

United Homeowner Associations



Subject:

Suggested HOA Email Method

Setup your association email once without ever having to change it again.

As we have moved into the digital age, most of the UHOA members have transitioned to using email as opposed to snail (US) mail, or mail box stuffing. That's good. It moves the association into the 21st century. However, in making that transition it's created a problem.

EXAMPLE: Imagine that you're a member of a corporation (which you are) and one of the executives is retiring. On their last day the retiree boxes up all of the original business correspondence files they've accumulated over the years and leaves with them. Well, that premise is silly. Who would do that? Who would allow that? - - - Perhaps you do.

PROBLEM: As we moved into the digital age we began sending and receiving our association emails from our personal email account because that what we had. When the association officer rotates from office all of the association correspondence they've accumulated is contained within their personal email account. Rarely, if ever, is it separated out and passed to their successor. They, in essence, have walked out the door with the company correspondence files. This is not only inconvenient but dangerous.

SOLUTION: *A Dedicated Free Email Service:* Some of our members that don't generate much email have opted to go with a free email service, such as Google's Gmail, Yahoo, or such. These free email services, as you may already know, offer features like; customized emailing lists, large storage capacity, file systems, cross index email history, email forwarding and more. These members choose a name that reflects the association identification like 'parkhoa@gmail.com'. The incoming mail would be delivered to one location, say the association secretary who monitors the account and would internally forward to the addressee. With the sharing of the accounts password among the officers all outgoing or reply email would be sent from that account in order to keep record of all correspondence. When officers rotate the password can be changed and shared by the new directors. Or; *Paid For Email Service:* For very little money your association can purchase an email service with allows you to issue a individual email box to each of your officers. If your association currently utilizes a domain name for your association website it can be used for your email addresses, such as; (president@yourdomainname) If you don't have a domain name you can select one at GoDaddy for little money. Now, when your officers' term ends the successor assumes the same office email account, changes the email account password, and continues using the same account. All past correspondence files remain intact and in place. When their term expires, they assign the account to their successor, and so on.

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Association Email Setup

page 2.

SECOND BENEFIT:

From the other side of the glass, it solves the major problem of people finding you. It seems to be all too common for an associations not keeping their contact information current with those that matter. This lax practice has its' drawbacks. Case in point: The Township has the task of notifying neighborhood associations of building permit applications or code variance requests that could directly affect the neighborhood's character, together with other important notices. We know that the Townships records are woefully outdated mainly because associations have failed to inform the Township of the change of officers. Notices are commonly sent to some past president or generally lost. The Township is only obligated to send notices to the last addressee of record. With either of these suggested email systems once you establish your HOA email account your email address never changes therefore never needs updating. Therefore, the Township, UHOA, insurance agency, contractors and the association members never have to deal with lost or misdirected email.

The UHOA adopted a 'paid for' email method several years ago and now wonders how it operated without it. Although there are several internet firms that offer a 'paid for' email service, but for our purposes we selected GoDaddy's-WorkSpace. This service allows us to separate our email by office, (5-email boxes - pres; vp; sec; tres; commsec). Within this service we've build a membership directory, customized mailing lists, archive important documents for safe keeping in the cloud, ability to send batch emails to defined groups, and more. Our cost for this is approximately \$48/yr. It's proven to be far cheaper and much faster than our earlier snail-mail method.

If you're interested you can learn more about the 'paid for' email by visiting GoDaddy's site at:

<https://www.godaddy.com/email/professional-email>.

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