

MSC email "eblast" information and guidelines for Event Leaders 2016

- Email messages that are "text only" can be sent for submission via email or you can send me a Microsoft word formatted document
- Any email messages that include pictures, graphics, special fonts, illustrations or special formatting need to be submitted in PDF format to ensure that they will appear correctly. Clickable links to view PDFs can be set up in any email. (Please be sure PDF is spell-checked before submitting)
- Pictures can be added to any message. Just submit separately in jpg format
- "Clickable links" to specific websites or "click here" to send an email to a specific email address can be included in any email submitted as "text only". If you indicate where you want to put a "link" in the message, I'll get it set up to work. Please keep in mind that links will not work in PDFs in Constant Contact
- Please submit materials for email distribution as early as possible. I check my emails morning and night, and will try to get the emails out as soon as I can, based on my schedule. To prevent "email fatigue" among our members and keep mail readership high, I try to schedule/distribute no more than 1 club email per day. However, if you find yourself in an "emergency situation," please call me to let me know.
- I will not write the email for you, so don't call me and tell me you want an eblast - send me an email.
- When notifying the membership about an upcoming event, event leaders should prepare a general announcement with a "clickable" email response/reply mechanism for those who are interested and/or want to sign up. The email reply will go directly to the event leader, and an "event" email distribution list from the responses received can be set up. A second general membership email can be sent out if really needed, but based on history, readership for these "second" messages is extremely low.
- Any follow-up emails regarding the event, Captain's meeting reminders, rules, additional information, etc. - should be **sent by the event leader** to those signed up for the event. This information should not be sent to the general membership
- Once the 2016 MSC membership list is finalized (in early February) event leaders for all recurring or special MSC events (ie: buddy trip, kayak, pied piper, offshore charters, backwater charters, etc.) will have the opportunity to send out an email to the general membership describing their event and asking those who are interested to reply to the respective event leader. By doing so, they will be added to the event leader's "email/event" list. Future emails for these events will be sent, by the event leader, to those on the custom "email/event" list. This will avoid sending emails to the general membership on topics that are not of interest to them, and will improve overall satisfaction and readership with our Club mail program.
- Event leaders should always use the **:bcc** option when sending out emails with large distributions lists. Using the **:cc** option puts all the users and the club in jeopardy by exposing the email addresses in plain text. Plus, the email is easier to read without all the email addresses visible.