# **MASS-EMAIL (MS) PROTOCOL**

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

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 never to be mass-emailed includes addresses, phone numbers, emails, birthdates, and information not relevant to the request or purposes of this organization. Our intention is 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 political endorsements and contribution requests are disapproved.
 - Requests considered SPAM or not family-friendly will be rejected.
 - Requests may be referred elsewhere.

 Approved Membership mass-email requests related to veteran issues will be reviewed, and
 assistance offered as appropriate.

**How to submit a Mass-Email request?**
1. All Mass-Email requests are submitted to the Communications Director, Don Poss (LM-37).

2. Preferred submitted application is a Word .docx (please use spell-grammar check), or Adobe PDF. **Attach the Word Doc or PDF to your email request.**
3. 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 would refer you
 to VSPA’s online <Homepage>< About><Request Sending a Mass-Email> at:
 <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.