

## GAWL Eblast Policy/Procedure

### 1. Monthly Eblasts:

- a. Monthly eblasts for GAWL will go out on the first day of the month with blurbs being due to GAWL's Executive Director by noon on the 28th day of each month. If the last day of the month falls on a weekend or a holiday, the eblast will go out on the following workday.
- b. Monthly eblasts requests should be provided to GAWL's Executive Director on the GAWL eblast Form. The information should be limited to 100 words or less, and sent to GAWL's Executive Director in the exact format that will be published in the eblast e-mail.
- c. Monthly eblasts for the GAWL Foundation will go out on the 15<sup>th</sup> day of the month with blurbs being due to GAWL's Executive Director on the 13<sup>th</sup>.

### 2. Stand Alone and Interim Eblasts:

- a. All Stand Alone and/or Interim eblast requests shall go through the VP of Communications. She is best situated to evaluate the volume of eblasts being sent and whether to approve/not approve an eblast request. She shall communicate with the President, VP of Programs, and the Executive Director on eblast requests, if necessary. The VP of Communications will then email the entire Board, if she deems it necessary, to compile any other blurbs in that e-blast. The VP of Communications will schedule the eblast to be sent out as soon as possible after the request taking into account such factors to include the calendar of eblasts that have gone out or are scheduled to go out for the month in question and the timing of the event to be included in the eblast.

**Updated: November 2011**