

E-MAIL DISTRIBUTION

- ✘ E-mail is an efficient and cost effective communication method to most members

BUT:

- ✘ Membership of RLSC is dynamic – hard to keep up
- ✘ There is no centrally managed e-mail distribution list
- ✘ Senders use their own manual list – often out of date
- ✘ Newsletters (for example) miss some intended recipients
- ✘ Plus, some former members still get nuisance mail
- ✘ Plus, many email systems have a limit to number of recipients per email (so not easy to send an email to all members).

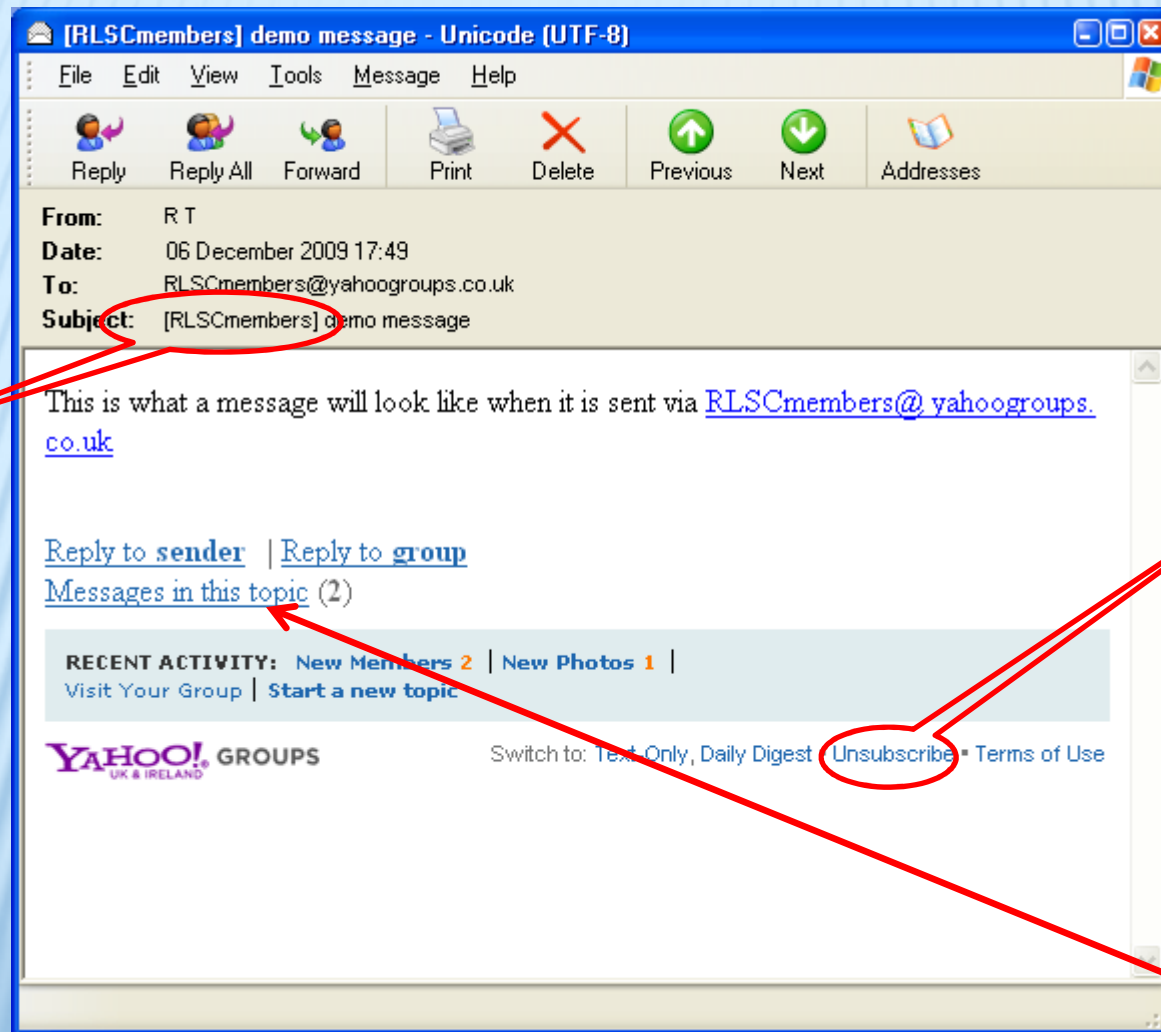
THE SOLUTION

- ✘ Employ a free, private email group service called Yahoo! Groups

HOW DOES IT WORK?

- ✘ A Yahoo Group called RLSCmembers has been established
- ✘ The Group has moderators who control the addition or removal of members
- ✘ All RLSC members will have their email address added to the group
- ✘ Anyone can then send an email to the whole membership by addressing their email to RLSCmembers@yahoogroups.co.uk
- ✘ Member can unsubscribe by sending an email to RLSCmembers-unsubscribe@yahoogroups.co.uk BUT will not then receive any email communications from RLSC

WHAT DOES A TYPICAL EMAIL LOOK LIKE?



You see in the title that the message has come via the Group email address

Unsubscribe button

There are no adverts that come with the mail

... but if you click on the topics you may see ads

WHAT ABOUT SECURITY AND PRIVACY?

- ✖ The Group has been set up so that it is not visible in the Yahoo directory
- ✖ Only the moderators can see your email address.
- ✖ Yahoo Groups has many other features that we will not use, to keep it simple
- ✖ Members do not need a Yahoo account. Any email account is OK.
- ✖ Members can unsubscribe from the Group
- ✖ Member Andy Holt actively uses a large Yahoo group for his school PTA and recommends for RLSC
- ✖ The management committee has been using a Yahoo Group for two years with no adverse affect
- ✖ There have been no communications from or via Yahoo
- ✖ If the Group email address is used by others (e.g. SPAM) the moderators can take action (but this is unlikely and has not happened with the mgnt committee group).

WHAT IS STORED IN YAHOO GROUPS?

Parameter	Feature of Yahoo Group	Used by RLSC Group
Email address	Yes	✓
Name	Yes	✓
Age	Yes	x
Gender	Yes	x
Location	Yes	x
Phone	No	x
Address	No	x

Note: name is included to aid management of the list as its difficult with many email addresses to know who it belongs to