



MASTER GARDENER FOUNDATION OF KITSAP COUNTY COMMUNICATIONS POLICY

BY-LAWS OF THE MASTER GARDENER FOUNDATION OF KITSAP COUNTY

ARTICLE 6 COMMITTEES

6.4.1 Communications Committee

The Communications Committee will be responsible for the production and distribution of the Foundation newsletter and other communications within the Foundation.

The “Communications Committee” is understood to consist of: a Chair, appointed by the Foundation President and approved by the Board; committee members, appointed by the Chair, and an ex-officio member of the Board. It is further understood that this committee shall include the Newsletter Editor, the Web Master, the Constant Contact editor, and the Public Relations Chair, as appointed by the Foundation President and approved by the Board.

- It is agreed that all e-mail communications to the membership will have “*Master Gardener Foundation of Kitsap County*” or “MGFKC” in the subject line.
- All e-mail communications will carry this message: “*You are receiving this e-mail because you have joined the Master Gardener Foundation or requested to be on our mailing list.*”

The contents of the Newsletter, the Website, Constant Contact, and all other electronic Communications shall be authorized by the Foundation President or their appointee, as approved by the Board.

The Newsletter

A bi-monthly Newsletter will be sent by Constant Contact to the members. Only those without e-mail access will be sent the Newsletter by mail by request.

The Newsletter will be posted to the Website with past issues archived.

The Newsletter may contain the following:

- “Reflections from the Board” a short article from a Board member giving *a personal insight* on a Foundation activity of note or calling attention to a Foundation event.
- Promotion or reporting of Foundation special events, such as the Third Wednesday Seminars or the Plant Sale.
- “Our Money at Work”, results of Foundation funding when appropriate, where the money is going, how the Foundation money is being used.
- Articles on other Master Gardener Foundations’ news.
- Educational articles of interest to our membership.
- Membership renewal forms.
- Pledge request forms.

Constant Contact

It is recognized that from time to time special announcements or requests may need to come from the Foundation Board. It would be the responsibility of the President or their appointee to request that the Constant Contact Editor send these messages. Any submission shall be subject to editing if deemed necessary by the Editor and/or the President.

The Website

The Website will contain the following:

- The Mission statement of the Master Gardener Foundation of Kitsap County.
- Copies of the By-Laws and Policies governing the Foundation.
- Notices of Foundation fund raising events such as the Third Wednesday Seminars, Plant Sales etc...
- Instructions on how to join the Foundation including classes of membership.
- Instructions on how to contact the Foundation.
- Useful links such as WSU Extension, other Extension links and links to horticultural sites of interest.
- The Archives will contain the Newsletters and the MGFKC Board minutes, but not the financial statements.

Public Relations

The Public Relations Chair or their committee, under the direction of the Foundation Board, is responsible for all press releases -- print or electronic-- to the public involving Foundation news and events, and as appropriate these items may also be posted on the Website:

- Articles, advertisements and announcements in newspapers.
- Advertisements and articles in magazines.
- Posters advertising coming events.

Electronic mail (e-mail) and Board Communications

Board members may use e-mail communications for discussion only-- not for decision making. RCW codes require that the business of meetings be conducted in person, or by conference communications equipment-- only if all persons participating can hear each other at the same time.

Communication from Board to Extension

”The purposes of this non-profit Foundation are solely educational and charitable to enhance and supplement the effort of the WSU Master Gardener Program and thereby provide education and information to the citizens of Kitsap County.”

In order to supplement the effort of the Program, the MGFKC recognizes the value of ongoing communication between the Extension Office Master Gardener Program and the MGFKC Board.

To this end the MGFKC will provide opportunities at each MGFKC Board Meeting for the WSU Master Gardener Program representative to participate in an advisory and/or requesting capacity, and will include that representative in Board communications.