



Public Relations

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E-mail – Internal and External Communication

First Impressions Count! Communicating Effectively via E-mail. Writing and sending e-mail messages is easy; crafting effective messages, on the other hand, can be a challenge. You need to make sure your message not only says what you want it to say, but that it also conveys the right impression. E-mail messages are useful as a club newsletter communication, updates to members, and most of all are used to convey our messages to the media for publication.

An e-mail full of misspelled words or typos can give the media or fellow Kiwanian the impression that you're careless, and an angry message sent in haste can jeopardize a relationship that took years to build. Knowing the limitations of e-mail can help prevent these kinds of disasters.

Grammar. All kinds of rules are broken in e-mail. Capitalization disappears. Fragments run rampant. When sending to the media, don't break those rules! Don't forget that the recipient evaluates you based on your message. Try to remember to dot your i's and cross your t's.

Spelling. Most e-mail programs offer some type of spell-check function. Use it. You want your words to carry weight, not to highlight your inattention to detail.

Tone. It's much harder to gauge tone in e-mail than in conversation. Remember that your recipient won't have the benefit of the cues they would have in conversation. They can't see you wink or hear you laugh, and the ironic sentiment you mean to convey might be misconstrued. This doesn't mean you need to write form letters, but be careful.

Emoticons. Although "smileys" or "emoticons" have become hallmarks of online communication, they're usually inappropriate in business correspondence. Emoticons are not appropriate in a press release, for example, but are most effective in internal communication with your membership.

Signature. If you use a preformatted e-mail signature with your contact information, be sure to type your name at the end of your message as well. Relying on the signature in lieu of your name can be construed as cold and impersonal.

Subject headers. Providing an accurate subject header is essential. Many people choose what to open based on the subject line; blank subject lines or subjects that have little to do with the message contents are frustrating for the reader. Include name of club when sending to the media or even to the ESK.

Think twice. Always reread your outgoing messages before you send them — especially if you're angry. E-mail makes it easy to fire off a message you might regret later. Take a deep breath and reread the

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NY District Celebrates

Holiday Season

PALMYRA MACEDON

The Kiwanis Club of **PALMYRA MACEDON**, Finger Lakes Division – Each holiday season, Palmyra-Macedon Kiwanis facilitates donations to the Salvation Army by ringing the bell next to the "Donation Kettle" in local public areas and this year was no exception. Palmyra Macedon President Jordan Neuringer reported, "This year, our club rang the bell at P&C Food Market in Macedon." Thanks to all members who helped make this project a success.



Photo above: Palmyra Macedon Club Jordan Neuringer, right and Vice President John Sargent, left, take their turns at ringing the bell.



Photo left: Palmyra Macedon Past Presidents Jennifer "Blondie" Barnes and Howie Barnes also help by ringing the bell to collect funds for the Salvation Army.

Helderbergs Serve Their Community

The Kiwanis Club of the **HELDERBERGS**, Capital Division – assembled Thanksgiving dinners for twenty-four Hilltowns families. The full boxes included everything from a frozen turkey with all the trimmings, to salad, veggies, rolls and pie makings. Apples were donated by Indian Ladder Farms. Many club members donated turkeys. 181 individuals were served by this project, including 80 children. Helderbergs Kiwanians exemplify our motto "serving the children of the world."

Pictured right: Workers show off their efforts. From left, Debra Vadalabene, Homer Warner, Russ Pokorny, Al Raymond, Anna Wolfe, Beverly White-Adams, Rudy Stempel, Beverly Filkins, Jane McLean and Zenie Gladieux. Not pictured - Russ Gladieux.



Photo above: Kiwanians Rudy Stempel and Don Whitlock search for the last potato in the bag, while 50 pounds of onions and carrots wait to be sorted for the baskets. In the background Homer Warner prepares to add a package of rolls to each box.

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