

Member Reach Checklist

You shouldn't have to pay to reach the people who already raised their hand. Work through this to find every place your messages leak reach, and the fix for each one.

1 Find the leaks

- ☐ 1 For your last few posts, estimate what share of members actually saw them.
- ☐ 2 List every channel where an algorithm ranks your message instead of delivering it.
- ☐ 3 Note where you've paid to "boost" a post to your own members.
- ☐ 4 Check your email open rate, is it quietly sliding?

2 Own a direct line

- ☐ 5 Confirm you hold your member list yourself, not just inside a platform.
- ☐ 6 Make sure you can reach members without a platform's permission.
- ☐ 7 Keep contact info current as people join.
- ☐ 8 Pick the one channel that reaches everyone who opted in.

3 Remove the throttle

- ☐ 9 Choose a home that sends to all opted-in members, with no ranking against ads.
- ☐ 10 Pair a direct app channel with email so the message actually arrives.
- ☐ 11 Stop relying on any single feed an algorithm controls.
- ☐ 12 Confirm there is no fee to be seen by your own members.

4 Meet members where they check

- ☐ 13 Give members one place they've chosen to install or follow.
- ☐ 14 Make sure notifications actually arrive (app + email, not just a feed).
- ☐ 15 Consolidate scattered channels into one reliable line.

- ☐ 16 Send a test message and confirm it reached everyone.
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Want all of this handled in one place?

Kannect puts events, members, messaging and resources under one roof, and reaches every member who opted in, every time. Plans start at \$29/mo with a 7-day free trial.

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