



A Chapter Mazkirah's Guide to a Perfect Chapter Email

Brought to you by your 68th International Mazkirah, Michaela Lang Brown

Why?

Chapter emails provide a **consistent, professional way** to distribute emails to chapter members. Some people think email is old school, but unlike having a separate Facebook event for every event, there is **one central location that contains ALL of the information** your members need to know.

Who?

Not only should you write the email, but make sure **your chapter N'siah and advisor proofread the email!** I suggest **creating a system** with them, depending on what day you want to send them out. For example, if you want to send them out on a Wednesday, maybe you send them the draft Monday so they have a couple days to look it over.

When?

Pick a day of the week! My chapter, Haganah BBG #5064 of NoVA Council, right now does Wednesdays, so do it whenever it works best with your own schedule. **Keeping them consistent will allow girls who don't normally check their email to remember to check it at a certain time in the week!**

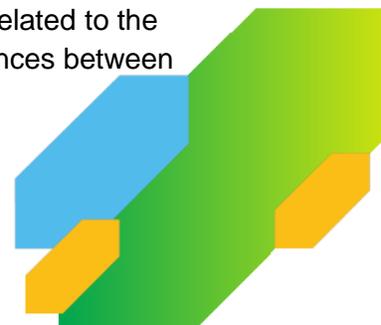
What?

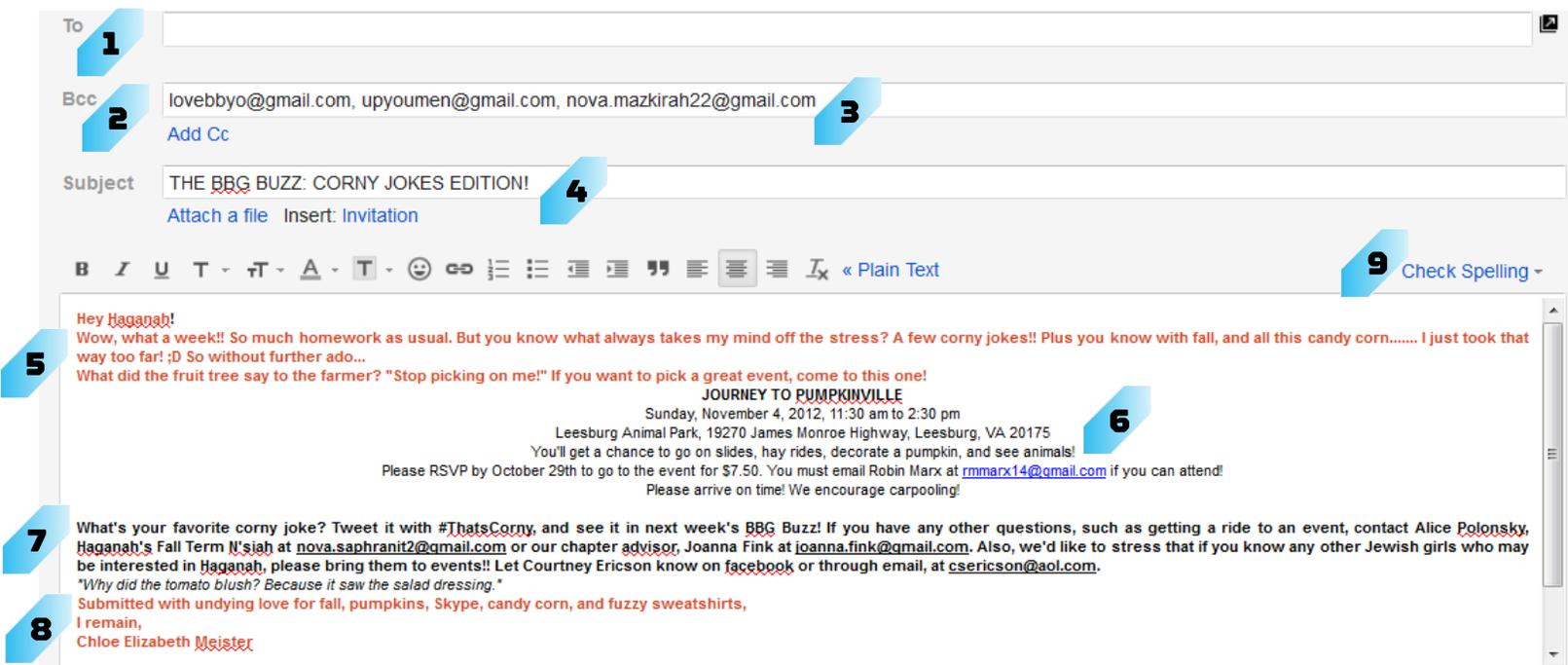
Your email should contain all of the following:

- Upcoming Chapter events
- Any other chapter news (such as reminders about applying for chairs)
- Regional events and news—hopefully your Regional Mazkirah is giving this to you!
- International events and news—hopefully your Regional Maz is giving this to you, and if not, just ask me!
- Any other fun things—jokes, funny YouTube videos, etc.
- Contact information for your Chapter N'siah and Advisor

Themes!

Not mandatory, but certainly a fun way to switch up your chapter emails, the theme can be anything from Pixar movies to National Peanut Butter and Jelly Day. A fun way to incorporate your theme is have members tweet at your chapter Twitter account a question related to the theme, such as what their favorite Pixar movie is! Besides that, relate the sentences between specific information about events to the theme.





1: Linking a separate account to your personal one can keep your inbox organized and let your members know it's a BBYO business

2: Putting the e-mail addresses in the "Bcc" (blind carbon-copy) section prevents members' e-mail addresses from being shown to the group, keeping privacy

3: Always include your regional/council counterparts and other important people in the e-mail. (Examples: Regional/Council Godol and N'siah, chapter advisor, regional/council director, etc.)

4: All-caps subject to grab attention in an inbox; first part should be a catchy name for the regular e-mail, with the second part being a fun name for the specific edition

5: Incorporate your theme by including sentences or quotes in between pieces of information, tying the short phrase into the next thing you're going to say

6: For each event:

- A separate color for event info vs. the rest of the e-mail
- Bold title
- Day of week, date, time, location
- Description that sounds fun and inviting
- Reminder to bring friends
- Cost (and other reminders)

7: At the end, include fun stuff, like a hashtag relating to the theme, plus important contact info

8: Don't forget a themed and fun closing! Ending with "undying loves" is also a personal, BBYO way to say goodbye.

9: Have you checked your spelling? Is everything in proper grammar and capitalization?