

Effective Communication: A Guide for Congregations Electronic Mail, or e-mail

E-mail can be used for

Quick notices of emergencies, schedule changes or other special happenings in the congregation, to supplement a telephone tree

Regular reminders of meetings and other commitments, as well as distribution of minutes

Broadcasting the newsletter

Occasional notices of online resource links

Tips

Be selective! Don't flood people with mail.

Use the blind copy method (all addresses in the bcc line means they don't show on the message).

E-mailer programs such as topica.com, listserv.com or the LutherLink listserv will handle the details, so you just have to come up with the message and address it one time.

Always include "how to unsubscribe" at the end of your messages, as well as a signature, including full name and title, and contact information for the congregation.

Make sure to include e-mail addresses when gathering data for your congregational directory.

