

RBSA Communications Guidelines

- **Email ‘blasts’** to entire RBSA membership
 - Managed by RBSA Admin Assistant (AA)
 - Requests can be initiated by the Club Manager, Admin Assistant, or any Trustee
 - Where possible, requests for email blasts should be submitted at least 5 days prior to desired distribution date
 - Email address lists for members are considered private and are not to be shared with any other individuals or organizations
 - Members are responsible for ensuring that their email addresses in their member record is correct and up to date
 - Topics of general interest to all members; For Example:
 - Event announcements open to all
 - Club newsletters
 - Reminders (Club policies, event registration, etc)
 - Updates on operational/organizational matters
 - Frequency of email blasts should be kept to the minimum necessary
 - No more than 1 per week in season
 - Exceptions where justified
 - Content should be clear, concise, and grammatically correct
 - Appropriate topic(s); no personal attacks nor promotion of special interests; no selling of personal property
 - Subject to review and editing by RBSA Admin with guidance from Marketing and Communications Committee, if necessary
 - Final draft signoff by author before publishing
- **Electronic Invoices** to individual members (Handled by Bookkeeper via QuickBooks)
 - Invoices are emailed to members utilizing email address on the member’s account record in QuickBooks which must be kept in sync with the email address in member’s record as listed on the web site data base. (The web site generates an email to Webmaster for any additions/changes; this email is forwarded to the Bookkeeper who will have to make the appropriate updates to the QB data base to ensure that email addresses stay in sync,)

- Requests can be initiated by the Club Manager, Admin Assistant, or any Trustee
 - Subject to review and editing by the Admin Assistant with guidance from Marketing and Communications Committee, if necessary
 - Notices should only be posted on the web site for several weeks and removed from the web site at the conclusion of an event or when no longer relevant
 - No more than 2 notices on the home page at any point in time.
 - Topics of general interest to all members as well as the general public, such as:
 - Event announcements
 - Events that are restricted to active members only should be noted on the notice
 - Reminders (Club policies, event registration, etc.)
 - Notices should be clear and concise (1 or 2 sentences)
 - Documents with additional information can be linked to the notice for review/downloading
- **Member Surveys**
 - Surveys may be conducted from time to time to provide guidance for making planning decisions.
 - Surveys should be short (less than 10 to 15 minutes to complete) and should be open to all active members.
 - Survey content should be developed in collaboration with the Marketing and Communications Committee. Final versions should be reviewed with the Board of Trustees.
 - Individual survey responses will be kept confidential and summarized findings should be published via the web site.
- **Member Communication to Governance**
 - Members may use the contact form on the web site, adding "Attention: RBSA Board" in the subject line.
 - The RBSA Admin Assistant will forward the contact "form" to the current Board of Trustees. Sensitive matters may be sent to the Commodore or Vice Commodore as confidential, when appropriate.
- **Communications from non-members** (via "Info@rbsa.org" or web site contact form)
 - All incoming emails addressed to Info@rbsa.org go to the RBSA Admin Assistant who will determine the appropriate person in the organization for response/action.