

FEATHER RIVER RAIL SOCIETY

DATE: June 2019
ITEM: New Business Item 1
FROM: Eugene Vicknair

MEMBERSHIP ELECTRONIC CONTACT

As we are increasing our outreach to members, one area that we have not reviewed or expanded is our direct email appeals. We have been very conservative in our use of this approach and we have been very compartmentalized. For example, while we have a list of the Train Sheet to go out via email, we do NOT use this list for other email communications, including Board notices. That is a separate list.

I am proposing that we combine the Train Sheet and Board email lists and start using this new email list for direct communication to the membership, WITH opt out options.

Also, we amend our Train Sheet email selections in our publications to include email communications about Board Meetings and other museum events (annual meetings, store sales, etc.).

REQUEST: Approve amending relevant policies to allow greater direct electronic communication and merging of current email lists into single list for communication use by approved FRRS personnel and for approved FRRS events / needs. Implement appropriate opt-out options including opt-out of non-Train Sheet communications. Amend current selections for Train Sheet email delivery to include info on other email communications from FRRS.