Technology Resources
for Chapter Communications

Communication is KEY!

No matter how committed your board, or interested your members, if there is not a consistent communication, they will lose interest.

Are members contacted and given information about the chapter when they join? Do they know how to find out about upcoming events, and how to register? Do they know how to contact the chapter with questions or concerns? Can a non-member find you? Or must they wait for you to discover them?

There are lots of inexpensive and easy to use services available that can help extend your communications and provide consistency over the years.

Get Connected

CMSA also wants you and your Chapter to be as connected as possible to the CMSA National Offices, no matter your communication preference! The following websites and networks will provide you with up-to-the-minute updates:

Official Website:	www.cmsa.org
Conference Website:	www.cmsa.org/conference
Twitter:	www.cmsa.org/twitter
Facebook:	www.cmsa.org/facebook
LinkedIn:	www.cmsa.org/linkedin

Please keep this list on hand and refer to it as needed.
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DEDICATED CHAPTER CONTACT INFORMATION

Virtual Phone Numbers:
Set up a chapter phone number that can forward to a contacts phone, or go into an voicemail that be reviewed by phone or online access. Transfer access to this number as board members transition, or contacts change, keeping a consistent phone number year after year.

www.vumber.com
www.tossabledigits.com

Virtual Fax Number:
These virtual fax lines will send and receive faxes online and can be accessed by email. Use your chapter's email account so that several contacts within chapter can access and respond.

www.myfax.com
www.efax.com
www.ringcentral.com

Chapter Email Address:
Why not set up a free email account just for the chapter that several officers can access and transition with the officers? It's easy to do and can keep all emails in a central location, while once again providing consistency in communications from year to year. Popular free email sites are Yahoo (yahoo.com or ymail.com) and Google (gmail.com).

Chapter PO Box:
A PO Box offers a consistent address for the chapter, as well as privacy and protection. Boxes are typically in a facility that can be accessed 24/7, and offers stability no matter who is in office, or where they live. You can also safeguard the addresses and privacy of your officers by not posting their mailing addresses.

Pick a PO Box more central to the location of your chapter meetings instead of near the home of an officer that has access. This will prevent future issues of no one living near that box after officer transitions.

TECHNOLOGY RESOURCES TO AID IN CHAPTER COMMUNICATIONS

Webinar:

Webinars are a great way to communicate with a large group, and still show documents, slides, websites, etc. These can be informational or educational. There are several programs out there but the program below has been found to be easy to use and is free.

www.AnyMeeting.com
Make the Best Online Meeting Service, and Make it Free. That's the AnyMeeting mantra. Our goal is to provide free, world class web conferencing that competes with the best paid services available.

www.coolconferencelive.com
Has several features at a very reasonable annual fee, with the ability to add on other affordable features, as well. Can use as a webinar setting or as a conference call line.

Conference Calls:

www.freeconferencepro.com
FreeConferencePro is a free, full-featured audio conferencing service. You can make unlimited audio conference calls without having to pay for any bridging time.

www.coolconferencelive.com
Has several features at a very reasonable annual fee, with the ability to add on other affordable features, as well. Can use as a webinar setting or as a conference call line.

Document Sharing / Discussion Group:

These are great for Boards or Committees who are working remotely on a project together and need to set up timelines or calendar reminders, share documents for review, discuss project, see contact information for members of project team, etc. This is a great place to share Board documents instead of creating huge binders of information on policies, job descriptions, and other board manual materials.

Depending on size of group, or amount of space needed, these could range from free to a low monthly fee.

www.GroupLoop.com
GroupLoop provides a simple place for you to share and archive files, a central area for discussion, and a calendar to manage your meetings. GroupLoop is designed for anyone who needs to organize a group. Free to small groups, a monthly fee for larger size.

www.Glasscubes.com
Share, Collaborate, & Communicate.
Online Collaboration - organize your day to day work, project manage information, people and files securely.

www.googlegroups.com
Set up a groups in Google to keep discussions all in one place, share documents, and customize your own profiles. Also, Android and iPhone apps are available.

There are a couple for just storage, and not necessarily discussions. Also, check out www.dropbox.com or www.4shared.com.

Send Large Files:

If you have to share a large file with your Board or Committee members, often a standard mailbox will not allow the email to go through. There are sites that you can use to share a file by email without taking up too much space.

Check out:

www.wetransfer.com
www.streamfile.com
www.dropsend.com
www.yousendit.com

Newsletters:

These online services can help create professional templates for your communications to help you get the message out – whether it's an e-newsletter, event marketing, online surveys, etc. Check out these below and find one that best meets your needs.

www.constantcontact.com
www.benchmarkemail.com
www.informz.com

Social Media:

There are many benefits to networking and collaborating through online Social Media such as Facebook, LinkedIn, Twitter, etc.

1) Beyond your time to manage it, it's free and easy to use!

2) More intimate conversations to get to know members and prospect members & clients.

3) Great way to find prospect members and vendors and bring more knowledge to them about the association.

4) Be sure to connect to CMSA National's social media sites and share news and updates to your chapter pages.