WELLESLEY CLUBS
BROADCAST E-MAIL GUIDELINES

The Clubs Office is facilitates club related broadcast emails to alumnae on behalf of your club. This may prove especially useful when promoting upcoming activities, newsletters or to direct alumnae to the club’s website. Broadcast email is a very powerful way of communicating with your club. The Club Office suggests you reserve this tool for significant events or announcements. While email is a very cost effective means of communicating, it should not be over-used.

The Alumnae Association works in partnership with offices throughout the College to ensure alumnae receive a reasonable amount of email from the College. To this end, we maintain a calendar of all emails being sent each month, and we limit clubs to one broadcast email per month. Clubs are encouraged to schedule their broadcast emails as soon as possible. Please be aware that even scheduled emails are subject to last minute re-scheduling.

To request a broadcast email, complete the online Broadcast Email Request Form at http://www.wellesley.edu/Alum/Volunteer/Clubs/Forms/bcast_email_request.html.

GUIDELINES:

1. **Plan ahead** – schedule your club’s email well in advance. We suggest scheduling your email with us at least two weeks in advance.
2. The 1st and 15th of the month are reserved for club-related emails. Clubs are encouraged to schedule their emails for these dates. If the email must be sent on a different date of the month, please indicate so on the online request form.
3. The **subject** of your email should include your club’s name or the word “Wellesley.” Subjects should be brief.
4. Indicate a **reply-to email address**. This can be the club’s forwarding email address (i.e., WCDallas@alum.wellesley.edu) or the RSVP email for an event. It is recommended that the reply-to email address be an @alum.wellesley.edu address.
5. The message text should include the following:
   - Information about **to whom** the email is being sent (e.g. “This email is being sent to all New York Wellesley Club Members” or “Dear Philadelphia Wellesley Alumnae,”).
   - Information about **from whom** the email is being sent (e.g. a line at the beginning of the message reading something like: “This message is from the Washington Wellesley Club” or email can be signed by a particular person: Joan Smith; President New York Wellesley Club).
   - **Why** the email is being sent. If email is announcing an event the email must include WHAT, WHEN (Time in AM or PM), WHERE (including directions, address and phone number if applicable) and RSVP information (email and phone).
   - **Contact information** in the event an alumna has questions.
   - Messages should be brief.
6. Each club may send a maximum of **one email per month**. Under special circumstances, a club may send more than one email per month. However, this special request will be granted based on content approval and availability on the broadcast email schedule.
7. Emails will be reviewed for content and formatting and are subject to Alumnae Office staff approval.
8. We are using the Online Community to facilitate this process. Please advise club members to update their email addresses with the College.

*** This policy is subject to change at any time. Any changes made will be as a direct result of club email volume.