

## HCDCC Procedure for Bulk Email

The Humboldt County Democratic Central Committee (HCDCC) receives numerous requests to send out email messages to recipients in our database. In order to insure ongoing confidentiality of our list and also that email sent using this list is appropriate, we have established the following criteria:

- Email will be related to the business of HCDCC; and, or
- Email will be sent for HCDCC endorsed candidates and elected democratic officials.

In order for HCDCC to consider a request to send an email, we require the following:

- All requests received will be written according to HCDCC bulk email guidelines. If not done so, the request will be returned to the originator to edit.
- All requests will be sent to the appropriate HCDCC committee chair. If the suggested email is not relevant to a HCDCC committee, email requests will go directly to the HCDCC chair.

**Standing Committees** are:

**Outreach and Voter Registration** - Voter registration, tabling at community events, and community outreach. Also responsible for hosting information forums and direct outreach to other constituencies.

**Campaign Services** - Active during campaign seasons educating local voters, networking with Democrats statewide, organizing campaign volunteers and GOTV (get-out-the-vote) efforts. Year-round responsibility for supporting the Humboldt Precinct Captain program.

**Operations** - Physical, technical, and communications resources necessary to support HCDCC activities. Responsible for HCDCC website, newsletter, and the expanding library of DVDs, video tapes and books.

**Communication and Education** – Relevant issues and calls for action. Develops resolutions, letters to be considered by HCDCC for passage. Responsible for press releases, media interface, platform and plank development and networking with local and statewide Democrats.

**Ways and Means** - Financial overview and development of HCDCC budget. Plans and conducts HCDCC fundraising events.

- Upon review by the appropriate committee chair, all requests for sending a bulk email will then be forwarded to the HCDCC chair for his/her final approval
- Chair will then forward approved requests to the HCDCC member maintaining the HCDCC database for distribution.
- All responses to emails will be forwarded by HCDCC to the originator of the email. That person is responsible for responding to all questions and comments. The originator of the email will take care to respond to the sender and not “reply” or the response will come to HCDCC and not the intended recipient.
- Disclaimers will be added if an email does not originate from HCDCC. The following will be added: “HCDCC is sending this message at the request of” and “Do not respond to this email address. Respond to the email address contained in this message.”

## HCDCC Bulk Email Format Guidelines

This document is designed to assist you in the preparation and distribution of email through the HCDCC list. It will significantly increase your chances of getting the most exposure for your event, meeting, or issue.

### *1. Include All Necessary Information*

While this may seem like a simple thing, we receive numerous emails that do not have basic needed information, such as a date for the event. They'll say "tonight," for example instead of the day and date. Include who is invited to attend, the date and hours of the event, the place where it will be held, the type of event, why it is taking place, and a contact number for both the public and the media. Keep it short. Long, full-page emails are rarely read due to time constraints. URL links for maps or directions is helpful to your recipients.

### *2. Identify Yourself or Organization*

Identify yourself or organization clearly somewhere in your email. Include contact information. For example if you are asking the recipient to call or email you, provide **your number and/or email address**.

### *3. Release Date*

It may seem like sending an email as early as possible is the right way to go. But "too early" can be detrimental. Email inboxes fill up, events off the radar get pushed to the back, or the recipient loses interest before the event arrives. Include date you would like e-mail sent out and we will have our volunteers endeavor to meet that date.

### *4. Spell check & Grammar Check*

Be sure your announcement is letter perfect. After checking it electronically, have a friend or colleague read it before sending it to HCDCC.

### *5. Remember the Basis WWW&H of Journalism*

Who, what, where, & when (and if applicable why & how).

### *6. Use the Inverted Pyramid*

Assume that your announcement will not be read all the way through. Put the most important information at the top and less important information at the bottom.

### *7. Bullets not Paragraphs*

Readers skim email at best. Use bullets or numbered items, not blocks of text.

### *8. No Fancy Attachments or Memory Eating Graphics*

Recipients of our list tend to unsubscribe when we send large files.