



New England

Society of American Foresters

Growing better all the time

Leadership Tools

Deborah Boyer, NE Website Administrator
October 2010

Mass Email; Getting the Word Out - NESAF can help you reach your members with our Constant Contact account. Constant Contact is a company who provides a mechanism to send emails to large groups of individuals – customizable to fit the needs of the target audience.

When an email is sent to your inbox with ‘News from the New England SAF’, it is sent via Constant Contact using an account set up specifically for the New England Society of American Foresters. This account allows us the flexibility to send time-sensitive, general information, or specific target audience emails. Some of these emails you may have received: an email sent to Granite State Division members regarding proposed changes to forester licensure procedures, a last call for NESAF winter meeting registration without late fee, or an email sent to Yankee Division members regarding Massachusetts Visioning process call for comments; to name a few.

If there is information you think would be valuable to other members and brought to their attention other than on the website, contact your NESAF state representative or chapter/division chairperson. Propose your email suggestion, which includes the

documentation you would like to include in the email. If there is a supporting website link, please include that additional information. This is especially helpful when there is a registration form, as Constant Contact does not allow attachments. The contacted representative will then forward the email to either the NESAF chair or directly to the website/email administrator. Please include the timeliness of this email and the target audience.

Once the email is received by the website/email administrator please factor in 2-3 days for the email to be sent (unless you bribe her with chocolate).

Leadership Tools is a short-term, recurring column in the *New England SAF News Quarterly* that highlights tips and tools to common challenges faced by SAF members in leadership roles. Any units or members with interest in sharing are encouraged to contact the NESAF Membership Chair, Peter L. Greeno at (207) 951-0955 or petergreeno@live.com.