

2024 VNCS AGM Newsletter/Communications Report

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VNCS continued to publish a bi-monthly newsletter in 2024. In 2024 we published 6 regular newsletters and 16 e-blasts in between. At the time of writing, we have 491 subscribers. This is 53 more than last year. Just to give you a benchmark, the increase between 2023 and 2024 was 82, so this year's growth wasn't as big as the year before.

Our open rate for the January/February newsletter was 38.9%. The industry (nonprofit) average is about 25%, so it is quite high and quite consistent with the VNCS newsletter.

This year we have added the Youngsei and Human Rights Committee reports to our regular list of articles. We use Google Docs to collect articles and allocate translators and are constantly looking for ways to improve our efficiency.

We continue to offer bilingual content in our newsletters in both Japanese and English. We currently have 8 translators - Miwa Sugino, Yumiko Mizuno, Mieko Fedrau, Kana Mercer, Rieko Hatakeyama, Satoko Clayton, Nobuo Kawaguchi, and Masako Hegge. I would also like to thank my editorial partner Maureen Bird for her constant support and insight.

If you have read any of our newsletters, you will know that they are packed with content. Editing, translating and publishing the newsletters is a very time-consuming process, so we are always looking for more translators and editors to help out. I am also looking to pass the hat to the next editor-in-chief soon, so if you are interested in stepping in, please let me know.