

Kingston & Area Association of Administrators of Volunteer s Email/Website Guidelines

Why have email/website guidelines:

- Enhance the privacy of personal information
- Decrease unsolicited messages (i.e. with the increase in spam, members may not have time to read individual fundraising announcements and may consider it junk mail)
- Ensure the email distribution list is current (i.e. up to date email addresses, inclusion of new & paid members, etc.)
- Ensure the information is relevant to KAAAV's mission, is clear and in a format that is user-friendly (i.e. avoid large graphics, appropriate contact information, clear subject line, etc.)
- Encourage the usage of alternative communications (i.e. our website and general meetings)
- Regulate the workload of the KAAAV Secretary

How to send email:

- All mass emails (to be sent to more than 3 members unless it is an exchange between a working KAAAV committee) are to be circulated first to the Secretary
- Secretary will then determine if the content is relevant (see guidelines below) and will send the email to the current paid membership on the regular weekday mail out or sooner depending on its urgency
- If the email is not appropriate for mass distribution then the information may be directed to our Webmaster and posted to our website (see website guidelines)
- Secretary will inform the email requester of the outcome in a timely manner

What is considered appropriate for mass distribution?

- Large-scale emailing is intended for use where the message is of common importance to the KAAAV community and is not easily conveyed via other methods (i.e. website, general meeting)
- In general, the content must be relevant to the management of volunteers
- Examples include:
 - o Educational and training workshops
 - o Employment notifications/vacancies
 - o Opportunities or objects that may improve our volunteer programs (i.e. office equipment to give away, request for someone looking to share the cost of a speaker/hotel room, etc)
 - o KAAAV related updates (i.e. minutes, committee updates, December Socials, etc)
- Items that may be rejected for mass emails and possibly directed to other methods are:
 - o Fundraising promotion
 - o Invitations to organizational events
 - o References to political or religious events (unless directly related to volunteerism)
 - o Request for volunteers (unless required for an Emergency situation as defined by the President or their delegate)
- Exceptions may include: Working Committees and the Executive who will routinely send out emails to their own working groups but we ask that if these groups have requests to be sent to the general membership that they follow the guidelines listed above

Format of Email:

- Include your e-mail address, phone number and organization in the message so that recipients can easily identify the author
- If a RSVP or return reply is required please clearly specify the "Reply to" address
- Try to limit the size of your documentation as many members have limited inbox space

When responding to KAAAV email:

- Recognize whether you should reply to the entire membership (i.e. reply to all) or reply to just the author of the original message. Does everyone in the group need to read your response? (i.e. please do not "Reply to All" unless requested)

Website Content:

- Must represent the mission and values of KAAAV
- Must represent a current paid member and/or their organization
- Should be relevant to your organization or to the management of volunteers
- Notices suitable for the website include:
 - o Fundraising promotions
 - o Invitations to organizational events
 - o Requests for volunteers
 - o Educational and training workshops
 - o Employment notifications/vacancies
 - o Opportunities or objects that may improve our volunteer programs (i.e. office equipment to give away, request for someone looking to share the cost of a speaker/hotel room, etc)
- Items to be excluded are:
 - o References to political or religious issues or sites (unless directly related to volunteerism)
 - o Product or service endorsements or advertising
 - o Personal items for sale (i.e. house, boat, yard sale, etc.)

Other Items to consider:

- If you wish to be removed from all email distribution please contact the Secretary and inform him/her of your request
- Complaints or concerns about the content of messages sent to KAAAV or posted to the website should be directed to the Secretary. He/She will consult the President and Vice-President to decide upon the appropriateness of the message and take action necessary to preserve the intent of these guidelines.

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