

## Mass Email Guidelines

This guideline outlines what types of email messages RNAO Home Office will send to Chapter and Interest Group members on behalf of the group executive. This is to assist Chapter/IG executive members and Home Office staff in determining appropriate messages for sharing via RNAO's Home Office email servers.

**Definition:** Mass emails are messages sent by RNAO Home Office to members of a specific interest group, chapter or region. This service is provided to facilitate the ability of Chapters and Interest Groups to communicate with and engage their members. This service is not intended to benefit individuals or companies and should not be used for commercial services.

### Mass emails containing the following content will not be circulated.

- Messages contrary to the goals and ends of the association
- Messages that violate our Board Policies relating to Advertising or Sponsorship
- Advertising for commercial services of any type
- Advertising for professional development opportunities or conferences/workshops that are not organized by the Chapter or Interest Group themselves. (Advertising third-party events via paid ads in the *Registered Nurse Journal* or an Interest Group or Chapter newsletter is more appropriate.)
- Advertising of job and volunteer opportunities. (RN Careers, the *Registered Nurse Journal*, RNAO's Career Expo or an Interest Group or Chapter newsletter are more appropriate avenues for recruiting.)
- Advertising of fundraising or charitable efforts not endorsed by RNAO
- Messages that have not been approved by the most responsible person on the executive, typically the President or Chair
- Messages cannot be sent by the executive of one Interest Group or Chapter to the membership of another Interest Group or Chapter without the approval of the targeted group's executive

### Messages sent from Home Office on behalf of Interest Groups and Chapters will include:

- The identity of the source of the message and who to contact for further details
- Advertising for events organized and/or sponsored by the group
- Updates on Chapter/Interest Group initiatives, including awards, surveys, meetings, minutes, elections, newsletters and other news
- Messages that will be of value to members of the group and will support their professional nursing practice

## Other requests

For other types of messages not discussed here, we would be happy to accept requests and suggestions, but consultation with staff from the relevant RNAO department, especially communications or nursing and health policy, is required.

When any RNAO group (chapter, region without chapters or interest group) wishes to communicate a message aligned with RNAO's values and ENDS to its members, RNAO's Membership & Services team will be delighted to forward the communication to members of your group.

- **Chapters/regions without chapters** - contact Patti Hogg at [phogg@RNAO.ca](mailto:phogg@RNAO.ca)
- **Interest groups** - contact Carrie Edwards at [cedwards@RNAO.ca](mailto:cedwards@RNAO.ca)
- **Event registration services** - contact Kumudhini Thavaraj at [kthavaraj@RNAO.ca](mailto:kthavaraj@RNAO.ca)

Unless it's an urgent communication, home office usually sends chapter/region emails on Thursdays and Interest Group emails on Fridays. Home Office strives to send out communications within four (4) business days.

Examples of types of messages and how they would be treated by these guidelines – please note this list is just a guide and is not exhaustive. Please contact Home Office with your specific request if you are not clear.

Type of message	OK or not?	Notes
Info about a conference/workshop organized by RNAO Chapter or IG	OK	
Info about IG/Chapter survey	OK	
Information about upcoming IG/Chapter executive meeting or event	OK	Events can be held at restaurants, hotels, schools, workplaces, community spaces & pubs/wineries, etc. (alcohol served will not be paid for by RNAO)
Notification that newsletter for IG/Chapter is now available	OK	
Invitation to rally	OK	In consultation with policy department
Invitation to community meeting about pesticides	OK	In consultation with policy department
Request for consultation from local LHIN	OK	In consultation with executive office
Campaign materials for an RNAO member running for office	OK	In consultation with executive office; see Board Policy PG7 - Support for members who are running for elected public office
Job posting from local hospital	No	Try RN Careers, Career Expo or advertising in <i>Registered Nurse Journal</i>
Volunteer opportunity at a camp for special needs kids	No	Try RN Careers, Career Expo or advertising in <i>Registered Nurse Journal</i>
Advertising great discount on orthopaedic shoes for nurses	No	Contact Home Office about negotiating an affinity program
Information about an upcoming third-party conference for nurses in a particular specialty	No	Try advertising in <i>RN Journal</i> or IG/Chapter Newsletter

Sharing information about a member's personal fund raising initiatives, like a walk to raise funds for a specific disease	No	Chapters/IGs may participate in fundraising activities as a chapter event but only to raise funds for a specific cause, e.g. homelessness or violence against women etc
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Edited by RNAO Membership and Services June 2017