# Best Practices for National Federation of the Blind Emails

## Language

1. Emails should reflect our brand values of courage, respect, full participation, love, democracy, and collective action. Your email communications are a great opportunity to put these values into action.
2. Email language should reflect the NFB’s inspirational, innovative, powerful, and inviting brand personality. If you would like a branding refresher, please contact communicationsteam@nfb.org, and we will be happy to share those documents with you.
3. As an organization that welcomes all individuals, we do not want to risk inadvertently offending someone or sending an unintentional political or religious message. The best practice is to avoid content, statements, or links to organizations that represent personal or political views in NFB emails.

## Email Addresses

1. When possible, please use an email address that is “title-based,” such as president@md.nfb.org or NFBHawaiiPresident@gmail.com. This makes it easier to pass on to future leaders and to keep NFB and personal emails separate. If setting up a new email is too challenging at this time, we understand. Please consider putting it on your 2018 to do list or when you have a change in leadership. We can help with this when the timing is right.

## Email Signatures

1. Please use an email signature that uses your name; NFB title; the NFB division, affiliate, or chapter you represent; email address; and phone number. Include a link to nfb.org and/or your affiliate or division website, such as blindparents.org or nfb.md.org.
2. Use the NFB tagline “Live the life you want” in your signature. While it has become common for people to include inspirational or thought-provoking quotes in their personal email signatures, this is not appropriate for Federation communications.
3. If you or your affiliate, chapter, or division is active on social media with an NFB-related social media account, add that as well, such as “Follow me on Twitter @riccobono.” Please avoid including personal social media handles in your NFB signature.
4. Due to the complexities of including graphics in email signatures, we do not recommend using the NFB logo in your signature at this time.
5. If you would like to include language about the NFB philosophy, you may include the statement below crafted from our One Minute Message.

## Examples

1. Here is an example of a signature with all of these elements:

Jane Smith, President

National Federation of the Blind of Greater Utopia

president@utopia.nfb.org

(888) 867-5309

[www.nfb.org](http://www.nfb.org)

[www.utopia.nfb.org](http://www.utopia.nfb.org)

Follow us @NFButopia

Live the life you want.

The National Federation of the Blind is a community of members and friends who believe in the hopes and dreams of the nation’s blind. Every day we work together to help blind people live the lives they want.

2. Here is an example of a simplified signature:

Jane Smith, President

National Federation of the Blind of Greater Utopia

president.nfb.utopia@gmail.com

(888) 867-5309

[www.nfb.org](http://www.nfb.org)

Live the life you want.