


Communication 101



- What's Up Doc?


Why...communication

- Many members are not on the board or involved in all the activities and newsletters, emails etc. keeps them informed
- Other forms of communication...
 - *Traditional
 - Newsletters
 - Notes
 - Phone
 - * Electronic
 - Email, individual and group
 - Constant Contact
 - IM*, Skype
 - Evites
 - Social Network/Facebook

Newsletters

Hard Copy or Email
Word or PDF
(Portable Document
Format)

Front Page: Headings (ie Connections)

- Logo AMAA 
- Name American Medical Association Alliance
- Date January 2010
- Issue 1
- Website address: <http://www.amaalliance.org>
- Board list: President: Nancy Kyler ...

Main Articles

- Next month's meeting information
- President's message
- Upcoming AMAA meetings etc.

Additional "news" items

- Upcoming
 - Interest group meeting dates
 - Projects
 - Fundraising
 - Parties
- Dues form if appropriate time of year with listing of those who have joined for that year

Monthly “columns”

- Cheers and Tears
- Meet a Member
- Calendar

Last, but not least...thank you to any member who has helped over the past month!

Marketing tool, not member benefit

- The more folks that receive your newsletter (esp. if it is email and no cost to the organization) the greater the likelihood that you will have increased membership and perhaps better name recognition in your community

Hints and Tips

- Cut and Paste (from emails you've received from committee heads etc.)
- Format: Borders
- Insert: from file (digital photos) or clip art
- Color: right click -- format picture: automatic, black and white or grayscale
- Email version: Have members print on same colored paper each month so it is easily found among papers (if they miss getting the hard copy)!

Conference Calls

- www.freeconferencecall.com

Free conference calls are simple and easy to use, requiring only a name and an e-mail address to receive an instant account.

Once you enter your name and e-mail address, you will be instantaneously provided with a dial-in number and access code for immediate phone conferencing.

Your teleconferencing line is available to you 24/7 and there is no need to schedule or make reservations. Each conference call account accommodates 96 callers on an unlimited number of 6 hour free conference calls.

Email

- You can email your
 - Newsletter
 - Reminders
 - Invitations (www.evite.com)
 - Links to other websites or articles of interest

Group emails

- You can form a group using your email server (aol, verizon, comcast etc.)
- You can form a group at <http://groups.yahoo.com>
- You can use a website service such as Constant Contact (www.constantcontact.com)

Constant Contact

- 60 day free trial, easy to use
 - 0-500 members
 - \$15/month
 - Prepay 6 months \$81
 - Prepay 12 months \$153
- Best feature – the phone support – a real person answers the phone!

Instant Messaging/Skype

- **IM** is a form of real time direct text based communication between 2 or more persons using a shared list. You can use aol (even if you aren't an aol subscriber), gmail, skype...
- **Skype** is a software application (free download) that allows callers to make voice calls over the internet, can also be used for IM'ing and video calls (need webcam for that feature)

Email Invitations

- Evites www.evite.com
 - Anyvite www.anyvite.com
 - Pingg www.pingg.com
 - Paperless post www.paperlesspost.com
- Many designs to choose from, RSVP's managed through email – no Postage!!!

Social Networking

- Facebook www.facebook.com

Users add friends, have a personal profile, can send messages – some younger folks use instead of email

- ❖ Face to Face with AMA Alliance Members –
 - ❖ Posts about meetings, books we've read – good site

You must be 13 years of age to have an account (originally for college students) . Currently more than 350 million users worldwide!

That's all folks!