Volunteer Email Communication Guidelines

To request an email (newsletter/update etc.) to be sent to members of your Group/Region/Chapter, volunteers will need to complete the email request form and send it back to volunteers@rps.org.

Email request processing timescale: the volunteer team aims to process all email requests within **3 working days of receipt**. You'll get informed if that can't be met e.g. Christmas closure.

For us to process your email request as quickly as possible, could you please ensure that:

- The form is saved and sent in its current format (Word document).
- Any additional information relating to the email (e.g. hyperlinks, preferred text/image placement, etc.) is contained within the Main Email Content section of the form.
- All images are sent as named attachments via email, credits should be provided for all images.
- The maximum size for all documents is 5MB.
- Large documents such as SIG magazines should be uploaded on Issuu (access details on request) or the website platforms media library (Umbraco). Please provide a link to the document, which will then be embedded in the email body.
- It is important to consider the frequency of communications you send. Monthly is a reasonable frequency. Ideally you use the email communication system to send out large and succinct messages that require this platform. We recommend utilizing your other communication platforms e.g. social media for more general communications. Email communications should always be sent out via the Volunteer Team and third parties should not be used for GDPR reasons. The RPS needs to be responsible for personal data and all data processors.
- Additionally, if your email content is a PDF attachment (e.g. a flyer/poster for an upcoming event, magazine via issuu etc.) please use the form to provide some brief introductory text, as the main body of the email cannot be blank.
- The email sign off will be presented consistently and taken from the sender details unless otherwise specified in the main email content.

Emailing your Group/Region/Chapter

Emails will be automatically sent to your full list of Group/Region/Chapter members. If you want other Chairs/Organisers to share an event on your behalf, you will need to directly ask them to do this, and they need to subsequently include the detail of your event in their member communication email request form. All emails are sent in adherence to members email consent and relevancy.

Sending an Email Request

- Download the email request form from the Volunteer Documents Area.
- Please complete each section adhering to the guidance provided.
- Email your completed email request from to volunteers@rps.org working within the timescales above.

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