



Overcoming the perils of Email Communications

Electronic communications makes your life a breeze, is easier on your budget, and enables you to be “greener” than traditional paper. But having standalone email lists is a burden to maintain and puts your PTA lists at jeopardy of theft and misuse. Just Between Friends, provided to your unit for free, courtesy of NYS PTA and National PTA, eases the burden, helps you keep the list fresh and keeps others from misusing the lists.

With the Just Between Friends system, all your email addresses are in a single secure system. You can empower your officers to use them, but they never see the email addresses. Therefore, they can't be stolen and used to market home businesses or send other non-PTA information. All outbound messages from your officers or committee chairs to the members of your unit are logged and made available for you to review. That lets you monitor who is sending what to whom.

With Just Between Friends, each parent gets a private, secure web-based account that allows them to login and update the information at any time, keeping your list fresh and shifting the work of maintaining the list to those that are best able to keep the information up-to-date. They can also change their home addresses, add cell phones and update other information.

With Just Between Friends, you can selectively allow officers and key members to send messages to specific portions of the list without revealing the list or allowing them to send to everybody. So committee chairs can reach their committee members, and room parents can update the parents of students in a single class.

Special benefits of Just Between Friends include its unique way to schedule email reminders at the same time as you send out your announcement, how it automatically places events on a customized calendar for each parent, provides an easy tool and process for individual group members to get a message to the entire group, while give the group administrator the ability to make sure it isn't spam, and how it makes your emails available to parents in their secure, private online accounts – in case they don't have access to their email accounts or have already deleted the email message.

In short, it's a better way to communicate with your members – and your entire school community.

Signing up your unit is easy. If you have not yet signed up your unit, go to www.JustBetweenFriends.com/2008QuickStart, armed with the start-up code that we gave you at the New York State PTA Convention or sent you via United States Mail. If you don't have that code handy, please contact your region director.