



## Toastmasters District 70 Email Guide

The District 70 website, [www.d70toastmasters.org](http://www.d70toastmasters.org), is hosted on a web server. This server also has a number of email boxes associated with it together with mailing list facilities. The set up of these mailboxes and mailing lists is controlled by the District's Postmaster who can be contacted through [postmaster@d70toastmasters.org](mailto:postmaster@d70toastmasters.org).

District 70 makes use of these facilities to improve and simplify communication amongst District officers. The way this is done is to allocate a mailbox, with associated email address, to each member of the District Executive Committee and to many of the supporting staff officers. This means that these officer's personal email addresses do not appear in the District Directory or on the District website, safeguarding users to some extent from abuse and protecting their privacy. The mailing list facilities make it easy for District to send emails to all members of the Policy and Executive Committees.

All incoming email to our domain is passed through a spam filter in order to remove emails that appear to be spam or to contain a virus. This service deletes about 70% of all email received by us. It does not obviate the need for you to use anti-virus software on your computer though.

Each person's mailbox is linked to their personal email address. You do not need to connect to District 70's server in order to send and receive email. Your incoming District mail will be received whenever you check and receive your normal email. Your outgoing District email is also sent via your own Internet Service Provider (ISP) whenever you send mail. However, by using your District email address rather than your own as the sender (see below), it will appear to people that you are sending and receiving email via District 70.

### *District email addresses*

District email addresses take the form of **x@d70toastmasters.org**, where x denotes the user. Thus the senior members of the Policy Committee have the following addresses.

**DG@ LGET@ LGM@ PRO@ DSec@ DTreas@ PDG@**

Division Governors have the following addresses

**CDiv@ EDiv@ HDiv@ MDiv@ NDiv@ PDiv@ SDiv@ WDiv@**

Area Governors have addresses in the form

**area1@ area2@ area3@ area4@** and so on

These are complemented by a range of functional addresses that are associated with various staff officers. Examples are;

**budgets@ enquiries@ ReturnsOfficer@ sound@ supplies@ webmaster@**

The Division webmasters also have standard email addresses as follows

**CWeb@ EWeb@ HWeb@ MWeb@ NWeb@ PWeb@ SWeb@ WWeb@**

The full list of addresses and the offices and people they are associated with are shown in the associated document "District 70 Email addresses".

### *Some Points to Note*

1. None of these addresses are case sensitive. Capitals are used in some addresses for clarity in the Directory but are they not necessary. Thus the District Governor for example will receive mail addressed to **DG@**, **Dg@**, **dG@** or **dg@** without any problem.



2. If someone sends a message and mistypes the name part of the address, e.g. a message to **DGET@**, that message will result in the sender receiving an automated message saying that the email could not be delivered because the addressee was invalid and asking them to check the address and to resend the message to a correct address.
3. If someone mistypes the second part of an address e.g. **DG@toastmastersd70.org**, they will get an error message returned by their Internet Service Provider after a few hours indicating that it was “unable to locate the specified domain”, i.e. internet address.
4. If you plan to be away for an extended period, you can arrange to have your District email forwarded to someone else for attention. Just advise the District Postmaster of the alternative address and the period involved. Similarly, **always tell the District Postmaster whenever you change your personal email address.**

## *Setting up District email addresses for use*

### *Receiving mail*

If you have been allocated a District email address, the first thing to do is to add your office as a new contact in your Address Book in Outlook Express/Windows Mail (or Contacts list in Outlook). This will enable you to test whether you will correctly receive your District 70 email.

#### **In Outlook Express**

- a. Select **Tools Menu ⇒ Addresses**.
- b. When the Address Book opens, select **New ⇒ New Contact**.
- c. In the Properties box that opens, fill in the name boxes. For example

<b>First:</b>	<b>Middle:</b>	<b>Last:</b>
Area	55	Governor
Central	Division	Governor
District	70	Postmaster

Then add your **E-Mail Address:** area55@d70toastmasters.org for example

Click **OK** and then close your Address Book.

**When finished, send a test message to this new contact.** You should receive the message back in your In Box fairly quickly. If not, please contact the District Postmaster so that any error in our set up can be investigated.

### *Sending mail*

The next step is to set your email software up so that you can send mail that will appear to come from your District address. **This is most important.** If you receive a message as a District officer and reply using your personal address, then you immediately negate any privacy protection we have given you through the allocation of a District address.

Similarly, if you initiate correspondence on Toastmasters business to Clubs for example using your personal address, then you cannot expect recipients to reply to you via your District address. If they think that they will be corresponding regularly with you, they are just as likely to save your personal address in their Address Book on receipt of your message.

The end result of the set up we are about to discuss is that all your District email will come in and go out through the server on your own Internet Service Provider in conjunction with your personal mail. But to your Toastmasters correspondents, all your mail will appear to be going to and coming from the District's server.



### *Now for the nitty-gritty details*

To start this process, you need to make sure that all header fields are visible in your Email software. I will talk about the most common email program, Microsoft Outlook Express (XP) or Windows Mail (Vista). But the procedures to follow will be similar in other programs.

In **Outlook Express**, click **Create Mail** to start a new message (**Ctrl + N** is the shortcut), select **View** menu and then ensure the item **All Headers** has a tick on its left (Click on **All Headers** to add a tick if necessary.) Your new message should then show the following header fields.

**From:**  
**To:**  
**Cc:**  
**Bcc:**  
**Subject:**

At this stage it is possible that you will not see the **From:** field. This will occur if you only have one email account set up. Don't worry. The **From:** field will appear automatically when you set up your District mail account as shown below, since Outlook Express requires at least 2 mail accounts to be set up before giving the user a **From:** choice.

(If you use **Microsoft Outlook**, a program widely used in the corporate environment, select New Message and then click the arrow on the Options button on the toolbar. Ensure that the **From** and **Bcc** options are ticked so that these header fields will always show in new messages.)

You now need to set up what becomes "a new mail account". The following instructions apply to **Outlook Express**. If you have different email software it will have similar features.

(If you are using **Outlook** in a work environment, you may not have permission to create and send from other mail accounts. Check with your System Administrator.)

While these step by step instructions for **Outlook Express** may look daunting, they are quite easy to follow.

- a. Select **T**ools Menu ⇒ **A**ccounts.
- b. Select **M**ail tab and click your current account to highlight it.
- c. Select **P**roperties button and then the **S**ervers tab.
- d. Write down on a piece of paper what is entered in the box **O**utgoing mail (SMTP):
- e. Click **C**ancel.
- f. Still in the **I**nternet Accounts box, choose **A**dd ⇒ **M**ail.
- g. The Internet Connection Wizard will start.
- h. Follow through the steps in the Wizard screens in the order below.
- i. Type a name for your new account (your District Office) and click **N**ext.
- j. Type your District email address (**xxxx@d70toastmasters.org**) and click **N**ext.
- k. In the Email Server window, type your district user id (e.g. **area55**) in the **I**ncoming field and in the **O**utgoing field type what you previously wrote down on a piece of paper from your own account and click **N**ext.
- l. For the **A**ccount name, again insert your District Office. Do not put anything in the password box and ensure the Remember Password option is not ticked. Then click **N**ext.
- m. Click **F**inish to end the wizard.



- n. Highlight the new account in the Internet Accounts box and select **Properties**. A box like the one to the right will appear.
- o. Under the **General** tab, edit the information to ensure it reflects how you wish to be seen. In particular, ensure under **User Information** that the Name field specifies your Office and that the **Reply address** is left empty (since that only applies where you want people to reply to a different address than the one you are sending from).

Also ensure that the option to **include this account when receiving mail or synchronizing** is **NOT** ticked. **This is a most important step and the most common error made in the past by those setting up accounts.**

**If using Outlook, this means ensuring that the new account is NOT included in your Send/Receive group.**

- p. Click **OK** and then **Close**.

When you create a new message, you will not only have a **From:** field at the top but you will also find a drop-down menu at the right of your **From:** field. You can now select either your personal address or the District address in this box when you send an email.

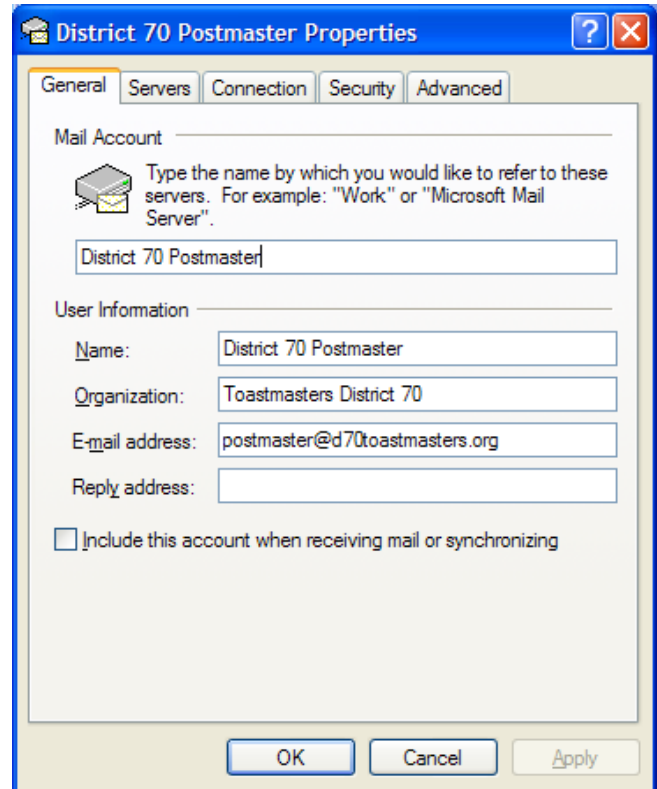
To ensure that your new email account is correctly set up on your computer when you have done the above, send a message to yourself from your new District account. Check that it appears to come from you as a District Officer.

### *Handling your incoming email messages*

Here is some optional cool stuff. If you are only a light email user you can skip this section. But if you receive a lot of personal, business or other email from organisations you belong to, then you might consider having your Toastmasters messages appear in a different colour in your In Box.

You can control what happens to your Toastmasters messages on receipt by setting up a **Message Rule** for them. Again in **Outlook Express**, proceed as follows;

- a. Send a test message to your District email address.
- b. Highlight this message on receipt in your **In Box**, select **Message Menu** ⇒ **Create Rule from Message**.
- c. In the box that opens, in Section 1 clear the tick from **Where the From lines contains people** and tick **Where the To line contains people**.





- d. In Section 2 click desired actions. The normal ones to choose are to **Move the message to a specified folder** other than your In Box and/or to **Highlight it with color**. I like the 2nd choice, because having all District mail come in as a unique colour in my In Box makes it easy to handle. If you want to move it to a specified folder, then you will need to cancel, create the new folder and then return to this exercise
- e. In Section 3 your District user email address should show after **Where the From line contains**. In the next line click **Color** and choose a suitable colour from the drop down box that appears. Click **OK**.
- f. In Section 4 you can give a name to your new rule. Click **OK**. You now have a new Message Rule set up to handle your incoming Toastmasters mail.

Having learnt this technique, you can also use it to highlight messages you receive from specific people to make them stand out in your In Box, identifying **Where the From lines contains people** to set up a suitable action.

### *Sending mass email*

When sending out a broad email mailing, avoid placing all the email addresses in the **To:** field. This publicises everyone's email address without their permission. Instead, place all addresses in the **Bcc:** field as recipients only see the addresses in the **To:** and **Cc:** fields in their email.

The **To:** field needs to be filled in though to avoid problems with email servers or spam filters rejecting your message. The simple way is to put your own address there, sending the message to yourself as well. Alternatively, you can create a group name for your mailing by adding a contact to your Address Book using the group name for identification and your personal email address as the recipient for the group name. Then place this contact name in the **To:** field.

If you use **Microsoft Outlook** and **Microsoft Word**, an alternative to using the **Bcc:** field is to do a mail merge and create one message for each recipient. An email mail merge allows you to specify the fields in the message so that you can address each recipient personally. For more information on how to do a Microsoft Word mail merge, consult the Help in Microsoft Word.

### *Attaching files*

Sending large attachments can annoy members (especially those still on dial-up or on a slow wireless plan), clutter up their Inbox, and even bring down their email system.

All attached documents should be prepared in accordance with **District 70's Standards for Document Preparation**. That is, they should be in the form of either Microsoft Rich Text Format (RTF) or Adobe Reader Portable Document Format (PDF) files.

You should not send out files such as Speech Contest flyers or Division/Area Newsletters attached to an email. If such an item is important enough to be drawn to the attention of members, then it should be placed on the District or a Division website. Once it is there, you only need to include a link in an email message to the page on the District or Division website containing the flyer or newsletter in question.

So, having prepared a flyer or newsletter, the first step is to convert it into PDF form (**see Standards for Document Preparation**) or to send it to a webmaster for conversion. After the document appears on a website, open it, copy the link from the address field at the top of your browser and paste that link into an email.



Here is an example of an acceptable promotional email that could be sent to clubs in a Division (or Area as appropriate).

The Tropical Division International Speech and Evaluation Contests will be held on Saturday 1st April at the Woop Woop RSL Club. For full details including RSVP information, please click this link.

[http://www.d70toastmasters.org/pdf\\_flyers/TropicalFlyer.pdf](http://www.d70toastmasters.org/pdf_flyers/TropicalFlyer.pdf)

We would appreciate if you can forward this email on to all your club members.

When sending out such unsolicited promotional flyers or newsletters, always include an **Unsubscribe** option to allow recipients to opt out of future mailings by sending a reply email.

**Remember**, your messages are less likely to be perceived as unacceptable spam by Toastmasters members **if you avoid sending large attachments**.

### *Good email practices*

As the owner of a District 70 address, your communications will reflect on the image of Toastmasters and the District. Thus you should follow good email practices.

### *When using email*

- **Use a meaningful and relevant subject line**  
Try to use a subject that is meaningful to the recipient as well as yourself. It can be as simple and straightforward as "Club Officer Training". Choose a subject line that will clearly set your message apart from the mountain of spam most users receive these days.
- **Be concise and to the point**  
As a general rule, ensure that only one major subject is discussed in each email. Remember that reading an email is harder than reading printed communications. A long email with many subjects can be very annoying. Try to keep your sentences short with a maximum of 15-20 words. Summarise questions/points in a numbered list where possible to help the recipient reply to different aspects of your message.
- **Answer all questions, and pre-empt further questions**  
An email reply must answer all questions, and pre-empt further questions. If you do not answer all the questions in the original email, you will receive further emails regarding the unanswered questions, which will not only waste your time and your sender's time but also cause considerable frustration.
- **Respond promptly (if a response is required)**  
Members send an email because they wish to receive a quick response. If they did not want a quick response they would send a letter or a fax. Therefore, each email should be replied to within 24 hours. This particularly applies to the email address Clubs nominate as their official contact for other Toastmasters, District officers and potential visitors.
- **Include the previous message in your reply message**  
When you reply to an email, you should include the original email (thread) in your reply. In other words click 'Reply', instead of 'New Mail'. Some people say that you should remove the previous message since this has already been sent and is therefore unnecessary. However, if you receive many emails you obviously cannot remember each individual email that you have sent. A 'threadless email' will not provide enough information and the recipient will have to spend a frustratingly long time to find out the context of the email in order to deal with it. It is best to include the most relevant portion of the sender's message in your reply.



- **Read the email before you send it**  
A lot of people don't bother to read an email before they send it, as can be seen from the many spelling and grammar mistakes contained in emails. Apart from this, reading your email through the eyes of the recipient will help you send a more effective message and avoid misunderstandings and inappropriate comments.
- **Sign your message clearly at end of the message text**  
The email addresses people use are often cryptic and it can be difficult to identify the sender. It is very important to clearly sign off your message. This leaves no doubt who the email came from. Always remember to include your District Office and your telephone number in your sign off as well.
- **Take time to read and fully comprehend what has been written before you reply, especially if the message provokes a strong emotional response**  
If you don't understand a particular item, ask the sender for clarification before responding. This avoids the confusion and incorrect assumptions that lead to poor communication.
- **Use the cc: field sparingly**  
Try not to use the cc: field unless the recipients in the cc: field know why they are receiving a copy of the message. Using the cc: field can be confusing since the recipients might not know who is supposed to act on the message.

Also, when responding to a cc: message, should you include the original recipient in the cc: field as well? This will depend on the situation and needs careful assessment. It is a normal courtesy to include the original recipient in the To: field, but the nature of your response may preclude this. In general, do not include people in the cc: field unless you have a particular reason for wanting them to see your response. Remember that the cc'd message was not intended for you directly, only for your information. But if you have relevant information to share, then let all parties know. Again, make sure that people will know why they are receiving a copy.

- **Use Reply to All carefully**  
Only use Reply to All if you really need your message to be seen by each person who received the original message. This is not usually the case. If in doubt, it is best only to reply to the original sender.
- **Do not edit/ forward an email message without the original sender's consent**  
It is inappropriate to edit/forward the contents of an email that you have received unless the original author has given their consent. We have had a number of embarrassing incidents in District 70 where people have forwarded emails (or replies they are making to one) to other people without consulting the original sender who assumed their remarks were being made in confidence.
- **Make it clear if your email is confidential**  
To avoid the above, it is up to the sender to communicate clearly to the recipient that the email is confidential. Likewise for the receiver, good communication is not a guessing game. If in doubt, ask.
- **Don't conduct arguments in public**
- **Don't "flame" people by sending them abusive email messages**

### *Correct Email Etiquette*

- **Use proper spelling, grammar & punctuation**  
This is important because improper spelling, grammar and punctuation give a bad impression of our organisation. It is also important for conveying the message properly. Emails with no full stops or commas are difficult to read, ambiguous and confusing. If your email program has a spell checking option, please use it.



- **Use proper structure & layout**  
Since reading from a screen is more difficult than reading from paper, the structure and layout is very important for email messages. Use short paragraphs and blank lines between each paragraph. When making points, number each point to make the message easy to follow and reply to.
- **Avoid using CAPITALS or all lowercase**  
IF YOU WRITE IN CAPITALS IT SEEMS AS IF YOU ARE SHOUTING. This can be highly annoying and might trigger an unwanted response. Conversely, do not write in all lower-case. It creates a lax impression and is the email equivalent of “mumbling”.
- **Take care with abbreviations and emoticons**  
Avoid using abbreviations such as BTW (by the way) and LOL (laugh out loud). The recipient might not be aware of the meanings of the abbreviations. The same goes for emoticons, such as the smiley :- ) or pictorial emoticons. All these practices are inappropriate for Toastmasters business.
- **Avoid the use of formatting**  
Be aware that when you send an email in HTML or rich text format, the recipient might only be able to receive plain text emails. If this is the case, the recipient will receive your email without any formatting such as different fonts, bold, italics, bullets, colour etc. All they will see is the plain text in the message. The resulting email will look nothing like the original. So it is best to avoid using formatting unless absolutely necessary.
- **Avoid using the high priority option**  
We all know the story of the boy who cried wolf. If you overuse the high priority option, it will lose its function when you really need it. Only use the high priority flag if the message is urgent and important.
- **Avoid using URGENT and IMPORTANT in the subject line**  
Even more so than the high-priority option, you should avoid these types of words in an email or subject line. Only use them if the email is an extremely urgent or important message. But if your message is that urgent and/or important, you should use the telephone since there is no guarantee that your email will be received and looked at in any time frame.
- **An email is a formal document so treat it like a letter**  
Sending an email is like sending a letter. Never make or forward any libellous, defamatory, sexist or racially discriminating comments in emails, even if they are meant to be a joke. Remember that an email is a formal document and can be used in a court of law.
- **Don't forward virus hoaxes and chain letters to others**  
If you receive an email message warning you of a new unstoppable virus that will immediately delete everything from your computer, this is most probably a hoax. The same goes for chain letters that promise incredible riches or ask your help for a charitable cause. Even if the content seems to be bona fide, the senders are usually not. The best thing to do in all these cases is to hit the Delete key.

*Finally, note that electronic mail cannot replace personal contact.*

There is a tendency to be brief, informal and casual in email messages. This can sometimes provoke a strong emotional response from the recipient that was not intended. Remember that direct, person-to-person contact is best for handling sensitive, difficult, complex, or emotional issues.