

Ashford Park E-Blast Protocol

Content

- The committee chair is responsible for drafting the content for the e-blast. Please doublecheck all dates & times included in your message.
- The content should be concise, using bullet points where appropriate. In depth information or flyers may be included as attachments at this time. Once the website is complete, attachments will not be included in an e-blast, as we will direct people to the website for further information.
- Submit e-blast content to your executive board liaison. If there are any questions concerning your content, you will be contacted. If you are not contacted, your message will be included in the next Ashford Park e-blast.

Timeline

- An e-blast will be sent each Monday there is content to remind the membership of upcoming events and activities.
- Content should be submitted to the executive board liaison by Wednesday of the week prior to when the announcement should be made.
- All executive board members should submit all content to Katrienne Feaster (kkfeaster@yahoo.com) with 'Weekly E-blast' in the subject line by Thursday of the week prior to when the announcement should be made.
- Content requiring Mrs. Fallon's approval will be submitted by Katrienne on Friday of the week prior to when the announcement should be made.
- Katrienne will send the e-blast to the executive board for approval on Friday or early Monday morning. No response from an executive board member will indicate approval.
- The e-blast will be sent at the earliest at 6pm on Monday.
- Additional e-blasts may be sent during the week; particularly for DCSS announcements and emergency situations. These should be submitted by the executive board to Katrienne with a subject of 'Emergency E-blast'. Katrienne will send to the executive board for approval and then will send them out within 24 hours.

Sign-Up Genius Protocol

Content

- Individual e-mail addresses with a corresponding Sign-Up Genius sign-on has been created for all committees that may use Sign-Up Genius for their events
- Sign-Up Genius invitations should be submitted to the committee's executive board liaison 3 days prior to when the invitation is to be sent out whenever possible.
- The executive board liaison will submit the invitation to the executive board for approval.
- The executive board will have 2 days to approve the invitation and obtain Mrs. Fallon's approval, if necessary.

- Sign-up Genius invitations should be considered similar to e-blasts and require the same level of approvals as they are often being sent to the general PTA Membership.

Opt In For Non-PTA Members

- In order to 'Opt In' to receive Ashford Park PTA e-mails please e-mail ashfordparkpta@gmail.com with the Subject 'Opt-In'. This will be included in the tagline of PTA e-mails. In addition, there will be sign-up forms at PTA meetings and membership drives to add individual e-mail addresses to the e-mail list and a sign-up sheet is on the PTA hutch.
- Include an announcement in the PTA newsletter as to how to begin receiving PTA e-mails.
- At any time recipients, may also choose to 'Opt-Out' of receiving e-mail updates. To 'Opt-Out' of e-mails, please e-mail ashfordparkpta@gmail.com with the subject 'Opt-Out' and the e-mail address will be removed from our distribution list.