

CALIFORNIA ASSOCIATION OF HEALTH UNDERWRITERS

POLICY & PROCEDURES

POLICY TITLE: Chapter Event Announcements

CLASSIFICATION: Communications

POLICY NUMBER: 7011

DEPARTMENT COORDINATOR: VP of Communications

MOTION:

SECONDED:

DATE APPROVED: August 17, 2015

APPROVED BY: Board of Directors

REVIEW DATE: 2017

PURPOSE:

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

POLICY:

Chapters are entitled to request that CAHU perform an e-blast to all active CAHU members three times each fiscal year.

PROCEDURE(S):

Each Local Chapter President makes a request via email to the CAHU 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 CAHU Staff.

The CAHU President will review when able 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 CAHU'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 CAHU President (state name) to all active CAHU members on behalf of the local Chapter (state chapter). Subject line of email will be consistent with naming of all CAHU 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