

Broadcast Guidelines

Volunteers must use the broadcast system for mass e-mails to members and/or non-members (third party mailers are not allowed).

Broadcast request processing timescale: under normal circumstances, **HQ will aim to process all broadcast requests within 3 working days of receipt**. If we are experiencing high volumes or Alan is away we will let you know with warning

In order for us to process your broadcast request as quickly as possible, could you please also ensure that:

- The template is saved and sent in its current format (Word document)
- Any additional information relating to the broadcast (e.g. hyperlinks, preferred text/image placement, etc.) is contained within the template, using the 'Notes/other information' box
- All images are appropriately resized before embedding
- PDF attachments are no larger than 1.5MB (preferably a lot smaller, as there is a 2MB maximum size for broadcast e-mails)
- Large documents such as SIG magazines should be uploaded to the website and/or Issuu instead of being sent as an e-mail attachment. A link to the document can be provided in the broadcast e-mail instead.
- Consider the frequency of communications you send also, ideally you use the broadcast system to send out large and succinct messages that require this platform. We recommend utilising your other communication platforms e.g. social media for more general communications.

Additionally, if your broadcast content is a PDF attachment (e.g. a flyer/poster for an upcoming event) please use the template to provide some brief introductory text, as the main body of the broadcast e-mail cannot be blank.

Broadcasting outside your Chapter/Group/Region

If you wish to advertise your event to another Group or area, please contact the Group Chair/Regional Organiser in the first instance. If you have no response please contact the Volunteering Manager.

Sending a Broadcast

- Download the Broadcast template from the Volunteer Documents.
- Please complete each section adhering to the guidance provided.
- Email your completed broadcast template to broadcast@rps.org working within the timescales above.

