Revised: 19/08/2023 VSPA MASS-EMAIL(MS) PROTOCOL

MASS-EMAIL (MS) PROTOCOL

*How to Request a VSPA mass-email to All or Selected VSPA Members.*

Don Poss VSPA Communications Director

No mass-emails will be sent without approval of the Communications Director, who may consult with other VSPA Board members.

# Mass-Email Requests

Membership Information will never to be mass-emailed with members' addresses, phone numbers, emails, birth dates.

; nor information not relevant to the requestor’s subject, or conflicts with purposes or events of this organization. Our intentions are to never to blast membership with a continuous barrage of emails.

# What causes a mass-email request to be rejected?

Generally, each request will stand or fall on its own merits as VSPA determines. VSPA Decisions are ﬁnal.

* Non-related veteran-issues requests are likely to be disapproved.
* All pollical endorsements and contributions requests are disapproved.
* Requests considered SPAM or not family-friendly will be rejected.
* Requests conflicting with purposes or events upcoming of this organization.

Approved Membership mass-email requests related to veteran issues are reviewed, and assistance oﬀered as appropriate. An explanation may follow, as VSPA bylaws and incorporation requirements for non-proﬁt veteran organizations may be an issue.

# How to submit a Mass-Email request?

1. All Mass-Email requests are submitted to the Communications Director, [Don Poss](mailto:dp-lm37@vspa.com) (LM-37).
2. Preferred submitted application is in Word .docx (please use spell-grammar check), or Adobe PDF. Attach the Word Doc or PDF to your email request.
3. MS Length limitations generally are one page or less. Longer submissions may require approval.
4. In your email’s “Subject box” enter a brief description of the mass-email’s purpose. Be brief (under 30 characters are preferred).
5. In the body of your request, write what you want VSPA membership to know. You may Include related necessary photos and graphics.
   * Do not type using all uppercase letters (Use both upper and lower case).
   * Do not type your request in one long sentence, nor in a single page-length paragraph statement.
   * A Contact Name with email and phone number must be included. The Contact Named is responsible. for ﬁelding all questions and handling all related issues that may arise.
6. Do not email or phone other Board Members or Staﬀ requesting a mass-email (they may refer you to VSPA’s online <Homepage>< About><Request Sending a Mass-Email> at: ht[ps://www.vspa.com/pdf/vspa\_mass\_email\_request.pdf.](https://www.vspa.com/pdf/vspa_mass_email_request.pdf)
7. Do not ask VSPA to send a mass-email to VSPA members for an event that conﬂicts with VSPA events, or VSPA’s Annual Membership Reunion or preceding dates. VSPA does not want to compete or cause ﬁnancial hardship for a member who can only attend one event.

# What Happens after submitting a Mass-Email Request?

The VSPA Communications Director will approve, reject, or refer the request. An explanation may follow, as VSPA bylaws and incorporation requirements for non-proﬁt veteran organizations may be an issue. VSPA reserves the right to edit your request. Any edited revision will be submitted for your review.

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