

St David Parish Email Blast Information

General Information

St David Parish has created a parish email account for the purposes of providing an additional method of communication with its parishioners. Parish organizations are being given the opportunity to request an email blast when appropriate.

The Parish Staff/coordinator will maintain sole discretion as to the acceptability of email requests. The following guidelines are designed to ensure that:

- A. Privacy of parishioners' email address is maintained at all times
- B. Emails remain periodic and not overwhelming to the recipients
- C. Content is appropriate and applicable to the Parish as a whole

Privacy

In order to protect the privacy of our parishioners' email addresses will not be shared or distributed to anyone requesting an email blast. Rather, the parish staff/coordinator will maintain the address book and conduct the email blast on behalf of the requesting party. All email blasts will conceal the listing of recipients by making use of a blind carbon copy (BCC:).

Frequency

Email blasts are being offered as a supplemental form of communication and should be supported by announcements in the bulletin. So as not to replicate the bulletin in its entirety on a weekly basis, and to prevent emails from going out too frequently and thus wearing out their effectiveness, the parish will impose limits on the email blasts. Groups who are promoting an event shall only be permitted to announce via email twice.

Acceptable Content

Emails should be designed as a call to action (i.e. attend this upcoming program, come to this event), as opposed to general information. "FYI" type announcements are most appropriate for the weekly bulletin. The Parish email account is to be used to provide information that is applicable to the entire parish, i.e. events that are open to all St David Parish.

Examples include, but are not limited to:

- a. Parish Mission
- b. Advent or Lenten events
- c. Parish Anniversary/Celebration
- d. Parish Christmas Party

Unacceptable Content

The Parish email account may not be used to strictly solicit money (i.e. requests for weekly donations, Cardinal's Appeal, capital campaigns, etc.). However, invitations to fundraising events are acceptable. Email blasts from a particular ministry must appeal to the parish as a whole. Therefore, information about a ministry's own events which do not include an open invitation to the entire parish is not permissible. Ministries may not use the parish email account to solicit membership. If permitted, the requests for this type of email would be overwhelming to the recipients. Ministries are encouraged to seek new members through other means, such as bulletin announcements and personal invitations.

How to request an email blast

Contact the Parish Staff member assigned to the ministry or commission sponsoring the email message. Provide the copy of your desired text and subject line. Please proofread your message, taking special note of dates, times and locations. Messages are best with simple text included in the message. Attachments are not recommended. Images cannot be included unless they are hosted on a third party website (pictures will show up as attachments unless they are uploaded to a website). The Staff member/coordinator will coordinate your desired blast date. Please allow ample time for suggested revisions and approval process. The final copy must be mutually agreed upon by the Staff/coordinator and party requesting the email blast. Final approval rests with the Pastor.