

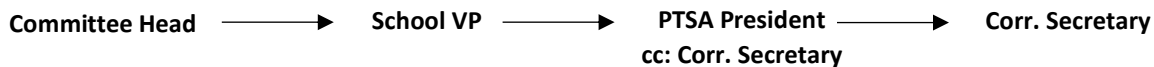
RYE NECK PTSA

Email Blast Guidelines

Any Committee Head who wants to send out an email blast must follow the below instructions.

All blasts must be emailed directly to the School VP for approval. Email blasts can be approved months in advance but **NOT LESS THAN 4 DAYS** prior to the date requested for sending. *We urge you to get your blasts to your VP as early as possible.* Once approved, your VP will forward the request to the PTSA President (and cc: the Corresponding Secretary) for final approval. **No emails will be sent out without written approval from the PTSA President.**

Email Blast Distribution Process



All email blasts should be in **text format** (No Word or similar documents) as the content of your email. **Formatting is not necessary.** Our Corresponding Secretary will adjust colors, formatting, and fonts. You may include an attachment to be sent with the email. If you would like to send a reminder or follow-up email(s), include the date you want the reminder sent as well as the revised content and/or subject line, if applicable. All email blast requests should be sent in the following format:

Please look at the email example below and follow this as a general guide

From: Jane Doe
To: School VP
Subject: Spring Fair Blast

School VP,

I would like to send out the following blast on Monday, April X, XXXX.
Please send to [select which schools to send to – DW, FEB, MS, HS, or a combination thereof].

BLAST EMAIL SUBJECT: Spring Fair

BLAST EMAIL CONTENT:

Please come to the Spring Fair.
April 22 from 11-4.
Fun for all ages.

Please send a reminder to [select school(s)] on Friday, April X, XXXX.

BLAST EMAIL SUBJECT: REMINDER: Spring Fair is tomorrow!!!

BLAST EMAIL CONTENT:

Please come to the Spring Fair.
April 22 from 11-4.
Fun for all ages.

Please include which school[s] the email should be sent to.

Please include your blast subject line with exact the exact title you require.

Content should be in simple text format.

Please include information for a reminder email, if necessary.