



GFWC Communications and Public Relations Newsletter January 2019

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Email

Take a few minutes to consider how to make the most of your emails. Making a few simple changes may make your use of email more effective for you and those you serve.



GENERAL FEDERATION
of WOMEN'S CLUBS

Making the most of your email

Let's review parts of a typical email.

From: Reconsider your email address name.

- PuppyHugger@email.com may bring a smile to your family and friends, but may be viewed differently by someone who knows very little about your club and GFWC. Make sure to use a professional address when working with other organizations and elected officials.
- To protect yourself from identity theft, don't use any part of your birth date or any date/year of importance to you in your email address.
- Consider how confusing it may be to someone if your email address includes someone else's name. While this is fine when emailing friends and family, use an email that is clearly connected to you when emailing others about club business.

Consider creating an email exclusively for GFWC.

- Search for "free email account" to find many options available. Do your research before signing up for an account.
- Consider something simple to remember but professional. "GFWCYourName" or "YourName1734" would serve to identify yourself with GFWC.

To:, CC: and BCC:

- To: This should include anyone who is expected to take action.
- CC: (Carbon Copy or Courtesy Copy) Consider who else should be included in this conversation. If you are on a committee, always include the chairman. If you are conducting club business, you may want to CC: your club President. (All recipients can see who is cc'd)
- BCC: (Blind Carbon Copy) Consider this option if you are emailing a group of people, especially people who may not have access to the email addresses of others in the group. Put your email in the To: line and your group emails in the BCC: line. (BCC is private. Recipients cannot see who has been bcc'd.)

“Reply”, “Reply All” and “Forward”

- Hitting “Reply” responds only to the sender. Consider if anyone else should be receiving your reply. You may choose to reply to some or all recipients depending on the circumstances.
- Think very carefully before hitting “Reply All”. Would you stand up in the middle of a meeting to announce this information to everyone in the room? If not, you may not need to “Reply All”. If you are trying to make a group decision, “Reply All” is needed to keep everyone informed.
- Be mindful to not lessen the effectiveness of your emails. Use “Reply All” sparingly.
- Write emails as if you expect it to be “Forwarded” to others. Notify the sender if you are forwarding an email because you notice someone was left off a group list.

Subject: Short, searchable, and straightforward

- Avoid being too wordy. When it comes to Subject Lines, “Short, Sweet, and to the Point” should be your motto.
- Consider how easy it will be for your recipient to find your email later. If you are working on an ongoing project, how easy will it be for your group to reference an email sent at the beginning of that project? Develop a few key words (e.g. “GFWC Playground Project”) when writing about an ongoing event.
- A subject line should announce why the recipient is receiving this email. Increase the likelihood of your email being opened and read by being clear as to why it is being sent. Also, make sure your recipient understands this email is meant for them.

Body of your text:

- Explain why you are sending this email. Don’t leave your recipient wondering what they are supposed to do with this information. If you need your recipient to take action, explain what you need them to do.
- Be courteous and professional. Remember, you are representing GFWC, your state and your club.
- Read your email out loud before sending. Spellcheck and check your grammar. You don’t want your message to be lost because of a careless error.
- If you are upset, consider allowing someone else to read the email before sending. Emails are like postcards; realize they can be shared with others.

Signature:

- Take the time to develop a signature. Include any office you currently hold. Keep this signature up to date editing your information as needed. Consider including the website addresses for GFWC, your club, etc. so that your recipients can learn more about your organization.
- Look for the “GFWC Stylebook” on gfwc.org under “GFWC Resources” to see how to format an email signature and what information to include.



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