

# Proposed HMS-PTO Communications List & Website Policy

April 14, 2009

## Section 5. Communications & Website Policy

- A. The Organization will fund and maintain its website, [www.HMS-PTO.com](http://www.HMS-PTO.com), as well as its e-mail contact list. Both the e-mail contact list and website will be maintained by trusted PTO volunteers who are appointed by the Executive Board.
- B. The email contact list is private and is the sole property of the Organization. The Organization will neither sell, transfer nor share members' contact information to a third party unless express consent is obtained beforehand from the individual.
- C. E-mail addresses will be used solely for the purposes of promoting HMS-sponsored and HMS-PTO-sponsored events, and information which is suitable and relevant to Haverford Middle School students and their families.
- D. The Organization will permit links on its website to the official websites of Haverford Township and Haverford School District (e.g., Haverford Township Parks & Recreation and Haverford School District Community Links) as well as the Haverford Township Education Foundation.
- E. The Organization, by majority of the elected officers, may authorize informational posting to the Organization's website of activities or services, subject to the following six basic criteria:
  - i. **Community-Centered:** The subject of the posted link must be suitable and relevant to Haverford Middle School students and their families.
  - ii. **Nonprofit, Township/State/U.S. Government-Sponsored:** Links to non-commercial organizations, which qualify as tax-exempt entities under the Internal Revenue Code of 1986 (as amended), may be posted if they satisfy the other five criteria.
  - iii. **No Affiliation with Religion or Religious Groups:** Because the Organization serves many diverse families with different beliefs, it cannot endorse any religious organizations or activities sponsored by these groups. This may include "secular" events offered by these organizations or their representatives.
  - iv. **No Political Information:** Information pertaining to political parties, candidates, or causes (political, social or otherwise) will not be posted out of respect for HMS families' varied backgrounds and beliefs.

- v. **No Fundraising for Outside Organizations:** The Organization will not post fundraising information for outside organizations, nonprofit or otherwise.
  - vi. Links already appearing on any of the aforementioned township or school district websites (see Section e) will not be granted links on the HMS-PTO site.
- F. The posting of any information on [www.HMS-PTO.com](http://www.HMS-PTO.com) shall not constitute endorsement by the HMS PTO of the organization sponsoring said activities or services.