

# Guidelines for Use of Team Captain Email Lists

## Background

Email communication is one of the key tactics Threads of Life uses to promote our Steps for Life–Walking for Families of Workplace Tragedy events. Our committee volunteers have requested access to participant email contact lists in order to promote the local event to participants. After discussing our legal and ethical responsibilities around privacy, we have made the decision to provide committees who request it with a list of emails for the team captains registered for their event, so they can receive direct emails from the committee.

## Privacy and Contact Preferences

As a registered charity operating in Canada, Threads of Life must abide by [Canada's Anti-Spam Legislation](#) as well as our own [privacy policy](#) and ethics. We are committed to protecting the personal information our contacts have entrusted to us, and to respecting peoples' wishes about being contacted by email. Committee volunteers **who have signed our Threads of Life Code of Conduct** are considered an extension of our staff. In using email lists of your team captains, please follow these guidelines:.

### 1. Be conscious of the messages already being sent to participants

Throughout the Steps for Life planning and promotion cycle, Threads of Life sends a series of emails to various segments of our contact lists. The [planning calendar on the Steps for Life Committee Resource website](#) lists the specific audiences and messages going out each month under "National Messaging." We ask committees who plan to email their team captains directly, to avoid duplicating messages or sending emails at the same time as one of the national messages. Some committees plan to send their team captains some final reminders before walk day, and this seems an ideal fit in the messaging line-up.

### 2. Help us maintain our participants' privacy

Each of us values the privacy and security of our personal information and contact information. Please help us ensure that our participants' privacy is protected. When participant contact information is shared with the committee, those lists **must be deleted after use** – they should be removed from any computers, servers, and email attachments.

When sending out a message, either send an individual email to each team captain or use the BCC field for email contacts. Please don't use an email service (Constant Contact, MailChimp, etc.) as this will interfere with Threads of Life's own process for handling bounced emails and unsubscribes.

Please send your draft message to your RDC for a quick review before it is distributed.

### How to request a contact list to email your Steps for Life team captains:

- Plan out when you'd like to contact your team captains and what you'll say. Because of all the email messages going out nationally, we recommend no more than one or two emails from the committee.
- Contact your Regional Development Coordinator to ask for the list of your walk's team captains. Please provide at least two weeks advance notice.
- Your RDC will create the list and send it to you.
- Draft your email message and send it to the RDC for a final check before distributing.
- Delete the contact list after use.

