

## OGG Email Communications Policy

OGG shall maintain a set of mailing lists for the purpose of sending out email notifications about items of interest to glass artists and OGG members in particular. Separate mailing lists will be maintained for current OGG members of each chapter and for expired or non-members.

### **How email addresses are added and removed from the mailing lists:**

The email address provided on each OGG member's registration form will automatically be offered the option to subscribe to the all-members mailing list and the appropriate chapter mailing list. Email addresses will be removed from these mailing lists at the owner's request. Email addresses of expired members will be transferred to a non-member list in March of the year following their membership expiration.

Non-members may request that their email addresses be added to a public mailing list by filling out a request form on the OGG website. A similar mechanism on the website will enable either members or non-members to request that their name be removed from the mailing lists.

### **How email is sent to those on the mailing lists:**

Email will be sent to those on the OGG mailing lists by the OGG communications director or by those designated by the OGG communications director to act on their behalf. The communications director and those designated to act on their behalf will be referred to simply as CD in the remainder of this document.

Individual members or non-members having items that they wish to have sent to one or more of the OGG mailing lists should email their item to the communications director at [communications@oregonglassguild.org](mailto:communications@oregonglassguild.org), in a format ready for distribution, but with a header message indicating the mailing lists to which the email is to be forwarded.

The CD will forward the email to the specified mailing lists if deemed appropriate. The CD may, at his or her discretion, decline to send the email at all or may change the selection of mailing lists. When this is done, the CD should inform the original requestor of the change and explain their reasons. The CD may also make adjustments such as reformatting the email for clarity. If the email contains attachments, the CD will, if necessary and possible, reformat them into pdf. This is for purposes of more universal readability and to avoid the possibility of distributing viruses that may be contained in other formats such as those used by Microsoft Word and Excel.

Email items containing special offers for OGG members will typically be sent only to the member mailing lists and not to the non-member mailing list.

## **Email appropriate and inappropriate for distribution to mailing lists:**

The OGG mailing lists are intended primarily for notifying OGG members and non-members who have joined the list of items of interest to glass artists and to members of the OGG community. Examples of items appropriate for distribution include, but are not limited to:

- OGG meeting notices
- Requests from the general public for help or information that may be available from OGG members.
- Offers from individuals or one-time offers from commercial businesses for items for sale or donation that may be of interest to OGG members.
- Information concerning the health and welfare of OGG members. OGG members care about one another and want to know when other members may be in need of help or support.

OGG respects the privacy of its email list subscribers and will not allow its mailing lists to be used for commercial advertising or spam. In general, the following types of email requests are not appropriate for distribution and will be declined by the CD:

- Notifications of classes, sales or special events hosted by commercial businesses which maintain their own mailing lists for such purposes. It is expected that individuals interested in such notices will subscribe to the mailing lists of the business itself.
- Emails promoting individual shows or open studios. Artists are expected to maintain their own mailing lists for the purpose of promoting their own business. There are simply too many artists in the guild to make it practical for the CD to forward emails promoting all of their businesses.
- Emails recommending or promoting a specific commercial business. OGG wishes to remain neutral with respect to businesses.

The above examples are not an exhaustive list of all of the types of email that the CD may be asked to forward. The CD is authorized to use their own discretion to decide if any particular email should be forwarded while attempting to adhere to the preceding general guidelines. As with any such policy, there will occasionally be the need for exceptions to these rules and such exceptions are left to the discretion of the CD. Some examples of exceptions that have been made in the past include:

- Commercial business offers that include a special discount or benefit for OGG members.
- Individual shows or exhibits that are prestigious and represent an honor more than simply a sales opportunity. We want to acknowledge and celebrate the achievements of our members.