

## Williamsburg Players, Inc. Policy and Procedures Manual

Title: Mailing List Management		Number:
		e file name: mailing.wpd
Date	Change Summary	
4/21/98	Initial inclusion in P&P Manual	

(Note, policies are statements or rules, procedures are methods or courses of action.)

1. Objectives or Purpose:

This policy guides and controls the theater's mailing list.

2. Policies or Procedures:

A. The mailing list is managed by the Treasurer or Designee.

B. The responsibilities of managing the Mailing list are:

1. To maintain a computerized mailing list of names, addresses, and level of patronage (if any) for the current year. This list is currently maintained using the Reflex database system.
2. Producers, as needed, a complete set of mailing labels sorted by zip code.
3. Producers, as needed, a set of mailing labels by level of subscription and sorted by zip code.
4. Prior to start of season subscription drive produces a complete set of mailing labels sorted by name for use in mailing season tickets.
5. During Season subscription drive, updates the level of patronage and records any changes of addresses. Produces as requested a list of season ticket holders by level of patronage, or any other lists that may be required by members of the Board.
6. Provides information required to typeset the subscriber list in the program.
7. The Williamsburg Players does not distribute the season subscriber list to other organizations.