

Addendum 7

Weekly Email Guidelines

1. The purpose of the weekly email is to serve as a brief reminder of upcoming events and announcements, not a repeat of information included in the current newsletter. It may also be used to disseminate additional important information.
2. Deadline for submitting items to email manager is noon on Friday.
3. Include this information in your submission: title, brief description, date, time, location, contact. Entire entry should be no more than 75 words. May include link to additional information in branch newsletter , blog or website
4. Items to be included in the weekly email: header, (webpage link to the current newsletter, login ID and password for the newsletter), monthly program, interest group activities for upcoming week, and other special requests. (Members need to send updated information to Calendar manager to keep branch activities current.)
5. Any program or special event reminder will appear no more than two times, or as determined by Email Manager.
6. The Email Manager will review and may edit messages for content or brevity or may return to submitter for revision. If necessary, she may forward to the president for clarification or review/edits.
7. Policies and Procedures XVIII: “All business that is not clearly AAUW-related must be approved by the board prior to email distribution.”
8. Policy Addendum 2: “AAUW Support or Co-sponsorship of Local Events, Including Email and Newsletter Policy” provides further guidance for inclusion of pre-approved non-AAUW programs.
9. Any weekly email requests that do not fit the criteria listed above may be forwarded to the branch president for review and approval.

Revised and approved Feb. 4, 2021