

E-mail Guidelines

Fairfield County Tres Dias (FCTD) uses a variety of communications methods to provide timely and useful information to members of our community. Internet e-mail has evolved into our primary means of communication. We attempt to balance good communications with a respect for the privacy of our members. In an effort to protect consumers from unwanted e-mail (SPAM) and protect their privacy, the US Federal Trade Commission has established e-mail regulations for commercial entities. Although religious organizations are exempt from these regulations, we voluntarily follow them. The Communications Committee and, especially, our database manager are charged with helping the community remain faithful to these guidelines.

- (1) We routinely collect e-mail addresses from our members. We distribute these e-mail addresses to other members of the community only as necessary to conduct the business of our organization. We also distribute weekend contact information, including e-mail addresses, to those participating in the weekend. Members should not use contact information provided by the community for any commercial purposes or personal fund-raising. Where feasible, printed lists of contact information shall include a “privacy notice” reminding those with the list that the information should only be used for the conduct of community business.
- (2) E-mail addresses in our database will be organized so as to permit members to request that certain types of messages be sent to or excluded from each e-mail address. Examples of message types are *Upper Room* Notices, *Secuela* Announcements, Community News, and Prayer Requests. Members will be encouraged to OPT-IN and OPT-OUT their e-mail addresses from these types in the following ways:
 - a. The database manager will make available to those hosting *secuelas*, a report of member e-mail addresses, The report should be available to members at the welcome table(s). Members may use this report to update their e-mail information including what types of information they wish to receive at each listed e-mail address. This report will not be copied or distributed other than as necessary to facilitate the updating process. For example, the *secuela* host is encouraged to have a copy of this report available at each major entrance to the *secuela*. The *secuela* host will return all copies of this report to the database manager immediately following the *secuela*.
 - b. Messages sent simultaneously to a large number of members (bulk e-mail) will include an OPT-OUT section at the end of the message. The section will describe how a member can OPT-OUT from receiving similar messages in the future and will also give an opportunity to OPT-OUT of getting any e-mail messages from our community.
 - c. The mailing address, e-mail address and phone number of the database manager will be published in each issue of the *Upper Room* so that members can easily make direct contact to discuss and adjust their e-mail status and contact information.
- (3) Members using e-mail to conduct the business of our organization are asked to:
 - a. Include the phrase “Tres Dias” in the subject line of all communications. This will help members to quickly identify these messages as Tres Dias business. Members

are encouraged to set SPAM blocking software to always accept messages with “Tres Dias” in the subject line.

- b. Keep e-mail messages short and to the point.
 - c. Keep the total number of recipients in the “To:” field and “Cc:” fields to ten or fewer. Messages going to more than ten recipients should make use of the “Bcc:” field to protect the privacy of recipients.
 - d. Include only those recipients who need to receive the message.
 - e. Be especially sensitive when forwarding e-mail messages to others. People can be embarrassed when their messages are forwarded to unintended recipients. If it is necessary to forward an e-mail message, edit the content so as to only forward the portion of the message needed for effective communication.
 - f. When responding to an e-mail message, it may be helpful to include the original message in the response. However this practice can lead to lengthy messages with multiple responses running on for many pages. Members are encouraged to edit responses to include only the portion of original messages needed for effective communications.
- (4) Bulk e-mail communications to large numbers of members are generally sent via the database manager and only to those who have OPTED-IN for the type of message being sent. These bulk messages should follow the guidelines in the previous section and the content of such messages are generally limited to:
- a. Notices that a new issue of the *Upper Room* has been posted to the community web site.
 - b. Editorial corrections to the most recently posted *Upper Room*.
 - c. Schedules and driving directions for events such as Secuelas, Tres Dias School, and Community-wide meetings
 - d. Weekend information including schedules, locations, participants, weekend scripture, and specific requests for support including palanca requests
 - e. Prayer requests for community events, special community needs, and community leaders. Community leaders are generally defined as past or current rectors, key officers, and clergy who have served on multiple recent weekends.
 - f. Messages beyond the scope of these guidelines may be authorized by the President of the Secretariat.
- (5) Copies of the database will not be distributed except as necessary for “off-site” backup.
- (6) These guidelines will be posted to the community web site, and periodically distributed to members of the Secretariat, 4th Day Coordinators, Committee Chairpersons and Rectors. Recipients are asked to further distribute these guidelines to those members of their committees and teams who may use e-mail to conduct community business.
- (7) Developing personal Christian relationships among members is fully compatible with the purpose of our organization. Such personal relationships may include the exchange and use of contact information. These guidelines are not intended to restrict or replace good judgment regarding personal communication between members.