



Blackbeard Policy Communication of Advertisements Mailchimp vs Google Group Mail

Mailchimp Broadcast System

Last Friday, 7/7/23, the Blackbeard Board discussed how advertising between the membership should be handled. This Mailchimp system is used to broadcast (aka Blast) messages regarding policies, sailing activities, meetings, workdays, socials, general information, etc, etc. Advertising, however, has rarely been placed this way.

It was decided that Mailchimp 'Blasts' will not be used for personal advertisements. The Blackbeard Google Group is a more appropriate vehicle for such needs. Anyone can write their own requests for crew, how-to, items for sale, etc.

In March, 2022 Drew McCrocklin took over the administration of the BSC Google Group. Below is an update of his message:

Blackbeard Google Group

As many of you know, BSC has a Google Group named Blackbeard Sailing Club Email. The email list currently has over 190 members on it but we have a lot of new members who may not know about the email group. I would like to invite any member to join if interested.

The goal of the list is to provide a way for members to casually communicate with others in the club by email. For example: to find a crew for your next sail, get advice and help on a technical problem, rally a group for an impromptu cruise, sell or seek some unneeded treasure of the bilge, something bigger - even a boat, or any other sailing oriented topic of general club interest. Obviously, as on any other topical forum, please do not engage in potentially controversial non-sailing oriented topics such as politics, rumors, commercial messages, or anything likely to be generally offensive.

If you are a member of the group, you can post messages by sending email to Blackbeard-sailing-club-email@googlegroups.com. You can add this group email address into your contact list to make communicating with everyone easier and avoid junk email filtering.

This is an "opt-in" list so only those who want to get the emails receive them. If you are not currently a member of the group and wish to join, simply send me an email requesting membership at andrew.mccrocklin@mac.com and I will add your email address to the group. Conversely, if you are currently a member and no longer wish to receive the emails, just send me a note and I will remove you.

Drew McCrocklin
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