

# Lessons Learnt from 2017 Annual Canvass Pilot - Email

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# Key Considerations

- Email addresses
- Data sharing
- Quality of data
- Multiple email addresses for property
- Whose email address

# Ready to send

- How to address email
- Who will send the email
- What email address does it go from
- Spam
- Information
- Wording of email

# Conclusions

- Bouncebacks
- Queries
- Reviewing email data
- Implications on workload