Title: Approving Communications
Policy and Procedure Number: 029
Revision: NEW
Approval Date: November 7, 2007

A. Purpose
   This procedure defines how to request and receive GRTYSA Board approval for bulk mailings (paper or e-mail) by the teams or designated officers currently registered and in good standing within the Association.

B. Goals
   Mass communications:
   1. Inform coaches, players and parents of upcoming events
   2. Provide news of interest across the Association
   3. Educate coaches, players and parents
   4. Are timely and infrequent

C. Requirements
   Mass mailing by the Association can be approved when:
   1. The communication supports the GRTYSA mission
   2. The communication does not directly benefit a for-profit outside organization
   3. The target audience is defined and spans more than one club
   4. The communication content conforms to standard GRTYSA format
   5. The communication is professional in appearance and style
   6. Validated by the respective club President and/or the Board
   7. The request should be placed at least 4 weeks prior to proposed mailing date.

D. Process
   1. Prepare a Communication Template, completing all sections.
      Role: Communication Sponsor (assisted by GRTYSA VP Administration)
   2. Finalize Communication package.
      Role: VP Administration (assisted by Communication Sponsor)
   3. Approve (by a majority of clubs) Communication via e-mail
      Role: GRJSA Board
   4. Publish Communication to specified audience via paper and/or e-mail, as requested.
      Role: VP Administration

GRTYSA Communication Template
Sponsor- (Name, contact information, GRTYSA or Club Name and affiliation)
Media – How this is being communicated (paper, e-mail or both):
Subject – What this is about:
Communication Timing – When message needs to be distributed:
Communication Audience – Whom this Mailing is being sent to:
☐ Role: (Players and their families, Coaches, or both)
☐ Team Age/Gender Category: (specify)
☐ Team Registration Year: (current, or specify)

☐ Club Affiliation: (all or specify)
☐ Other Screening Factor: (for example zip code)
Message – Here is what you need to know: (Keep it brief and to the point. No formatting of any kind)