

Club Mailing List

If a high proportion of your club is on email, it makes sense to institute an electronic mailing list for members. This is a good way of keeping your members informed of what is happening at the club and, perhaps more importantly, letting them know the results of the latest duplicate. Players do appreciate early notification of the results, and the email group does help to integrate members into the club.

For a small club it is easy enough to collect members' email addresses and use the club officials' ordinary email accounts to send out emails to this group of addresses. Most email programs will allow you to set up a Mailing List, sometimes also known as a Distribution List. Look in the address book or help files of your email program for instructions on how to do that.

This simple system often works well for a while until somebody new comes along or someone changes their email address. Now all the club officials who use the system have to update their list of email addresses for the mailing list, some people forget, and the new person doesn't receive all the e-mails. The system doesn't work very well any more.

At this point it is better to change over to using a dedicated online system where all members can send an email to a single address which maintains a unified list of the addresses and then forwards the email to everyone on the list. There are a number of free systems available which do this, probably the best known being [Google Groups](#) and [Yahoo! Groups](#). Both offer easy to set up mailing lists/email discussion groups, as well as a number of other features which you don't necessarily need to use.

When setting up a mailing list, make sure that you have the members' permission to add them to the list, before you do so. It is also worth adding a line about it with a tick box to your club's membership application form. If members are wary of joining the mailing list, you can inform them that they can leave the list/group at any time.

Most players will wish to join when they discover that others are getting the results before they are and are being notified of upcoming events, cancellations of club nights due to bad weather, the latest victory of the club team in the local league and so on. The Wikipedia has some useful general information about [electronic mailing lists](#).