

Subject: [Reaching Your Members Via Email - Reminders](#)
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Reply To: Advising Communities Division <ACDIVISION@LISTSERV.KSU.EDU>
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Hi everyone,

We've had some questions on this lately, so posting again so everyone is clear on the this topic. This may be helpful to share with your Steering Committee as well, especially if you have a marketing or communications position there.

Reaching Members Via Email

The NACADA Executive Office keeps member data for your Advising Community in an AMS (association management system) called Protech. It allows us to customize messages to certain segments of the membership. Advising Communities are not allowed to collect email addresses from their membership unless related to running your steering committee or contacting potential volunteers after Annual Conference or the annual business meeting. This ensures that members aren't inundated with messaging from all the various outlets within NACADA, protects member privacy and standardizes NACADA branding. There are two options for sending emails on behalf of your Advising Community:

1. **Member System at the Executive Office** - The Chair (or appointed Steering Committee member responsible for marketing) must send the draft of the email that they wish to go out to their members to the Executive Office Liaison (lizbeth@ksu.edu) ideally 2-3 weeks in advance of when it needs to reach members. Lizbeth will review it and make suggested edits, if necessary. When it's ready to go out, she works with Michele Holaday in the EO to get it scheduled in Protech. Michele confirms when it can be sent and Liz lets you know when it will go out.
 - i. ***Can you include attachments in a Protech email?*** Yes, we can include limited attachments with a preference for pdf's. Consider creating a Google Doc and including that as an open link for anyone to view as an easy alternative to attachments.
 - ii. ***Messages from Protech always use the Chair's signature line*** that we have on file. We don't have signature files for others within the group so just be aware that messaging will always appear to come from the Chair.

- iii. *Messages will automatically include NACADA branding* so just the text of the email is required.
2. **Your AC's LISTSERV** - All AC's have a LISTSERV webpage linked from their main webpage for email discussions about the group's topic. The LISTSERV webpage includes the list email address where you will send messages. Find all AC webpages [here](#), then look for the LISTSERV link under *More Resources* in the right hand column. You must first join the LISTSERV in order to send an email. This also goes for the Chair as they are not automatically added to their group's LISTSERV. Follow the instructions to join.
- a. Remember, non-members of NACADA can join any of our LISTSERVs so you will not just be addressing members here. If there are membership requirements for open positions or to attend an event, please be sure and reiterate that on the LISTSERV.
 - b. *Can you include attachments to LISTSERV emails?* This can be problematic in terms of the number and size, so it's best to create Google Docs and link to those in your messaging or place all the text needed in the body of the email.
 - c. *Documents can also be linked from your group's webpage first* by placing a request with the EO Liaison (lizbeth@ksu.edu) and then linked in the LISTSERV email.
 - d. *Remember to include your email address in your signature line* or place the email address for responses in the body of your message somewhere. The default on the LISTSERVs is REPLY TO ALL so it's difficult for individuals to reply to just the sender without their email address somewhere in the body of the message or in a signature line.

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