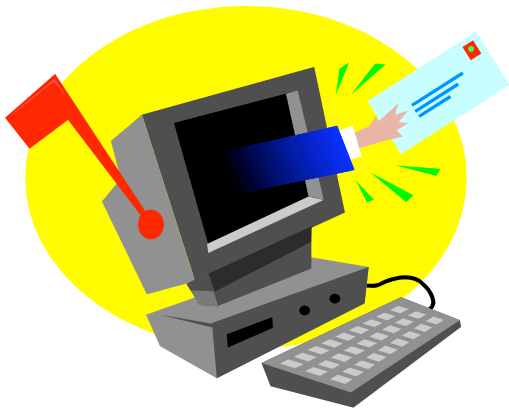




CORRESPONDING SECRETARY



Lois Wack

CORRESPONDING SECRETARY

INDEX

- A. INTRODUCTION
- B. CORRESPONDING SECRETARY GUIDELINES
- C. CORRESPONDING WITH CJW
- D. CJW LOGOS
- E. E-MAIL ETIQUETTE
- F. JOB DESCRIPTION



Juniors,

Over the past few years, the Blue Book has undergone an amazing transformation. We've included more resources and drawn on the talents of the CJW board members to update all sections of the Blue Book. We have included a new section called job description for anyone who might be thinking of joining the CJW board. And best of all, we have saved hundreds of trees by converting it to electronic format.

All CJW correspondence will go out via email unless a club makes special arrangements with me. Any email from me will have CJW in the subject line. If a club has anything that they wish me to distribute via email to all the clubs, please understand that the Director must give me approval first.

In most clubs the corresponding secretary is an important position to both the club members and the club. You can make a Junior's day with a birthday card or just a think of you card. You take simple words and generate a smile. What better job could there be.

Lois Wack
CJW Corresponding Secretary

CORRESPONDING SECRETARY GUIDELINES

As Corresponding Secretary, your club depends on you to express its kindness and thoughtfulness in a prompt and efficient manner. You will act as the liaison between your club and the public.

Club Correspondence

As Corresponding Secretary, you are responsible for saving all official correspondence including awards and official proclamations. If your club has a Historian, you should work with her to determine which of these items are to be included in the Club Yearbook.

Incoming Correspondence:

When the club receives an invitation or other "actionable" correspondence, it should be brought to the attention of the President and/or Board Members as quickly as possible for a response. If the RSVP date is before your next meeting, contact the person who sent the invitation to let them know that more time is required until your Board meets.

Once incoming correspondence such as thank you notes, are noted in the club minutes, they no longer need to be saved.

Outgoing Correspondence:

You are responsible for sending correspondence to club members to express the club's sympathy, best wishes, get well wishes, birthday or congratulations, as directed by the Club President or members of the Board.

When sending invitations, be sure to include date and time, location, format of meeting and accurate directions. Make every effort to send invitations far enough in advance to assure timely responses. A reminder call or note may be necessary about one week in advance of the actual event as a courtesy to prevent last minute concerns, adjustments or emergencies.

CORRESPONDING WITH CJW

1. Invitations to a club sponsored event, such as an anniversary celebration or banquet that invite only a particular CJW Board Member (CJW Director, Assistant Director or for a specific Department Chairman) should be sent directly to the home of the person you wish to invite. This is particularly important if a quick RSVP is required.
Note: Please be sure to include accurate directions.

2. Correspondence that needs to be communicated to the entire CJW Board of Directors should be sent to the Corresponding Secretary, so she can report it at the monthly CJW Board Meeting. Examples are:
 - Thank you notes for awards or scholarships
 - Invitations to District Days

After Director Approval

- Requests for permission to insert materials into the CJW file boxes at Spring Conference, Fall Conference or an Executive Board Meeting
- Requests to send correspondence or a "hardship" letter to other CJW clubs

REMEMBER: use of the CJW Club Lists in the Blue Book for mailings is prohibited without prior authorization from the CJW Director.

3. If you wish to invite the entire CJW Board of Directors to your club event, the invitation should be sent to the Corresponding Secretary and should be addressed to:
"The Members of the CJW Board of Directors"
Attn: Corresponding Secretary.





Email Etiquette

Email etiquette refers to a set of dos and don'ts that are recommended by business and communication experts in response to the growing concern that people are not using their email effectively or appropriately.

Since email is part of the virtual world of communication, many people communicate in their email messages the same way they do in virtual chat rooms: with much less formality and sometimes too aggressively. Email etiquette offers some guidelines that all writers can use to facilitate better communication between themselves and their readers.

One overall point to remember is that an email message does not have non-verbal expression to supplement what we are "saying." Most of the time we make judgments about a person's motives and intentions based on their tone of voice, gestures, and their proximity to us. When those are absent it becomes more difficult to figure out what the message sender means. It is much easier to offend or hurt someone in email and that is why it is important to be as clear and concise as possible.

Source: www.OWL.english.purdue.edu

Why do you need email etiquette?

- ▶ Professionalism: by using proper email language your company will convey a professional image.
- ▶ Efficiency: emails that get to the point are much more effective than poorly worded emails.
- ▶ Protection from liability: employee awareness of email risks will protect your company from costly law suits.

What are the etiquette rules?

There are many etiquette guides and many different etiquette rules. Some rules will differ according to the nature of your business and the corporate culture. Below we list what we consider as the 32 most important email etiquette rules that apply to nearly all companies.

32 most important email etiquette tips:

1. Be concise and to the point
2. Answer all questions, and pre-empt further questions
3. Use proper spelling, grammar & punctuation
4. Make it personal
5. Use templates for frequently used responses

Revised August 2008

Section 07 - E Page 1 of 7

6. Answer swiftly
7. Do not attach unnecessary files
8. Use proper structure & layout
9. Do not overuse the high priority option
10. Do not write in CAPITALS
11. Don't leave out the message thread
12. Add disclaimers to your emails
13. Read the email before you send it
14. Do not overuse Reply to All
15. Mailings > use the bcc: field or do a mail merge
16. Take care with abbreviations and emoticons
17. Be careful with formatting
18. Take care with rich text and HTML messages
19. Do not forward chain letters
20. Do not request delivery and read receipts
21. Do not ask to recall a message.
22. Do not copy a message or attachment without permission
23. Do not use email to discuss confidential information
24. Use a meaningful subject
25. Use active instead of passive
26. Avoid using URGENT and IMPORTANT
27. Avoid long sentences
28. Don't send or forward emails containing libelous, defamatory, offensive, racist or obscene remarks
29. Don't forward virus hoaxes and chain letters
30. Keep your language gender neutral
31. Don't reply to spam
32. Use cc: field sparingly

1. Be concise and to the point.

Do not make an e-mail longer than it needs to be. Remember that reading an e-mail is harder than reading printed communications and a long e-mail can be very discouraging to read.

2. Answer all questions, and pre-empt further questions.

An email reply must answer all questions, and pre-empt further questions – If you do not answer all the questions in the original email, you will receive further e-mails regarding the unanswered questions, which will not only waste your time and your customer's time but also cause considerable frustration. Moreover, if you are able to pre-empt relevant questions, your customer will be grateful and impressed with your efficient and thoughtful customer service. Imagine for instance that a customer sends you an email asking which credit cards you accept. Instead of just listing the credit card types, you can guess that their next question will be about how they can order, so you also include some order information and a URL to your order page. Customers will definitely appreciate this.

3. Use proper spelling, grammar & punctuation.

This is not only important because improper spelling, grammar and punctuation give

Revised August 2008

Section 07 - E Page 2 of 7

a bad impression of your company, it is also important for conveying the message properly. E-mails with no full stops or commas are difficult to read and can sometimes even change the meaning of the text. And, if your program has a spell checking option, why not use it?

4. Make it personal.

Not only should the e-mail be personally addressed, it should also include personal i.e. customized content. For this reason auto replies are usually not very effective. However, templates can be used effectively in this way, see next tip.

5. Use templates for frequently used responses.

Some questions you get over and over again, such as directions to your office or how to subscribe to your newsletter. Save these texts as response templates and paste these into your message when you need them. You can save your templates in a Word document, or use pre-formatted emails. Even better is a tool such as ReplyMate for Outlook™ (allows you to use 10 templates for free).

6. Answer swiftly.

Customers send an e-mail because they wish to receive a quick response. If they did not want a quick response they would send a letter or a fax. Therefore, each e-mail should be replied to within at least 24 hours, and preferably within the same working day. If the email is complicated, just send an email back saying that you have received it and that you will get back to them. This will put the customer's mind at rest and usually customers will then be very patient!

7. Do not attach unnecessary files.

By sending large attachments you can annoy customers and even bring down their e-mail system. Wherever possible try to compress attachments and only send attachments when they are productive. Moreover, you need to have a good virus scanner in place since your customers will not be very happy if you send them documents full of viruses!

8. Use proper structure & layout.

Since reading from a screen is more difficult than reading from paper, the structure and lay out is very important for e-mail messages. Use short paragraphs and blank lines between each paragraph. When making points, number them or mark each point as separate to keep the overview.

9. Do not overuse the high priority option.

We all know the story of the boy who cried wolf. If you overuse the high priority option, it will lose its function when you really need it. Moreover, even if a mail has high priority, your message will come across as slightly aggressive if you flag it as 'high priority'.

10. Do not write in CAPITALS.

IF YOU WRITE IN CAPITALS IT SEEMS AS IF YOU ARE SHOUTING. This can be highly annoying and might trigger an unwanted response in the form of a flame mail. Therefore, try not to send any email text in capitals.

11. Don't leave out the message thread.

When you reply to an email, you must include the original mail in your reply, in other words click 'Reply', instead of 'New Mail'. Some people say that you must remove the previous message since this has already been sent and is therefore unnecessary. However, I could not agree less. If you receive many emails you obviously cannot remember each individual email. This means that a 'threadless email' will not provide enough information and you will have to spend a frustratingly long time to find out the context of the email in order to deal with it. Leaving the thread might take a fraction longer in download time, but it will save the recipient much more time and frustration in looking for the related emails in their inbox!

12. Add disclaimers to your emails.

It is important to add disclaimers to your internal and external mails, since this can help protect your company from liability. Consider the following scenario: an employee accidentally forwards a virus to a customer by email. The customer decides to sue your company for damages. If you add a disclaimer at the bottom of every external mail, saying that the recipient must check each email for viruses and that it cannot be held liable for any transmitted viruses, this will surely be of help to you in court (read more about email disclaimers). Another example: an employee sues the company for allowing a racist email to circulate the office. If your company has an email policy in place and adds an email disclaimer to every mail that states that employees are expressly required not to make defamatory statements, you have a good case of proving that the company did everything it could to prevent offensive emails.

13. Read the email before you send it.

A lot of people don't bother to read an email before they send it out, as can be seen from the many spelling and grammar mistakes contained in emails. Apart from this, reading your email through the eyes of the recipient will help you send a more effective message and avoid misunderstandings and inappropriate comments.

14. Do not overuse Reply to All.

Only use Reply to All if you really need your message to be seen by each person who received the original message.

15. Mailings > use the Bcc: field or do a mail merge.

When sending an email mailing, some people place all the email addresses in the To: field. There are two drawbacks to this practice: (1) the recipient knows that you have sent the same message to a large number of recipients, and (2) you are

publicizing someone else's email address without their permission. One way to get round this is to place all addresses in the Bcc: field. However, the recipient will only see the address from the To: field in their email, so if this was empty, the To: field will be blank and this might look like spamming. You could include the mailing list email address in the To: field, or even better, if you have Microsoft Outlook and Word you can do a mail merge and create one message for each recipient. A mail merge also allows you to use fields in the message so that you can for instance address each recipient personally. For more information on how to do a Word mail merge, consult the Help in Word.

16. Take care with abbreviations and emoticons.

In business emails, try not to use abbreviations such as BTW (by the way) and LOL (laugh out loud). The recipient might not be aware of the meanings of the abbreviations and in business emails these are generally not appropriate. The same goes for emoticons, such as the smiley :-). If you are not sure whether your recipient knows what it means, it is better not to use it.

17. Be careful with formatting.

Remember that when you use formatting in your emails, the sender might not be able to view formatting, or might see different fonts than you had intended. When using colors, use a color that is easy to read on the background.

18. Take care with rich text and HTML messages.

Be aware that when you send an email in rich text or HTML format, the sender might only be able to receive plain text emails. If this is the case, the recipient will receive your message as a .txt attachment. Most email clients however, including Microsoft Outlook, are able to receive HTML and rich text messages.

19. Do not forward chain letters.

Do not forward chain letters. We can safely say that all of them are hoaxes. Just delete the letters as soon as you receive them.

20. Do not request delivery and read receipts.

This will almost always annoy your recipient before he or she has even read your message. Besides, it usually does not work anyway since the recipient could have blocked that function, or his/her software might not support it, so what is the use of using it? If you want to know whether an email was received it is better to ask the recipient to let you know if it was received.

21. Do not ask to recall a message.

Biggest chances are that your message has already been delivered and read. A recall request would look very silly in that case wouldn't it? It is better just to send

an email to say that you have made a mistake. This will look much more honest than trying to recall a message.

22. Do not copy a message or attachment without permission.

Do not copy a message or attachment belonging to another user without permission of the originator. If you do not ask permission first, you might be infringing on copyright laws.

23. Do not use email to discuss confidential information.

Sending an email is like sending a postcard. If you don't want your email to be displayed on a bulletin board, don't send it. Moreover, never make any libelous, sexist or racially discriminating comments in emails, even if they are meant to be a joke.

24. Use a meaningful subject.

Try to use a subject that is meaningful to the recipient as well as yourself. For instance, when you send an email to a company requesting information about a product, it is better to mention the actual name of the product, e.g. 'Product A information' than to just say 'product information' or the company's name in the subject.

25. Use active instead of passive.

Try to use the active voice of a verb wherever possible. For instance, 'We will process your order today', sounds better than 'Your order will be processed today'. The first sounds more personal, whereas the latter, especially when used frequently, sounds unnecessarily formal.

26. Avoid using URGENT and IMPORTANT.

Even more so than the high-priority option, you must at all times try to avoid these types of words in an email or subject line. Only use this if it is a really, really urgent or important message.

27. Avoid long sentences.

Try to keep your sentences to a maximum of 15-20 words. Email is meant to be a quick medium and requires a different kind of writing than letters. Also take care not to send emails that are too long. If a person receives an email that looks like a dissertation, chances are that they will not even attempt to read it!

28. Don't send or forward emails containing libelous, defamatory, offensive, racist or obscene remarks.

By sending or even just forwarding one libelous, or offensive remark in an email, you and your company can face court cases resulting in multi-million dollar

penalties.

29. Don't forward virus hoaxes and chain letters.

If you receive an email message warning you of a new unstoppable virus that will immediately delete everything from your computer, this is most probably a hoax. By forwarding hoaxes you use valuable bandwidth and sometimes virus hoaxes contain viruses themselves, by attaching a so-called file that will stop the dangerous virus. The same goes for chain letters that promise incredible riches or ask your help for a charitable cause. Even if the content seems to be bona fide, the senders are usually not. Since it is impossible to find out whether a chain letter is real or not, the best place for it is the recycle bin.

30. Keep your language gender neutral.

In this day and age, avoid using sexist language such as: 'The user should add a signature by configuring his email program'. Apart from using he/she, you can also use the neutral gender: 'The user should add a signature by configuring the email program'.

31. Don't reply to spam.

By replying to spam or by unsubscribing, you are confirming that your email address is 'live'. Confirming this will only generate even more spam. Therefore, just hit the delete button or use email software to remove spam automatically.

32. Use cc: field sparingly.

Try not to use the cc: field unless the recipient in the cc: field knows why they are receiving a copy of the message. Using the cc: field can be confusing since the recipients might not know who is supposed to act on the message. Also, when responding to a cc: message, should you include the other recipient in the cc: field as well? This will depend on the situation. In general, do not include the person in the cc: field unless you have a particular reason for wanting this person to see your response. Again, make sure that this person will know why they are receiving a copy.

Source: www.Emailreplies.com

CORRESPONDING SECRETARY JOB DESCRIPTION

GOAL: To act as the communication link between CJW and the Clubs

Job Responsibilities

1. Receive, report at meetings, distribute via email or mail all incoming correspondence.
2. Get Director approval for any invitations or items for state-wide distribution or website posting.
3. Email or Mail outgoing Correspondence (get well, sympathy, congratulations or anything else requested by the Director) & report at meetings.
4. Update CJW Blue Book annually & distribute cd copies at September Boards.
5. Update Club Officer List Annually.
6. Update and maintain CJW Club President Email Distribution List & send copy of list to Junior Bulletin Editor.
7. Update Club President Address Label annually, provide to CJW board members as needed.
8. Compose CJW Executive Committee, Board of Director, September Board & Presidents Dinner/March Board Calls, distribute after Director approval.
9. Work with Conference chairs, Meeting Planner & Director on Conference Call & distribute after Director final approval.
10. Submit monthly newsletter articles for the CJW Junior Bulletin.
11. Prepare a handout for Fall & Spring Conference, CJW September Board meeting & CJW March Board meeting.
12. Organize a workshop for the September Board meeting. –use Blue Book Sections for ideas & handout.
13. Refer to **General Information Section 10-H & I** for other responsibilities of CJW Board of Director members .