

How to track uptake of your GP mailing

There are several ways you might like to track how many sign-ups your GP mailing initiative generates. Knowing how many sign-ups you get might not seem essential, however it will help evaluation of whether the initiative was good value for money, and allow you to feedback to the GPs and practices that supported the work.

- At a basic level, you can use Join Dementia Research's built in researcher feasibility tool to take a benchmark. Before your campaign starts, run a search to establish how many registrants you already have in the area who indicated GP surgery as their source. Then as your campaign progresses, you can repeat the search to get an idea of how many new volunteers you are attracting overall.

Note: you should be aware that people may sign up to Join Dementia Research and note GP as their source but have not come via your campaign, so this method gives you a general idea but not specific numbers

- If you decide to include Join Dementia Research postal application forms, talk to the the Join Dementia Research communications team about obtaining numbered application forms, or if the mailing is for a small number, you could consider pre-stamping the source on the forms. Once you have done this, as the forms go to Alzheimer's Research UK, they can help keep a track of where the forms come from - contact C.Lucas@alzheimersresearchuk.org.

Note: The charities can also help track registrations who sign-up via the telephone helpline

- If you put the Join Dementia Research website URL www.joindementiaresearch.nihr.ac.uk into the letter, it will not be possible to track how many hits you get from the letter. You will need to rely on the first option above, and volunteers identifying the correct source. The Join Dementia Research team are working to improve reporting to allow you to look at specific periods of time to monitor uptake and this should be available via the website in late 2017.

You could consider creating a Google campaign URL and then generating a specific short link to that. To do this:

1. Visit <https://ga-dev-tools.appspot.com/campaign-url-builder/>
2. Enter the following details:
Website URL = <https://www.joindementiaresearch.nihr.ac.uk/>
Campaign Source = **GP Surgery Mailing**
Campaign Medium = **Letter**
Campaign Name = 'Select a name' e.g. GP Mailing AN Other Surgery Bristol
* Ignore the Campaign Term and Campaign Content boxes
3. This will generate a trackable URL. It will look something like this:
https://www.joindementiaresearch.nihr.ac.uk/?utm_source=GP%20Mailing&utm_medium=Letter&utm_campaign=GP%20Mailing%20Bristol

Note: When that link is used, it creates a unique footprint in Google Analytics that allows the Join Dementia Research communication team to see how many people clicked the link and how many signed-up (this might be useful for other online campaigns e.g. if you put a weblink on your trust website or in an e-newsletter)

N.B. The link you have created is clearly not user friendly or suitable for someone to have to copy from a letter and type into a web browser. Therefore it needs to be converted into a new user friendly URL. To do this:

4. Visit <https://tinyurl.com/>
5. Paste your campaign link URL into the shortening box

Note: it also allows you to choose your own 'Custom alias' such as

<https://tinyurl.com/ABCSurgery>

6. The website will create a new shorter, user friendly URL which you can put into your letter

Note: Ensure the Join Dementia Research communications team know of your campaign link so they can feedback the uptake for you.

If you need any help or support, please contact admin.nddr@nhr.ac.uk.