
 - 1. Plain text
 - 2. E-mail content will be written specifically for e-mail delivery
 - 3. No automatic content generated based on Web site content
 - C. Limited issue categories
 - 1. General agenda updates
 - 2. Only top issues available for specified issue updates
 - 3. Scheduled updates only, no real time content generation
 - D. Little information collection, simple personalization
 - 1. E-mail address
 - 2. Personalization info: name, zip code and/or issue category

- II. Comprehensive system
 - A. Significant changes
 - 1. Structured Internet content and design teams (at least OSI and Media Affairs)
 - 2. Integrated Content Management system for Website and E-mail
 - B. Dynamic Format
 - 1. Plain text
 - 2. HTML Web based
 - 3. AOL friendly HTML
 - C. Multiple subject categories
 - 1. General agenda updates
 - 2. Specified issue updates, including a more comprehensive list of issues
 - 3. Automatic "filler" content generated based on personalization information, i.e. general information is replaced if specialized information is available either on the Web site or in original e-mail content
 - D. Full Personalization
 - 1. Basic information collection (email, name, zip code, issue category)
 - 2. Format of e-mail (plain, html, etc.)
 - 3. Frequency of updates (scheduled, real time)
 - 4. Relationship Marketing Option to receive targeted information
 - 5. Ability for subscribers to view/alter their subscription (myWhiteHouse.gov)
 - 6. Ability to measure click through rate of each e-mail
 - 7. Ability to measure click through rate of individual accounts for message targeting

Jane M. Cook
09/27/2001 02:45:55 PM

Record Type: Record

To: Neil H. Zimmerman/WHO/EOP@EOP
cc: Christopher J. Orr/WHO/EOP@EOP
Subject: email updates graphic update

Welcome to the White House - Microsoft Internet Explorer

File Edit View Favorites Tools Help Links Best of the Web Channel Guide Customize Links Free Hotmail

Address G:\Potus\whupdates\TMP1001616303.htm Go

President News & Policies Vice President History & Tours First Lady Search
Cool Office Best News VP Office Blue Room East Wing Library

Your Government Kids Only Español Contact Privacy Policy Site Map

Home the White House President George W. Bush

Email Updates More information type your email signup search

West Wing connections

Policies in Focus

- Overview
- Education
- Tax Relief
- Defense
- Social Security
- Medicare
- Faith-Based & Community
- En Español

News

- Current News
- Press Briefings
- Proclamations
- Nominations
- Radio Addresses
- Discurso Radial (en Español)

Appointments

- Application

Today at the White House Sept. 25, 2001

President Freezes Terrorists' Assets

"We will starve the terrorists of funding, turn them against each other, rout them out of their safe hiding places and bring them to justice." [full story](#)

- View the President's Remarks
- Listen to the President's Remarks

Canadian PM: "We Will Be There"

Canadian Prime Minister Jean Chretien today told President Bush, "I think that you know you have the support of Canadians. When you will need us, we will be there." [full story](#)

Radio Address: Despite Challenges, Economy Fundamentally Strong

"The terrorists who attacked the United States on September 11th targeted our economy, as well as our people. They brought down a symbol of American prosperity, but they could not touch its source. Our country's wealth is not contained in glass and steel, it is found in



Welcome to the White House

Inside whitehouse.gov
Latest News and Information on American Attack Respnse

Local intranet zone