

**CALIFORNIA AGENTS AND HEALTH INSURANCE PROFESSIONALS  
POLICY & PROCEDURES**

**POLICY TITLE: Chapter Event Announcements**

CLASSIFICATION: Communications

**POLICY NUMBER: 7011**

DEPARTMENT COORDINATOR: VP of Communications

MOTION: Dede Kennedy-Simington

SECONDED: June Taylor

DATE APPROVED: August 17, 2015, February 21, 2023

APPROVED BY: Board of Directors

REVIEW DATE: 2026

**PURPOSE:**

To provide CAHIP Local Chapters opportunity to promote their major events to all CAHIP members within limits so that members are not flooded with communications.

**POLICY:**

Chapters are entitled to request that CAHIP perform an e-blast to all active CAHIP members one e-blast for large events each fiscal year.

**PROCEDURE(S):**

Each Local Chapter President makes a request via email to the CAHIP President attaching the content of the e-blast that they are requesting on behalf of their chapter and the timeframe they would like the blast sent within.

Eblast is to be complete in its entirety requiring no further editing from CAHIP Staff.

The CAHIP President will review and approve and will respond to Local Chapter President copying the VP of Communications and Executive Director.

Once approved the Executive Director will schedule the e-blast so that it does not conflict with other chapter requests or CAHIP's own scheduled communications.

Executive Director will send out eblast with a message at the top stating that it is being sent with the permission of the CAHIP President (state name) to all active CAHIP members on behalf of the local Chapter (state chapter). Subject line of email will be consistent with naming of all CAHIP communication emails and indicate chapter and event title, no other variations or promotional content in the subject line will be allowed.

Executive Director will maintain log of requests made by each chapter and report to President and VP of Communications if new request received exceeds the established threshold.

**FINANCIAL IMPACT:**

None