

# DOWNTOWN BROOKLYN ARTS ALLIANCE

## The DBAA Listserv: A Primer

- The DBAA listserv is a closed (members only) list that allows individuals in our cohort to email our full mailing list directly. When you send an email to dbaalistserv@dbaa.simplelists.com it is distributed to the 250ish contacts on the DBAA mailing list, all of whom are staff members at DBAA member organizations.
- Everyone who signs up for our mailing lists is added to the listserv. Any staff at a member organization is welcome to sign up. We do not allow individuals not affiliated with a DBAA member organization to join the listserv (for practical/privacy/security reasons). Do feel free to forward relevant information from the listserv to others in your network and share information from your network to the listserv. We try to process new signups [via this link](#) within a few days.
- We do not have hard-and-fast rules about content beyond "use your best judgement" and "the listserv is not intended for general organizational/program promotion." Basically: do not send press releases or subscribe the listserv email to your newsletter. If you have something special that is free or want to offer a DBAA discount, please feel free to share!
- **The listserv is THE mechanism for circulating questions or information to DBAA members about your needs or, for example, calls for input/participation/help spreading the word about opportunities. DBAA staff does not send out information on your/your organization's behalf except in very unusual circumstances. If you email us to ask us to send out the information on your behalf, we will pretty much always tell you to send the information to the listserv.**
- Please note: our listserv server (simplelists) has a very small "weight" limit. Large files and images will often get held for moderation and you'll get a "this email was blocked" message. We are normally able to manually override the block pretty quickly, but sometimes it takes a few hours and up to a day.
- Generally speaking if the system blocks an email from someone who is not on the mailing list but is clearly staff at a DBAA member organization, we will manually override the block on sending to the list. To make sure emails sent by your staff go through, please encourage them to be added to DBAA's mailing lists (and/or, if you accidentally sent from your personal email, please resend from your staff account).
- There are options at the bottom of all listserv emails to unsubscribe, pause, or receive a daily digest (instead of one-by-one emails).
- Feel free to reach out to DBAA staff if you are having any trouble sending or receiving listserv or other emails. Technology is quirky and we're happy to help troubleshoot.