

**Optimist Club of Herndon
Statement of Policy**

1. Policy Name: **Communications**

2. Policy Effective Date: Initial July 1, 2010
Revision April 8, 2011
Revision December 26, 2012
Revision July 1, 2019
Revision November 15, 2023

3. Policy Review Date (or “None”): Annually

4. Policy Expiration Date (or “None”): None

5. Policy Purpose and Objectives:

The purpose of this policy is to ensure that communications issued using Optimist Club of Herndon (hereafter referred to as “HOC”) communication channels and (or) HOC personnel information are fully under the control of the HOC and executed solely for the purpose of carrying out the activities of the HOC Board and HOC civic and sports programs.

6. Persons and Programs to Which the Policy Applies:

- a. This policy applies to the HOC Board and all HOC programs.
- b. This policy applies to HOC Board members and all HOC program management personnel including program managers and assistants, team staff, and volunteers, and any other person with delegated authority to act on behalf of the HOC Board or an HOC civic or sports program.
- c. This policy applies to any communication channel (e.g., hardcopy, email, text, chat, website, mobile app, social media) funded by the HOC and (or) bearing the name, acronym, or logo of the HOC or an HOC civic or sports program.

7. Requirements to Satisfy the Policy:

This policy is satisfied under the following conditions:

- a. All HOC communication channels must be:
 - i. Approved by the HOC Board prior to being used to issue HOC Board or HOC civic or sports program communications.
 - ii. Under the supervision of at least one HOC Board member.
 - iii. Under the ownership or control of the HOC which is the legal entity under which all HOC civic and sports programs operate.
- b. HOC communication channels are not used to promote a for-profit organization or event unless the for-profit organization has provided funding or benefits in kind to the HOC or an HOC civic or sports program. Examples of acceptable communication requests include:

Optimist Club of Herndon Statement of Policy

- i. Example 1: Dick's Sporting Goods (DSG) provides sponsorship funds or sports equipment to an HOC sports program and in return the HOC sports program sends out an email blast reminding families of the DSG discounts available to them.
 - ii. Example 2: A restaurant agrees to provide a percentage of sales to an HOC civic or sports program and in return the HOC civic or sports program posts a social media message reminding families of the spirit night or fundraising event being held at the restaurant.
 - iii. Example 3: A sports facility provides space free of charge for an HOC sports program event and in return the HOC sports program posts the company name, logo, and website link on the HOC sports program's web page and on a field banner.
 - iv. Example 4: A civic or sporting event organizer provides half-price or free tickets to an HOC civic or sports program and the HOC civic or sports program sends an email to its participants and their parents to organize attendance at the event.
 - v. Example 5: An educational institution (e.g., a high school or college) or youth organization (e.g., YMCA) is offering a camp or clinic. The HOC did not receive funding or in-kind benefits from the institution or organization. After using public records to confirm the institution or organization has a non-profit status or is operated by a State or local government, the HOC civic or sports program sends an email to its participants and their parents sharing information on the camp or clinic.
- c. Each HOC program ensures that direct communications (e.g., emails, text messages) sent to all persons whose information is in the HOC sports management system are limited to:
- i. A maximum of two (2) communications per registration program-season (e.g., two communications for spring baseball registration, two communications for fall baseball registration). (Note: An unlimited number of communications may be sent to the subset of persons who are registered in the HOC civic or sports program for the current season or a previous season.)
 - ii. A maximum of one (1) communication per program's annual fundraising event (Note: Only one fundraising event per program per year is included under this condition.)
- d. Each HOC program ensures that the content of each communication:
- i. Is compliant with the HOC Anti-Harassment and Anti-Discrimination Policy and Agreement.
 - ii. Is compliant with the HOC Child Abuse Prevention and Reporting Policy and Agreement.
 - iii. Is compliant with the HOC PII Handling and Non-Disclosure Policy and Agreements.
 - iv. Does not disparage the HOC, other HOC civic or sports programs, HOC Board members, HOC program personnel including program managers and assistants, team staff, volunteers, program participants (e.g., players,

**Optimist Club of Herndon
Statement of Policy**

training attendees, youth game officials), or participants' parents-guardians.

- v. Does not express opinions on matters not directly related to the HOC or HOC civic or sports programs (e.g., political candidates, social issues).
- e. Any exceptions to items a–c above are approved by a majority vote of the HOC Board.

8. Assistance and Resources Provided to Execute the Policy:

- a. A member of the HOC Board, or another program's representative, will be made available upon request to provide training and assistance on how to use available HOC communication channels in accordance with this policy.
- b. A member of the HOC Board will be made available upon request to provide assistance in gathering relevant information concerning a potential violation of or request for an exception to this policy and presenting it to the HOC Board.

9. Policy Implementation:

- a. This policy is to be implemented as of the Policy Effective Date.
- b. If there is any doubt of whether a communication channel or communication complies with this policy, prior to action being taken an email providing relevant information is sent to the HOC Board requesting a decision.
- c. If there is a potential violation of this policy, a notification must be sent within three (3) days of knowledge of the potential violation via email to the HOC Board identifying the person(s) and (or) organization(s) involved, the date(s) and description of the violation(s), and what action(s) have been taken to address the violation.

10. Consequences of Failure to Follow the Policy:

- a. If an HOC program or personnel is found to not be in compliance with this policy, the HOC Board will send an email to the HOC Civic or Sports Program Director identifying the problem, the corrective action(s) to be taken, and the timeframe(s) for completing the corrective action(s).
- b. If the HOC program or personnel does not complete the corrective action(s) within the specified timeframe(s), the HOC Board may suspend the HOC program's activities or HOC program personnel until a meeting with the HOC Board takes place and corrective actions are completed.
- c. If necessary, the HOC Board may take legal and (or) law enforcement action(s) to address a violation of this policy.