

UNISON Virtual Branches Project

Process for gathering email addresses

The following is a procedure for improving the number of email addresses the branch website has on its list:

1. Lists will be provided to all sites Lists showing members for whom we do not hold an email address.
 - a. These lists will be taken from website member listings. They will contain only the essential details to enable you to find members email addresses and will be password protected .
2. Where possible these should be looked at by website teams and possibly circulated to stewards/officers, asking that they look up groups of these members on their employers email systems.
3. The email addresses when identified should be added to the spreadsheet lists.
4. On a weekly basis, an email should be sent to those for whom email addresses have been newly identified.
 - a. This email can be sent from the branch
 - b. Alternatively it can be sent via the website and this can be done by Alex Taylor, on request.
 - c. This email would state that the branch/web team would like to use this email address for communication from UNISON in order to keep them up to date on union issues, and that members who do not wish this should:
 - i. Reply asking not to be included on the listing
 - ii. Supply an alternative email address if they so wish,
 - d. After the emails are sent, the names and email addresses could be compiled into an update list and then added to the website member list unless an objection is received.
 - e. A sample text for the email is shown below

Dear UNISON Member

Your UNISON virtual branch [website address] would like to keep you updated on trade union issues by issuing emails from the [website] and from UNISON.

This email address has been selected by your UNISON branch using the internail email system. We are seeking your approval to use this address for occasional email contact.

If you are happy to receive emails from UNISON to this address, you need do nothing.

If you do not wish us to use this email address to send emails please let us know by return.

Alternatively, if you have a different email address you wish us to use, please let us know.

Best Wishes

[UNISON virtual branch name]
