NC AWWA-WEA
POLICIES AND PROCEDURES
EMAIL POLICY

Date: January 21, 2010
Approved By: Board of Trustees
Policy Title: NC AWWA-WEA EMAIL POLICY
Number:
Revisions: March 13, 2014

PURPOSE:
Because the sending of information by email to a large distribution list is an efficient way to communicate information to large groups of members, email subscribers, and event attendees, the many Committees of the Association increasingly seek to utilize this tool. However, when used too frequently, group email becomes ineffective and is unwelcome by members. It is the intent of this policy to establish guidelines to ensure that email will be used effectively.

PROCEDURE:

Distribution Lists
1. NC AWWA-WEA distribution lists shall be maintained by NC AWWA-WEA staff as a part of the overall membership directory and event registration system.
2. Distribution lists may include members, former members, event attendees, and individuals who have requested inclusion of their names on the distribution list.
3. Individuals may choose to subscribe or unsubscribe from a distribution list at any time.
4. The NC AWWA-WEA membership form shall provide an option for each member to withhold his/her email address from email distribution lists.
5. All emails proposed for distribution to NC AWWA-WEA lists shall be sent by NC AWWA-WEA staff and shall be reviewed and approved by the Executive Director prior to distribution.
6. Email distribution lists shall not be given nor shall they be sold to any individual, company, or other organization.
7. Email addresses on email distribution will be entered in the blind carbon copy (BCC) field, so recipients will not have access to the entire distribution list.
Email Frequency & Content

1. To minimize the number of emails sent to distribution lists per month, a total maximum of 3 regular monthly email distributions has been established.

2. These 3 regular distributions shall consist of two monthly issues of an informational electronic newsletter (eNews) sent approximately on the 5th and 15th days of each month, and a single issue that is a preview of training events taking place during the following month, which is sent approximately on the 25th day of each month.

3. Every effort shall be taken to include important information in the 3 regular monthly email distributions in order to avoid the need for additional group emails.

4. However, in addition to these 3 regular monthly email distributions, emails may be sent to a limited target list when deemed necessary and appropriate by the Executive Director or the Board of Trustee on a case-by-case basis.

5. Any individual or group requesting the distribution of an unscheduled email to a distribution list shall provide a written explanation of the reason for the request for the additional email and the reason why the information cannot be included in a regular monthly email.

6. Members and non-members may submit information for inclusion in the 3 regular monthly emails. All information shall be reviewed by staff and edited as necessary. Content for each regular monthly email must be received 3 business days before the email is scheduled to be sent.

7. Since regular monthly email distributions contain information related to a variety of association and industry topics, articles submitted should be brief summaries or introductions of information only (a maximum of 250 words), with details available on a web site or by contacting an individual. Staff shall cut or edit as deemed necessary or appropriate.

8. Emails submitted for distribution to association lists shall contain information of interest to a variety of members, email subscribers, and attendees.

Emails to Event Attendees

1. Email may be used before or after an event to convey important information to registered attendees.

2. Event attendees are provided the option to receive only event information through email, without being included on other general email distribution lists.

3. If an event attendee does not provide an email address or otherwise indicates that he/she does not want to be contacted by email, necessary information will be communicated to the attendee by another method.

Exemption

These guidelines shall not apply to smaller group distribution lists maintained by the staff, including such lists the board of trustees, committee chairs or members of any specific committee.