



CHAPTER 6 • COMMUNICATIONS

6.1 – INTRODUCTION

Communication is key when it comes to an organization working well with its constituents and providing them information. It is important for an organization to provide information regarding what is going on so their constituents are informed and can participate in an active manner.

6.2 – REQUIRED CONTENT

There are three things you must do within each Association. Two of them you must do every year – select delegates for the USATF Annual Meeting and hold your own Association annual meeting. The other one you must do, whenever your bylaws call for it, is the election of officers, and the election or selection of your remaining board members. Each time you plan to do one of these three tasks, you must inform all of your members. Since many Associations hold their elections and begin their delegate selection process at their annual meeting, this can usually be a once-a-year message to your members. If you choose to opt for a divided time frame for each of these activities, you would be required to send three different messages in a timely manner to all of your members.

6.3 – USATF NETWORK

The USATF Network is offered by the National Office providing your Association with a professionally designed website that meets all USATF Association website requirements. A USATF Network site allows you to have a unique “URL” for your Association (such as <http://colorado.usatf.org/>) and is built around the same Content Management System that runs the National Office’s website. This allows you to easily add to and update your site without the need for a professional web developer or Webmaster. Network sites can also take advantage of automatic integration into the Calendar/Events system and pull content from the main site.

6.4 – EMAIL MARKETING RESOURCES

The National Office has contracted with ExactTarget, an Internet-based e-mail marketing solution. The service allows the communications chair or anyone delegated by the communications chair within your association to use the system free of charge. The ExactTarget System is directly linked with USATF’s membership database, which makes the sending of mass emails simple. The use of the ExactTarget system allows for consistent branding by continuing the look and feel of USATF. Each Association has their own specific templates to use that are incorporated with their Association logo. ExactTarget allows you to create distribution lists where you can get specific about what members you wish to send certain information. It is imperative that the Association communicate with their constituency consistently.

Information on how to use the system can be found on the Association Resource Center. Exact Target also has a robust training and support platform at exacttarget.com.