

# McIntosh Band Communication Guidelines

for Booster Board members.

Communication is key to running an effective organization. Our goal is to improve communication between board members and directors as well as to keep our entire band family informed about all events and activities involving the McIntosh band program. This is a basic guide that will help all Booster Board Members learn to use our newsletter, website, and database effectively and efficiently. Please read through this information and contact us with any questions or concerns.

## **General Information:**

When you want something published in our newsletter or on our website, please write up your own notice. Include all the W's we were taught in middle school (Who, What, When, Where, Why, and How) and please keep it short. Let our volunteers know what points you want to stress in case your announcement needs to be edited. Include any website links, forms, contact information, start and end dates. If additional forms or documents are included they should be sent to the website volunteers as well as the newsletter editor. Because many of our readers cannot accept emails with attachments, as an alternative we will post a document on our website and include a direct link in the newsletter.

Please copy our directors, presidents and vice-presidents on ALL newsletter and website communications as well as outside media (local newspapers, cable channels. etc.) It is important to do this so they can coordinate our efforts and help us avoid disseminating misinformation. They must have the opportunity to approve or make necessary corrections before items are published since they often know pertinent information the rest of us haven't heard yet.

All fundraisers must be approved by our directors and the school principal before they can be published to our website or newsletter so please let the communications volunteers know that you have proper approval before asking them to post something.

All events and deadlines should be included on the Charms calendar. If an event date is changed or a deadline is extended, let the website volunteers know as soon as possible.

## **Newsletter ([newsletter@mcintoshbands.com](mailto:newsletter@mcintoshbands.com)):**

The newsletter is sent out nearly every Wednesday, usually in the evening. A day or two prior to release, a preview is sent to all board members for approval and will include the deadline for submitting information for that edition. Please do not wait until Wednesday to send your notices and corrections to our newsletter volunteers.

**Plan ahead.** Because many of our readers only check their email on the weekends, announcements about upcoming events should be published a minimum of 10-14 days before the event.

## **Website ([website@mcintoshbands.com](mailto:website@mcintoshbands.com)):**

Entries for the website can be posted at any time a volunteer's schedule permits. Items that will also be included in the newsletter should be posted to the website before the newsletter is sent. That way the newsletter editor can provide a direct link to the website entry for forms, documents or additional information.

If something needs to be posted or updated immediately, such as a rehearsal cancellation or other important last minute notice, then we suggest phoning a website volunteer in addition to sending an email.

Website entries can be much more detailed than most newsletter items. On our website we can post a short notice to catch the reader's eye that links to additional, more detailed information. Please include start and end dates for your requested website entries. As with a newsletter entry, please write up your own notice including all the Who, What, When, Where, Why, and How information. Let our volunteers know what points you want to stress in case your announcement needs to be edited. Include any links, forms, and contact information.

Help our website volunteers by checking the website often and letting them know if something is out of date. Be especially vigilant of pages that relate to your committee and make sure that if you change something about the way you handle your activities, the changes are noted on the website. Corporate Sponsorship and Fundraising (including SCRIP and Concessions) have their own pages. Marching Band uniform information is listed on Bands/Marching Band and concert band uniform information is listed on Bands/Concert Band.

**Database (Charms):**

The database volunteer ([studentaccounts@mcintoshbands.com](mailto:studentaccounts@mcintoshbands.com)) maintains contact information as well as band assignments for students and their families, board members, band staff, school administration and additional band directors. If a board member needs contact information for anyone in the band program (students, instructors, board members or administration) ask our database volunteer to send it to you.

If any of your contact information changes please inform our database volunteer. Include our website volunteers if an email or phone number changes that is posted on our website Booster page. If you hear of a student or instructor who enters or leaves the band program, changes bands, drops out of marching band, moves, or whose contact information changes, please let them know. They can only supply our treasurer and the entire board with up to date information if we all work together to let them know when changes occur.

We truly appreciate what each of you does to assist our band program and we are here to help.

The McIntosh Band Boosters Officers