



## Communications Policy

LDA communications are designed to facilitate dissemination of relevant information to the membership. Listed below are the vehicles LDA has available for this. These vehicles are for the sole use of LDA and Sponsors. Communication is NOT available to individual members for promotion of products, services or general correspondence.

### ***Covering Ground*, LDA quarterly newsletter**

Wheelbarrow

Grapevine

Events Calendar – LDA calendar, Sponsor or other approved associations activities

### **Ldaonline.org, LDA Website**

Resources Page – listing of approved industry resources

Events Page – LDA Calendar or other approved association activities

Employment Opportunity bulletin board – postings for employment from members only

### **Email Blasts**

Event notification\* - updates about upcoming events with links to additional info

\*Events include Programs, Workshop, Garden Walk, BBQ/Picnic, Holiday Party

Legislative - updates regarding legislative matters affecting the green industry

President correspondence – discretionary, e.g. save the dates, important changes or corrections of information, etc.

Renewal processes – notifications and reminders related to renewing membership

### **Policy Implementation**

The President is responsible for the approval of **ALL other communications**. Liaison and Newsletter Committees are responsible for items included on Events Calendar of Newsletter and Website. Membership Committee is responsible for renewal notifications.

***Covering Ground*** - goes out quarterly with set deadlines of items for inclusion. Submissions for departments are to be directed to Pam Duthie, (TheGiftedGardener@comcast.net)

**Ldaonline.org** - Events are updated quarterly on the same schedule as *Covering Ground*.

Other updates will be executed immediately after board meetings per the LDA Board instruction at that time. The President may instruct updates at any time to Website.

NOTE: All documents must be in PDF form. All links must be provided in complete 'html' address form. Email addresses for RSVPs must be specifically provided.

**Email Blasts** may go out at anytime at the request of the President or Membership. After submitting copy to the President, Event coordinators may request email notifications to be sent by RSVP person to all LDA members. Email blasts are concise in content and can reference links (uploaded documents or email address). Email blasts may NOT include attachments. Email blasts will be sent as presented.

Liaison Committee is responsible for notifying the Liaison complimentary list when *Covering Ground* is posted on the Website.