

HM Event Planners, HM Communicators, & Other HM Leaders,

Planning to request a HM NEWS email to be sent to the Community? Follow the directions below to be certain your email requests are built and sent on time. *Keep this email for future reference or forward it to the communicator in your village or group.*

As Summer ends and Fall begins, HM NEWS Email requests for Fall & Winter/Holiday events have already started to come in. *Most have already reserved space and/or determined details about their event.* Fall/Winter is one of two of the busiest times of the year for Events and also for HM NEWS email requests, (followed by Spring & Summer events).

The Technology Committee is a group of dedicated volunteers, and we enjoy assisting you in getting your message out to HM residents!

That said, here are some things to know about any HM NEWS email requests. Read the entire email to be certain your emails will be sent on time.

Queue:

All requests are taken in the order they are received. Emergencies, only, skip the line.

Note: email requests that are sent in too close to the event date may not be able to be sent.

Timing:

It is never too early to send in your request and content. It is best to send your content in as soon as you have the details and the room is reserved. Your emails will be built and pre-scheduled to send.

Minimum lead times - Each email must be built and scheduled to send. Send in your content & requests a minimum of 10 -14 working days* prior to the first email to be sent or 6 weeks* before your event. NOTE: If you want less than a month's notice before your event, then send in the content 10 to 14 working days* before the first email is to be sent.

**Reminder:* Spring, Fall and any holidays are times of travel and family days for the HM Technology Committee also. Factor these times into your request schedule.

Plan in Advance:

Plan your email message and content in advance. Plan *one iteration* of your email. With the sheer number of email requests, building multiple versions of the same message is not practical

and frankly, most residents usually only read the first email about any event. So, *think everything through and get the complete and best message out to residents the first time.*

Content and 'Flyers':

Content and Flyers are to be provided by the group requesting the email. We do not draft specific event content or create 'flyers' – more on this later.

- Send Content in a Word doc only. No PDF's.
- Send Photographs or graphics as a separate attachment (Not imbedded in a Word doc.)
- Include a name, an email address and a phone number for residents to RSVP to when required.
- The proper name for our main meeting building is the "Community Center". We do not have a 'club house'. HM Golf Club is a private club with members and not 'our club house'.
- The large room in the Community Center is spelled 'Wooldridge' Hall.
- 'Flyers' are to be sent in PNG or JPEG format only. (No PDF's)
- Font size on flyers should be no smaller than 20 and as large as possible.
- Fill the page on flyers - do not leave white space at the top or bottom.
- Plain background, easy to read, no fancy fonts that are difficult to read.
- Include a name, an email address and a phone number for residents to RSVP to when required.

Number of Emails per Event & Message Send Dates:

Three emails, in general, are sent per event. We are sensitive to residents receiving too many emails per event.

The first email is sent approximately 3 – 4 weeks in advance, the second is sent 10 – 14 days in advance, the third is sent as a Tomorrow email for morning events or a Today email for afternoon or evening events.

Exceptions to this: If an event calls for RSVP's or a Sign Up with a deadline, then the third email is a RSVP or Sign Up Deadline email. There may possibly be a fourth email if the community is invited even if they did not RSVP.

The Obvious: Double check

- Day and Date match (is the date really a Tuesday?)
- Is the date on the Skedda calendar – check Skedda yourself first to be sure there are no mistakes. Go to hersheysmillhoa.skedda.com to check to be certain your room reservation is correct.
- Is the 'Respond to' name, email address and phone number correct?

How Emails Are Built:

Emails have the basic most important details typed in at the top of the email.

Followed by the 'flyer' or other graphics.

The basic most important information is typed at the top portion of the email is because many HM residents have very old devices that do not load graphics on a timely basis or have very small screens and cannot read the flyers.

What You Will Receive:

When your emails are built and pre-scheduled, you will receive an email with the pre-scheduled Send dates and times. The Send dates are chosen based on several factors. If you do not receive an email with Send dates 14 days after your request is submitted, feel free to resend the request - just in case we missed it.

Reminder: Spring, Fall and any holidays are times of travel and family days for the HM Technology Committee also. Factor these times into your request schedule.

We look forward to building your emails for your event! Questions? Just ask!

Respond to Any HM NEWS Email with questions or email: HMTECHCOMM@HMHOA.COM