Unitarian Universalist
Church of Santa Clarita
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Policy for Email Communications

Purpose:
Email is an essential vehicle for distributing information about the church and events in the life of the church. This policy refers to any message sent broadly by email to either the entire church contact list or to a subset of the list, such as church members only.

Policy:
It is the responsibility of the Communication Committee to assign an Email Coordinator. This person administers the bulk of email communications. Emails may also be sent by the Congregation President, the Minister, or a representative assigned by either of these individuals. For general purposes, the Email Coordinator will decide whether a topic is appropriate for an email broadcast. The Email Coordinator composes all messages and sends them as appropriate, indicating the source of the message. The decision of the Email Communicator can be overruled by the Congregation President or the Minister.

The Email Coordinator has access to the church's master contact list and will keep the list confidential. To provide privacy, all email messages will be sent blindly ("BCC", not "TO") so that the addresses of other recipients are not visible.

Emails sent by the Email Coordinator will portray a positive, friendly image of the church and be professional in language, format, and tone.

The Email Coordinator will balance the need to keep people informed with the potential of inundating people with excessive emails. An over abundance of emails is an intrusion, reduces the attention paid to important messages, and can cause confusion. One email communication per week is a reasonable target.

Emails composed by the Email Coordinator will be brief and specific. Readers will be able to ascertain the primary points of the message without having to read through long texts.

Emails will be proofread repeatedly before being sent to make sure spelling/grammar is correct and that all information is correct and confirmed final. Messages will include identified contacts for additional information. The goal is to minimize the potential need to send subsequent messages to correct erroneous information.

For ease in viewing, attachments to emails should be in PDF format, using fonts that are universal. Special consideration will be given when attachments are required, to check that they are, indeed, attached and final before sending.

Each email will contain a brief paragraph at the bottom explaining how people can be removed from the contact list if they no longer wish to receive emails from the church.

An example of wording: "Emails are sent to members, friends and church visitors to keep everyone informed and up to date on what's happening at UU of SCV. However, we respect your privacy, and if you no longer wish to receive messages, please reply to this email and let us know to remove you from the address list. Thank you."

Types of Acceptable Email Communications

1) Non-Critical Email Messages Sent to Everybody on the Contact List:

- **Announcement of Newsletter Availability** – Typically sent monthly.
- **Reminder of Week's Activities** – Messages of this type will be sent when there are church activities during a week. The activities must be important enough to warrant an email announcement. Otherwise, alternative methods of information dissemination, such as the newsletter or calendar reminders during services, may be more appropriate.
- **Reminder about Special Events** – Messages of this type will be sent for special church events that are held occasionally, in which anyone on the contact list may choose to participate. Examples of such events include the Harvest Dinner, Vesper Services, events where the church is fielding a team, discussion forums being held at the church, special Religious Education classes, etc.
- **Occasional Announcement –** Messages of this type will include timely announcements of items such as an article or picture about the church on the front page of the newspaper, or an announcement of a major update to the church website.

2) Emails Sent to Members Only – Occasionally, messages will be restricted to members only. These will occur when the content regards sensitive church business.

3) Critical Announcement Messages – Critical messages will be sent very sparingly, regarding urgent topics. Members who do not have email will be contacted by phone. *See Policy for Urgent/Emergency Communications.*

Questions or concerns about this policy should be directed to the Board of Trustees.

Approved:
Date: