

## **Guidelines for Blast Email Communications**

(EC 05-01-08, Rev 9/30/09)

Using the Chapter membership database, we have the ability to communicate with our members by using a blast email/fax. This has the potential to save the Chapter money on mailing costs, as well as increase the information we are able to distribute to our members with ease.

### ACCOUNTABILITY

The Communications Director and Executive Director will have access to the I4A Communication Center to contact NYPTA members.

### POLICY

There have been few complaints from members, with regard to receiving unwanted email from NYPTA. We would like to keep it this way by limiting the number of emails/faxes that are sent.

- Blast emails will be sent only if activity or information is from or directly related to NYPTA Chapter or District activities.
- Whenever possible, every effort should be made to try to include as much information in a single contact as possible; i.e., combine, in one message, information about a district meeting, a new online newsletter and district elections, etc., instead of sending individual messages about these events. Keeping this in mind, the recommendation would be that communication using this medium would not exceed once per week.
- While this new way of communicating has many possibilities, it also has some limitations. Blast emails should **not** be relied on for last-minute notices.

### CONTENT

Examples of messages that could be sent include, but are not limited to, the following:

1. Notification of updated online district newsletter
2. Meeting notices
3. District election notices
4. Legislative alerts/calls to action
5. Web site updates

### TO REQUEST A BLAST EMAIL/FAX

1. **Requests must be sent to the Communications Director by email at least 7 days prior to the event/meeting.** Clearance on the content will be obtained from the Executive Director or Executive Committee, if necessary.
2. Every message should include the name and contact information of the person sending it and a sentence at the end that explains where to send replies, including contact name, phone number, email address, etc.