



# Team Wench Standard Operating Procedure for Posting to Team Wench Events List

## Purpose

The Team Wench Events list on Yahoo-groups (<http://groups.yahoo.com/group/TWEvents>) is an announcement-only mailing list used to inform interested parties about Team Wench events in the Washington, DC-Metro Area. This includes events that Team Wench is producing (Privateer Feast, MS Fantasy Ball, etc.) as well as events/walks that the Team is taking part in (Avon Walk for the Cure, MS 5K Walk and Chesapeake Bay 2-Day Walk, etc.).

## Procedure

Please be aware that the TWEvents list includes many members who are **not** members of Team Wench, nor are they interested in becoming a member of the team. Many are members of the general public who want to know when we're holding events so they can come join us and have fun! Please keep this in mind as you're writing your information postings for this mailing list.

In order to make this list a useful, low-volume resource for its members, some new posting guidelines are being implemented:

Step	Action
1.	Anyone who wants to be kept informed of Team Wench events can join this list – there are no limits or restrictions on list membership. Only Board members and current Event Coordinators can post to the list. Anyone else who wants to send an announcement to the TWEvents list should direct their message to the Board at <a href="mailto:board@teamwench.org">board@teamwench.org</a> , and a Board member may approve and post the message. TWEvents is a moderated list, which means that <b>all</b> postings need to be approved before they will be sent out.
2.	Use descriptive subject lines. Put the name of the event in the title, so that recipients who are not interested in that particular event can easily delete the e-mail. <b>Bad Example:</b> “Hey, come to our event!” or “Date announcement” <b>Good Example:</b> “Date announced for Help the Homeless Walk”
3.	Make the announcement as complete as possible. Please list all the relevant information about any event in one posting so that a potential attendee can print it out and put it on their bulletin board. <b>Bad Example:</b> Posting three times in one week with the date of an event, then the place the event will be held, and then a correction to the first post. <b>Good Example:</b> One posting that includes the what, when, where, and who of an event.



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4.	<p>Do not send more than one e-mail a week about your event! Remember that the list subscribers have been promised a “low-volume” list, so don’t get carried away trying to promote your event with this mailing list.</p> <p><b>EXCEPTION:</b></p> <ul style="list-style-type: none"><li>• If you are holding a time-limited special online ticket sale, you may send an announcement to the list before the sale, and again when the sale is over.</li><li>• Other exceptions may be granted by the list moderators on a case-by-case basis.</li></ul>
5.	<p>If you refer to a website in your post (where to buy tickets for an event, where to get more information about a walk, etc.), be sure to put the full-path URL in your post. For most e-mail clients that will create a clickable link in the e-mail, making it much easier for the recipient to actually visit the site.</p> <p><b>Bad Example:</b> “Go to teamwench.org to get tickets.”</p> <p><b>Good Example:</b> “Go to <a href="http://www.teamwench.org/msfb/Tickets.html">http://www.teamwench.org/msfb/Tickets.html</a> to purchase tickets on-line.”</p>
6.	<p>This list is to be used for event announcements <b>ONLY</b>. No fund-raising messages should go out on this list, either for an individual walker/crew-member or for a team. You may ask for volunteers to join a team or to help work an event, as long as it’s part of a general announcement of an event. Please <u>do not</u> send posts specifically asking for donations. Yes, Team Wench is all about raising money for worthwhile charities, but TWEvents is not the proper venue for donation spiels – either the teamwench list or other mailing lists would be a more appropriate place to send those posts.</p> <p><b>Good Example:</b> “Team Wench will be taking part in the Help The Homeless Walk in Washington, DC, on November 17, 2007. If you’d like to be part of our team, please go to <a href="http://www.blahblahblah.org">http://www.blahblahblah.org</a> to join the Team Wench walking team.”</p>
7.	<p>All Team Wench Yahoo mailing lists are as basic-text as possible, to keep the mailings multi-e-mail-client friendly. Not all e-mail servers are able to handle HTML, so please use text-only postings – <b>no graphics or attachments</b>. Feel free to direct participants to the Team Wench website, where you can get as graphics-crazy as you want!</p>