



How we communicate about programs with PNY members: A Tip Sheet for Program Organizers

At Philanthropy New York, we work very hard to make sure that we do not inundate our members with emails. We keep our own emails to a minimum. As a result, we have developed our own protocol about when we email members about programs.

In recent years, PNY has produced 150-175 programs a year, and if we sent individual emails to members about each one of those programs, our members would surely rebel! Therefore, these are the guidelines we have developed:

1. PNY only promotes the programs that our organization produces and those that we have a strong hand in helping produce from the outset (and for which we officially sign on as a “co-sponsor”). Rarely do we promote programs that we were not deeply involved in the planning from the outset, so if you are interested in having PNY sign on as a co-sponsor, it is best to approach us early so we can ensure the event does not conflict with others on our calendar. **Only those programs that we produce or have worked in partnership to produce appear on our main [Events Calendar](#).** For others, we can place a listing on our “Regional Calendar.” Items on the Regional Calendar appear a few clicks down on our website and are featured on a sidebar of the New York PhilanthroPost Weekly Edition as well as at the end of our Monthly Program E-Newsletters.
2. All events that PNY produces or co-sponsors with partners to produce are placed on the main PNY Events Calendar and appear in several direct email newsletters:
 - **Monthly Programs Calendar:** This email goes to PNY’s approximately 3,500 individual members. It usually contains about a dozen items in chronological order and has a graphic at the top shining a spotlight on one of the items. This email goes out on the business day closest to the 28th of the month.
 - **Monthly Program E-Newsletter at PNY:** This email goes to PNY’s approximately 3,500 individual members. It usually contains a list of programs taking place over the month in chronological order. This email goes out at the last week of the preceding month.
 - **New York PhilanthroPost Weekly:** This roundup of philanthropy and nonprofit news of the region has a subscription base of over 5,500 people that includes most of our individual members along with an additional 2,000 nonprofit, government, media and other subscribers. The main focus is news and opinion, but a sidebar at the top of the newsletter includes a few events coming up at PNY in the coming week. In addition, the once-monthly “Policy Edition” of the New York PhilanthroPost features a selection of policy-focused (loosely defined) programs of the coming month.

3. PNY sends personalized emails to small groups of members about programs for which they have specifically expressed interest. So, for example...
 - **Working Groups on Education, Health and Women & Girls** are emailed directly about upcoming programs that their group has organized OR that the steering committee for that group has voted in favor of informing the entire group. Other local affinity groups supported by PNY such as Workforce, Juvenile Justice, Youth and Food Systems are run by other organizations and those organizations, not PNY, make their own decisions about what information those groups receive.
 - **Networking Groups on International Grantmaking, Corporate Social Responsibility, Foundation Administration, Foundation/Nonprofit Communications** and other similar groups are also emailed directly about upcoming programs that their group has organized OR that the steering committee/lead organizers for that group have voted in favor of informing the entire group.
4. We also occasionally Tweet about upcoming programs using @PhilanthropyNY, which is followed by many individual members and their organizations.
5. There are occasions when PNY will directly email select individuals that we believe are interested in a specific topic to attend a meeting on that topic. This is a relatively rare occasion and only occurs when PNY is deeply involved in the development of the program and is confident that the recipients are highly likely to be receptive to the invitation based on previously expressed interests.

As this document outlines, we have many effective mechanisms for informing our audiences of upcoming programs that generally result in high attendance levels. While we must limit our direct invitations to individual members, we are committed to helping our program development partners get the word out on their events.