

### Email communications within the Guild

Email communication within our Guild has been evolving over the past several years. Only about 20 out of our approximately 150 members do not have email addresses, making this an efficient and cost effective way of communicating information.

The executive has developed some protocols to guide our use of this communication vehicle.

Patti MacKinnon and Sharon Bourque (for as long as they are willing) will be the primary conveyors of information to the membership via email. When they are in doubt as to the appropriateness of a message they will consult with the President.

- The Newsletter Editor and Membership Coordinator will also have access to the Gmail account to relay newsletters and to update contact lists.
- Emails will be forwarded to the membership for the following reasons:
  - To relay information about events, retreats, quilt shows etc., hosted by other guilds or fibre arts organizations.
  - To relay information about serious illness or death of a Guild member such as visitation information etc.
  - To relay information, from any of the **paid** advertisers in our Guild Newsletter, about sales, store hours etc.
  - To relay information about in house Guild activities such as Newsletter or Program information
  - To relay information about inclement weather closures
- Emails will **not** be forwarded to the membership for the following reasons:
  - Any requests from business enterprises who have not advertised in our Guild Newsletter, regardless if they are Guild members or not. These parties will be diplomatically advised that the information will be forwarded to our President for conveyance at a meeting, and they will be provided contact information for our Newsletter Editor should that they wish to take out an ad in our Guild Newsletter.
  - Any requests from Guild members who wish to advertise the selling of personal merchandise, or fundraising activities they are involved in. Members should be advised to contact the Newsletter Editor about a possible notice in the next Newsletter, or the Librarian about a posting on a bulletin board in the library. They might also, subject to time constraints, speak directly to the membership at a meeting.
  - Any other emails of a personal nature.

**The following administrative details related to incoming emails to the Guild from outside parties were also determined:**

- That our official email address be [sdgsguild@gmail.com](mailto:sdgsguild@gmail.com) be noted as the contact email point on all Guild publicity vehicles such as the website, newsletter, newspaper and other ads.
- That communications received at this gmail address be automatically forwarded for action to both Patti MacKinnon and Sharon Bourque.
- That Patti and Sharon use their judgement in dealing with incoming communications from outside the Guild. Incoming mail should be acknowledged with the sender and then passed along to the appropriate executive officer for action as required.