**RYE NECK PTSA**

**Email Blast Guidelines**

* Procedure**:** Please send all email blast requests to your VP for approval. Email blasts can be approved months in advance but **MUST BE SENT FOR APPROVAL** **5 OR MORE DAYS PRIOR TO THE DATE REQUESTED FOR SENDING**. 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.**

**Corr. Secretary**

**School VP**

**PTSA President**

**Committee Head**

**cc: Corr. Secretary**

* Format: All email blasts should be in **text format** (No Word or similar documents) as the content of your email. **Formatting is not necessary.** Include:
	+ the school(s) the email will be sent to
	+ Date(s) email should be sent
	+ Subject line of email
	+ Email Content
	+ If you want to include an image, **IT MUST BE IN .PNG or .JPEG.** If you want to link to a document, it can be in PDF.
* Reminder Emails: If you want to send a reminder email(s), include the date(s) you want the reminder sent as well as the revised content and/or subject line, if applicable.

**Here is a sample blast request to use a general guide:**

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

**Content should be in simple text format**.

**Please include information for a reminder email, if applicable**

**To:** School VP

**Subject:** Spring Fair Blast

School VP,

I would like to send the following blast on Monday, April X, XXXX 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.

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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 the date the email should be sent and which school[s] the email should be sent to**.