

Lake Ashton Community Development District

Blast Email Policy & Guidelines

Purpose

Lake Ashton uses blast emails ("E-blasts") to share timely, factual community information with residents. To keep inboxes manageable and ensure fair access for all clubs and groups, this policy explains **who can request a blast, what kinds of announcements qualify**, and **how and when information will be sent**.

Who Can Request an E-blast

E-blast requests can come from:

- Lake Ashton CDD and Lake Ashton II CDD (official District business).
- Amenity staff, including the Community Director, Activities Assistant, and Communications Specialist.
- Registered Clubs, Groups, and Organizations that meet District criteria.

Outside businesses, individuals, or unregistered groups cannot request email blasts.

Who Sends What

- Lake Wales Clubhouse amenities announcements are sent out by Lake Ashton CDD staff.
- Winter Haven amenities and Health & Fitness Center (HFC) announcements are sent out by Lake Ashton II CDD staff.
- Each CDD manages and approves blasts for their respective facilities.

Types of Emails

To keep communication clear and consistent, there are four types of emails:

1. **Dedicated E-blasts** – A single, standalone email focused on one event or announcement.
2. **Friday Round-Up** – A once-a-week email that compiles announcements from multiple clubs and groups and includes all events with tickets for sale.
3. **Happening This Week** – A once-a-week email that goes out on Mondays that includes all activities happening during the current week.

4. **Gone But Not Forgotten** – Notice of passing that includes a picture, date of death, any relevant, local memorial/funeral notices, and a link to the obituary if available.

What Can Be Included

Eligible content:

- Official District news and announcements.
- Club events open to all residents.
- Facility updates or closures.
- Fundraisers for charitable causes (not personal or commercial).
- Deadlines, volunteer opportunities, or reminders.
- Obituaries and funeral/memorial notices.

Not eligible:

- Commercial promotions, advertisements, or endorsements.
- Political content.
- Events intended to generate profit for a business or individual.
- Repeated messages beyond the frequency allowed.

When to Submit

- Email requests must be submitted at least 5 business days before the desired send date. Please submit using the online form on lakeashtoncdd.com.
- Events can be promoted starting up to 6 weeks before the event.
- Exception: If tickets for an event go on sale more than 6 weeks in advance, announcements may begin at the start of ticket sales.
- All events with tickets currently on sale will be listed in the Weekly Round-Up each Friday until the event date or until sales close.
- Clubs should use the official email request form and include:
 - Event name, date, time, and location
 - Contact person
 - Ticket sale start date (if applicable)
 - A short description (50–75 words) for the Weekly Round-Up

How Often Messages Go Out

To avoid overwhelming inboxes, here's the general schedule:

Dedicated E-blasts are reserved for:

- District and amenity announcements (as needed).
- Emergency or time-sensitive information.

Clubs and Groups:

- Charitable fundraisers may receive one dedicated E-blast, plus inclusion in the Weekly Round-Up, and in the Happening This Week email.
- Regular meetings, small events, or ongoing activities will be shared through the Weekly Round-Up and Happening This Week only.
- Major community-wide events (e.g., holiday galas, large fundraisers, special performances).

Maximum frequency:

- Up to two dedicated E-blasts per qualifying event:
 - One early announcement (3–6 weeks out, or at ticket sale opening if earlier).
 - One reminder (about 1 week before).
- Ticket sale reminders will appear automatically in Weekly Round-Ups while tickets remain available.

If a club has several upcoming events, staff may consolidate information to keep messages concise.

Review and Approval

All submissions are reviewed by the Community Director and/or Communications Specialist. The District reserves the right to:

- Edit content for clarity, length, and compliance.
- Schedule or combine emails to reduce volume.
- Decline messages that don't meet policy guidelines.
- Add disclaimers when needed.