

## **MORE2 Communications Guidelines**

### **Approved November 2010**

The MORE2 Communications Steering Committee (CSC) will be comprised of Bob Miller, Lisa Ross, Pete Stover, Sandi Holderman, and Mary Lim-Lampe.

#### **Web Site Guidelines**

The Web Editor will try to keep an upcoming event at the top of the News page. Issue Group leaders and the Executive Director will be the primary sources of new information. Each Issue Group must have a contact on the Board that can be listed on the web site. This contact will provide updates to the Web Editor for the calendar, upcoming events, and their Issue Group page. All updates are subject to review and editing by the web editor, the Executive Director, and/or the CSC. Revisions to submitted updates will be reviewed by the submitting party for approval of the changes. Any significant web site content changes will be reviewed by the CSC.

#### **Email Guidelines**

We maintain contact information in Raiser's Edge database which is a Gamaliel service based in St. Louis. Mary can request email lists for Board Members or all MORE2 Supporters. The Board Member list is determined by the certification forms submitted each year by each congregation. Core Teams may distribute emails sent to Board Member more widely within their congregation as they deem appropriate. The MORE2 Supporter List is anyone who has given us their email id. This list will be used to send a quarterly newsletter and to communicate information about MORE2 public actions and meetings. The Supporter List may also be used to communicate information about other activities MORE2 has decided to support as an ally. Use of the list for things not directly related to MORE2 should be approved by the Executive Committee. We recommend that folks who do not have email find a friend who does have email that can keep them informed. Email addresses of board members will be made available to board members by the Executive Director or the recording secretary.

#### **Mailing Guidelines**

Once we find a newsletter editor, we will gather and publish MORE2 news quarterly and email it to the Supporters list. We will prepare a mailing following the banquet to thank those who made a donation at the banquet and/or during the first half of the year and prepare another mailing in January to thank all those who made a donation in the prior year that shows the total amount they donated during the year for use in their tax reporting.