



Club-wide distribution of e-mail messages: policy

It can be frustrating if e-mail messages are not clear and concise.

To maximise the club messaging please adopt the following:

1. If you have a need to communicate with the entire club membership then, before sending the e-mail, please first consult the club Chairman, Secretary or the Waterfront editor. You should make clear the purpose of the message and any deadlines.
2. They will advise whether the e-mail can be sent.
3. If the message refers to some kind of event then first ensure that details are on the club's website. Direct the request for inclusion on the website to the Club Chairman, Secretary or the Waterfront editor. We need to encourage our members to use the website. A great deal of effort is expended populating the website and keeping it up to date - so let us make use of it! We aim to provide a 24-hour turnaround to have items included on the website.
4. If approval for the distribution is given then the request will be forwarded to the Membership Secretary for distribution.
5. Use "blind copy" to hide individual member's e-mail addresses.
6. Format standard for club-wide distribution e-mails:

Subject:

BCCC Training Courses

Content:

BCCC is organising a number of beginners, first aid and coaching courses.

See <http://www.b3c.org.uk/training/> for more details.

Alan Ebbage

BCCC Chairman

7th August 2010