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The Cathedral of St. Philip

**Best Email/Digital Newsletter/Magazine – Parish/Cathedral**

The Cathedral eTimes is the weekly digital newsletter of the Cathedral of St. Philip. This flagship digital publication leads with upcoming worship service details. Next, readers find other Sunday events, a link to an article from Dean Sam Candler (which is published in full text in an email the previous day), and finally, notices of other upcoming events.

Although this information is all available in a printed 8-page Cathedral Times, and much of it in ministry-specific emails each week, the eTimes is a central hub of direct communications for nearly all upcoming events at the Cathedral of St. Philip. Being the vibrant parish that the Cathedral is, the primary challenge of the eTimes is condensing it to a digestible length while providing enough content that readers don't have to click dozens of links to find any meaningful information. We accomplish this primarily through a series of graphic headings and short text blurbs, with distinct call-to-action buttons. This weekly email newsletter has an audience of 3,400 and growing, with an open rate of 53% and a click rate of 2.1%.

<https://mailchi.mp/cathedralatl/cathedral-etimes-225099>

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