

IN THE BY-LAWS:

The Correspondence Secretary shall be responsible for all correspondence, other than what is covered in other sections of the By-Laws, for the society and shall send letters of appreciation to speakers who have appeared on the society's programs, send out notices of special meetings and other invitations and announcements of the society business. He/she is requested to send letters of condolence and cards to members who are ill or hospitalized.

JOB DESCRIPTION

written by Amanda Rollason

FREQUENCY: The Correspondence Secretary is a CCGMS Board Member. They are voted into office each year. They serve at the requests of the other CCGMS Board Members, Chairs, Trustees, and Members.

DUTIES: There are eight things that the Correspondence Secretary does:

1. Attend board meetings and help with decisions that pertain to club business.

2. Get news from members.

This is also in regard to items #7 and #8 below, but you'll mainly be getting requests from others to send notices out to the membership. See EMAIL ACCESS section below. Initially, you'll need to share your contact information with Newsletter Editor and the Webmaster (the contact information online is available to members only). Create a welcome message to let members know you're the new Correspondence Secretary and share how they should get in touch with you (see EMAIL APPLICATION below). See sample message below.

3. Get news to members.

See EMAIL ACCESS and EMAIL APPLICATION sections below.

4. Answer members' questions when they send & reply to emails.

See EMAIL ACCESS below. Most answers are going to be in the newsletter or online, but if you don't know the answer, then reach out to the appropriate chair to address the question instead. It is better to make a referral (CC the chair) when you don't know how to help address that person's question. See screenshots below for suggested ways to organize your email communications. Keep a friendly tone ("happy to help") and thank them for reaching out.

5. Create sign-up sheets and invitations for events.

See EMAIL ACCESS and SIGN-UPS APPLICATION sections below. Align with the Hospitality Chair for the details re: the food sign-up sheets for the Annual Picnic, the Gem & Mineral Show Dealers' Dinner, and the Annual Holiday Potluck. Align with the Show Chair re: the volunteer sign-up sheets for the Gem & Mineral Show.

6. Send thank you cards to monthly speakers.

Obtain mailing address of monthly speakers and send them a hand-written thank you card for taking their time to travel and present to CCGMS members. Specifically list the title of the talk and highlight a few key things learned from their talk, and then sign it from "your name / Correspondence Secretary / Cobb County Gem & Mineral Society". See sample (electronic) message below.

7. Send cards to members who are ill or hospitalized.


Members may let you know that they or another member or loved one is in the hospital. Confirm mailing address (or hospital address) of the member and send them a hand-written card to let them know we're thinking about them. Depending on the nature of the illness, it may be appropriate to wish them a speedy recovery. For terminal illness, it is more appropriate to let them know of the memories shared and how their contributions have made an impact in the club. See sample message below.

8. Send letters of condolence to families of members who have passed away.

Members may let you know of another member who has passed away. Confirm mailing address of the family and send them a hand-written card to let them know we're thinking about them. Thank them for reaching out to whoever let you know. Let them know of the member's contributions to the club, how we are grateful for their membership/service. Let them know that our hearts are with them, their family, and all their loved ones as they grieve in the hard days and weeks ahead. See sample (electronic) message below.

EMAIL ACCESS: The correspondence@ccgms.org email address is available for the Correspondence Secretary to use. Talk with the CCGMS Webmaster to get / update access. You can use the default email program, or you can get this email address forwarded to your personal email account.

E-MAIL APPLICATION: MailChimp is the service that CCGMS uses to create email distribution lists and emails. Talk with the Membership Chair to obtain "Admin" access. Below are the steps to create an email and share it with all our members with email accounts.

- › Once you're logged-in, the left icons are the main menu. Go to the  "Create" icon and select "Email templates". You can choose from one of the already made templates or make a new one. It's much easier to use a pre-made template. On the right (near the gray Edit button), click on the pull down menu for the template you want, and select "Replicate". In the top left (near the MailChimp logo), click on "Rename" to retitle the subject of your email. Edit and rework the message as needed. Keep these elements in all messages: the top logo(s), the bottom social media block, and the copyright block. In the copyright block, you may need to update the © date to the current year. Use the "Save & Close" button for each block. Use the "Save and Exit >" button on the bottom right to close the message.
- › When the message is ready, on the right (near the gray Edit button), click on the pull down menu for the template you want, and select "Create Campaign". Edit the fields for the To, From, and Subject. The TO field is typically going to be the "CCGMS Master – E-mail List" and usually check the option to "Personalize the "To" field", with the Merge Tag *|FNAME|* option; click "Save". If the message is not from you (maybe it's from the Newsletter Editor or the Field Trip Chair), then in the FROM field, change the name to the role (like "CCGMS Newsletter Editor", "CCGMS Field Trip Chair", "CCGMS First Tuesdays Chair", or "CCGMS Junior Rockhounds Chair") and then change the email address that it should come from; if you don't do this, then any message from someone who hits 'reply' will go to you. In the SUBJECT field, try to keep it short and be consistent from month to month; see "All campaigns" for previous samples and subject lines.

SIGN-UPS APPLICATION SignUpGenius.com is the service that CCGMS uses to create sign-up sheets and invitations. I created a CCGMS account through the correspondence@ccgms.org email. Please reset the password to something you'll want. Use the top "Settings" icon to edit the profile to your needs. Below are the steps to create a sign-up.

- › You're welcome to copy/modify/reuse the past templates as a guide to create the next sign-in sheets by using the three dots ... to the right of each sign-up and select "Duplicate". Then "Create Copy".
- › Then use the pencil icon to edit the "Not Published" sign-up and click through the four menus to edit the old version with the new updates. When you're ready, you need to "Save Draft" (go back to it later) or "Publish".
- › When you're ready (or if you need to make edits if it's live), then you may need to use the "Design", "Slots", "Settings", "Share", and "View" menus to help fix/finalize your sign-up. The SHARE menu creates a link that you'll need to copy/paste to icons/links in emails or for newsletters.
- › See "All campaigns" (in MailChimp) for previous samples regarding sign-up messages.

PHOTO / IMAGE PERMISSIONS: Even though we are a non-profit group, permission is required to republish content that is not our own work. This includes words, illustrations, and photographs. Regarding words... when a member makes a request for you to send a message to all members, then you need to cite them as the source and/or have them contact that person for additional questions. Regarding images... Some sites are open-sourced (like wikipedia.org), while others indicate "reproduction allowed for educational use" (like nationalgeographic.com); in either case, this means that permissions are already given, but the source but still be included. I recently started using canva.com to have access to thousands of photographs for a nominal monthly fee; credit for images from canva.com are listed as "Name of image from Author / Source via canva.com." I use this site to create the images and invitations for most events. See sample below.

TRANSFER/REFUND: Obtain unused thank you, get well, and sympathy cards from previous Correspondence Secretary. If you need new supplies, then keep receipts for cards, stamps, or other CCGMS Correspondence related expenses, and submit to Treasurer for reimbursement. The expected budget is around \$40 a year. Track your actual expenses throughout the year to report back overruns or underruns to the Treasurer for the following budget year.

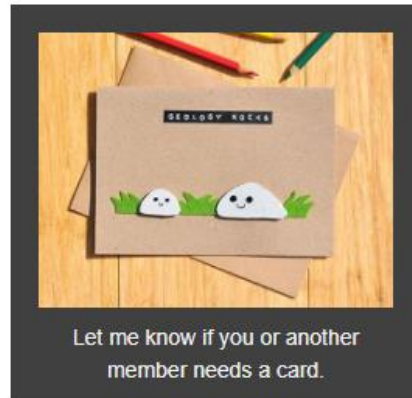
New Correspondence Secretary



Hello! I am Amanda Rollason, the new Correspondence Secretary for CCGMS. I have two duties in this role: to share news with you and to get news from you. So, please let me know of news or events that you'd like to share with our members. I need you to alert me to hardships when you need me to mail a card that expresses affection, good will, gratitude, and sympathy.

Here's how to get in touch with me:

- Talk to me if you see me.
- Or email me at aarollason@gmail.com.
- Or text me at 770-377-7979.
- Or call me at 770-377-7979. I work full-time, so if I am unable to answer, please leave me a voicemail message if you'd like me to return your call.



THANK YOU
for your support

IT'S WHAT KEEPS OUR CLUB GOING.
YOU HAVE OUR ENDLESS GRATITUDE.

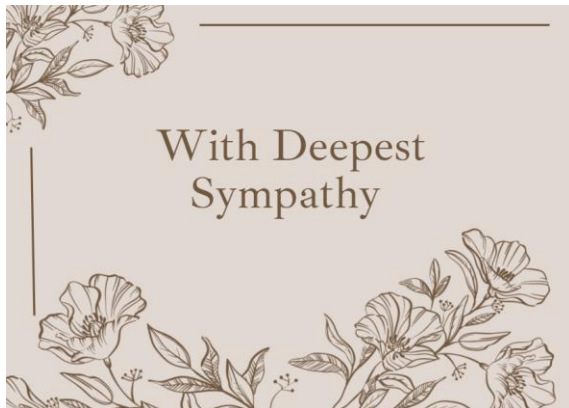
Thank you for your time with us this week at the Cobb County Gem & Mineral Society. We really enjoyed your "There's No Place Like Home" presentation. I was excited to learn about stilbite that was mined here in Kennesaw, GA. Thank you for bringing the specimens - the peach color of the stilbite contrasted with the gypsum was incredible. I walked away with a new sense of pride for the beauty that is available here in Georgia, and even purchased a few new items for my personal collection. We wish you luck with your Lakewood 400 booth and hope to see you at RockFest.

Amanda Rollason
Correspondence Secretary
Cobb County Gem & Mineral Society



Just a little note to say that we're thinking about you. We're sending all the healthy vibes, calming thoughts, and faithful prayers to wish you a speedy recovery.

Amanda Rollason
Correspondence Secretary
Cobb County Gem & Mineral Society



Hello John and family of Mrs. Morris,

Thank you for reaching out to Mary Ingram to let us know about your mother's passing. Edna and Leo were both quite involved in the Cobb County Gem & Mineral Society, even earning our prestigious "Lifetime Membership" Awards. They were a great team, and your mom contributed greatly to much of our club's success in the years she took on leadership roles - and there were many hats she wore, in her own right. We are grateful to her, her devotion to the rock club, and wanted to honor and recognize her impact... it is still felt - she is missed, and she was loved and adored by those who were fortunate enough to know her. Our hearts are with you, your family, and all of her loved ones as you grieve in the hard days and weeks ahead.

Sincerely,
Amanda Rollason
Correspondence Secretary
Cobb County Gem & Mineral Society

