

MASS-EMAIL REQUEST PROTOCOL

How to Request a VSPA Mass-Email to All or Selected VSPA Members

ABOUT MASS-EMAIL REQUESTS

Membership Mass-Email requests related to veterans issues are referred to the VSPA Communications Director, who may approve, reject, or refer them. An explanation may follow, as VSPA bylaws and incorporation-requirements for nonprofit veteran organizations may be an issue. VSPA reserves the right to edit approved mass-emails, if necessary, and may be returned for your review. Mass-Emails will not be sent without approval of the Communications Director, who may consult with other VSPA Board members.

HOW TO SUBMIT A MASS-EMAIL REQUEST

Membership Information will never to be mass-emailed with members' personal information, addresses, phone numbers, emails, or birth dates. Our intentions are never to blast membership with a continuous barrage of emails.

1. **All Mass-Email requests should be typed as you would like them to appear** and submitted as a Word document (.docx) or PDF(.pdf) file, to the VSPA's Communications Director for review. We will not write your Email for you. Your typing should be checked by your document's "spell-grammar checker" prior to submission. It is preferred that you type and design your Email and save it as a PDF document ready to post.
2. **Mass-Email requests have size limitations** and are generally one page or less. Longer submissions may require approval.
3. **In your Mass-Email's "Subject Box"** enter a brief description of the mass-email's purpose. Be brief (under 30 characters are preferred).
4. **In the "Body" of your request**, write what you want VSPA membership to know. You may Include related necessary photos and graphic images (Generally only one).
5. **Do not type using all uppercase letters** (Use both upper and lower case).
6. **Do not type your request in one long sentence**, nor in a single page-length paragraph statement (no one will read it).
7. **A Contact's Name, Email and Phone Number are required** for handling and fielding all questions generated by your Mass-Email and will be rejected without it.
8. **Do not email or phone other Board Members or Staff** requesting a Mass-Email.

WHAT CAUSES MASS-EMAIL REQUESTS DELAY OR REJECTION?

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

- Non-related veteran-issues requests are very likely to be disapproved.
- All pollical endorsements and contributions requests are disapproved.
- Requests considered SPAM or not-family-friendly will be rejected, along with those conflicting with VSPA purposes, events, or Annual Membership Reunions and dates. VSPA does not want to compete with other events, nor cause financial hardship for a VSPA member who can only attend one event.