

Chapterwide Messaging

Chapterwide Messaging was started in September of 2010 to enable the Chapters to send messages of chapterwide importance to every member of their Chapter who has provided AMC with an email address and who has not 'opted-out' of receiving emails from AMC.

This memo includes:

- Guidelines for Sending Chapterwide Emails
- Guidelines for Content
- Chapter Account Coordinators

Guidelines for Sending Chapterwide Emails

- Chapter must contact Kelly Powers, kpowers@outdoors.org, to notify her of the Chapter's Account Coordinator (the Chapter person who will be responsible for the actual sending of the email). Kelly is available for any training needed
- Chapters can send one (1) bulk email per month to Chapter members using Chapter specific club managed lists through Sphere
- Chapterwide Messaging send dates will be scheduled by AMC staff so as not to conflict with other AMC e-newsletters
- Chapters must stick to the scheduled dates when sending the message
- All messages will be reviewed by Cindy Martell, cmartell@outdoors.org, in AMC's Volunteer Relations Department. Text must be received by Cindy on the Wednesday before the release date
- Chapter's Account Coordinator will set-up the message in Sphere and send it on one of the appropriate release dates

Guidelines for Content

- The goal for these messages is to communicate with members sparingly by electronic means
 - Content should be limited to items with Chapter-wide relevance
 - Content should not be something Chapter members will perceive as an imposition
 - Content should be limited as to details – instead providing a link to the Chapter's website for those who need more information
- Email messages must conform to the template designed by AMC communications staff to facilitate compliance with CAN-SPAM rules including appropriate language and 'opt-out' links
- Chapters will display a prominent link to the Member Center on their Chapter websites to facilitate member sign-ups for newsletters, activity digest, CAN, etc.

Chapter Account Coordinators - 2011

The following Chapters have contacted Kelly with the name(s) of the Chapter's Account Coordinator(s):

BK	David Jones	BN	Nathan Karol
CT	Jim Scheef	DV	Rich Wells
ME	Laura Flight	MH	Sharon Bonk
	Carrie Walia		Wally Herrod
NA	Mike Krabach	NYNJ	Susan Bernstein
SEM	Cheryl Lathrop	DC	Jodi Inglis
WR	Bob Derosiers		

If you have any questions, please contact Cindy Martell, cmartell@outdoors.org

For technical questions, please contact Kelly Powers, kpowers@outdoors.org