

MRC POLICY 121709 0 EMAIL BLAST POLICY.doc

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MRC email blast authority:

The MRC President shall have approval authority for all MRC email blasts to be sent out over the MRC Email Blast notification system.

The MRC President may request a \$100 usage fee on any email blasts that are not directly related to MRC activities. The usage fee is to insure that no conflict exists for the use of a MRC resource to directly benefit as an excessive gift an individual or cause not directly related to an MRC activity.

The MRC President can at his or her discretion delegate both the approval and usage fee request authority to the Director of Public relations.

The MRC email blasts shall be used for carrying out the charitable mission of the MRC as an 501(c)(3) organization. The MRC email blasts shall not be used to benefit any for profit individual(s), private organization. Nor shall it be utilized for involvement in political campaigns or lobbying activities.

All MRC email blasts shall conform to structure, design and guidelines as set forth by the MRC President. At the request of the MRC President individual email blasts may require the inclusion of disclaimers and or terms of use such as 'Not a MRC Sponsored Event'.

Sound business practices shall be followed at all times to insure that MRC privacy policies are followed for member's information. Blind carbon copy (BCC) for all recipients will be utilized so as not to broadcast the MRC members or recipients email address information. The list of MRC email recipients is both proprietary and confidential any unauthorized use of the list is prohibited and may be unlawful.

EXCEPTIONS – There are no exceptions.

REASON – This policy is intended to ensure the proper use of the MRC email blast system in keeping with our status as a 501(c)(3). This policy also establishes a base fee allowed to be charged should the MRC President deem appropriate. In addition it is to insure the privacy of all recipients.

ADDENDUM #1 -- This policy was reworded to fit within the new Policy Guidelines on 12-17-2009.