Promoting Your Local Events by Email

A guide for YEU/PSAC Local Officers

YEU Locals now promote their own events directly to members. A clear, well-timed email is one of the best ways to get people into the room, whether it's an AGM, a general meeting, a mobilization event or a social. Our Local meetings are where we build strength as a group, identify issues and set priorities. This guide sets out the privacy rules every Local must follow and gives you a ready-to-use template.

BEFORE YOU SEND: Confidentiality agreements are mandatory

Any Local Officer who handles membership information, including member names, email addresses, phone numbers or attendance lists, **must sign both the YEU Confidentiality Agreement and the PSAC Confidentiality Agreement** before accessing or using that information.

This applies to every Officer who sends, receives, stores or manages a member list, not just the person who hits "send." If you have not signed both agreements, do not handle member information. Contact the YEU office first at 867-667-2331.

PROTECTING MEMBER INFORMATION

- **Always use BCC** for member emails. Never put a member list in the "To" or "CC" field.
- **Use member lists only for union business**. Do not use them for personal, political or commercial messages.
- **Never share or forward a member list** outside the Officers who have signed both agreements.
- **Store lists securely** and delete downloaded or printed copies when you no longer need them.
- **Respect opt-outs**. If a member asks not to receive Local emails, remove them and tell the YEU office.
- **Report any mistake right away**, such as an email sent to the wrong person or a list shared in error, to the YEU office.

WHAT EVERY EVENT EMAIL NEEDS

Members decide quickly whether to attend. Give them everything they need in one message:

- ☐ **Who and what:** your Local number and name, and the type of event (AGM, general meeting, etc.)
- ☐ **When:** day, date, start and end time
- ☐ **Where:** full location, including building, room and floor, plus any virtual option
- ☐ **Why:** one or two lines on why it matters, and the agenda, especially elections or bargaining updates
- ☐ **How to join online:** the virtual meeting link, plus meeting ID, passcode and dial-in number if needed
- ☐ **Supports:** food and allergy information, childcare, accessibility and travel
- ☐ **Contact:** a named person and how to reach them

EMAIL TEMPLATE

Copy everything inside the box into your email. Replace each **[BRACKETED]** item and delete any lines that don't apply.

Subject: [LOCAL #] [LOCAL NAME] [EVENT TYPE]: [DAY, MONTH DATE]. In person or online

Hello [LOCAL NAME] members,

YEU/PSAC Local [LOCAL #] [LOCAL NAME] is holding its [EVENT TYPE] on [DAY, MONTH DATE, YEAR], from [START TIME] to [END TIME], at [LOCATION, ROOM AND FLOOR].

[ONE OR TWO SENTENCES ON WHY IT MATTERS, e.g. "Our Local meetings are where we build strength as a group, identify issues, and set priorities."]

Here is the agenda:

- [AGENDA ITEM, e.g. Elections: President, Vice President, Treasurer]
- [AGENDA ITEM, e.g. Bargaining Update]
- [AGENDA ITEM]

How to join: You can attend in person or virtually. To join online, use the link below.

Virtual link: [PASTE MEETING LINK HERE]
Meeting ID: [MEETING ID] **Passcode:** [PASSCODE]
Join by phone: [DIAL-IN NUMBER, IF AVAILABLE]

Food: [e.g. Pizza dinner with vegetarian, vegan and gluten-free options]. Please let us know about any allergies and we will do our best to accommodate.

Childcare: [e.g. Your Local is providing childcare support for attendees who need it]. Contact [NAME] to arrange.

Questions? Contact [NAME], [LOCAL ROLE], at [EMAIL] or [PHONE].

You are an important part of keeping our Local strong. We hope to see you there!

In solidarity,

[YOUR NAME]
[YOUR TITLE], YEU/PSAC Local [LOCAL #]

You are receiving this email because you are a member of YEU/PSAC Local [LOCAL #]. If you would prefer not to receive Local event emails, reply and let us know.

TIPS FOR A STRONG EVENT EMAIL

- **Check your Local bylaws first.** Your bylaws may set minimum notice periods for certain meetings, such as AGMs, elections or special general meetings. Confirm the requirement and make sure your first email meets it.
- **Send early, then remind often.** Send the invitation as early as possible, then follow up with several reminders leading into the event, for example a week before, a few days before and the day of.
- **Lead with the essentials.** Put the date, time and place in the subject line and first sentence.
- **Keep it short and plain.** Members read on their phones. Use short paragraphs and avoid jargon.
- **Test before you send.** Send it to yourself first, check every link, and confirm all names, dates and times.
- **Use the YEU Local Meeting Planner. Local leadership is responsible for promoting Local events. As the component, YEU will post your event on yeu.ca, book the Lucy Jackson Room if you need it, and provide a Zoom link if you specifically request one. Submit your request through the Local Meeting Planner form: form.123formbuilder.com/6982938.**