

eBlast Requests for SHRM State Councils, Super Mega Chapters, 100% Chapters, and Non-100% Chapters

Purpose: To enable SHRM State Councils, Super Mega Chapters, 100% Chapters, and Non-100% Chapters to communicate via eBlast with SHRM members within their defined geographic area, detailed below.

Please Read Through the General Guidelines Before Submitting

The SHRM State Council, Super Mega Chapter, 100% Chapter, and Non-100% Chapters are responsible for developing the content of the eBlast, which must be approved by a SHRM Member Engagement Associate (MEA). If there are questions about the appropriateness, quality, and/or length of the content, **the MEA reserves the right to alter or change the content of the eBlast where they see fit.** Once approved, the MEA will insert the approved content inside the appropriate template and send the eBlast to the authorized audience.

For example, a State Council must include the State Council's official name, rather than simply saying "SHRM." The same rule applies for Super Mega Chapters, 100% Chapters, and Non-100% Chapter.

An eBlast may not promote a membership or product in direct competition with SHRM membership, state superiority, or a non-SHRM affiliated product under any circumstances. For example:

- No eBlasts are permitted promoting a certification preparation process using a product other than the SHRM Learning System as the basis for the process.
- No eBlasts are permitted to make claims such as "Our Chapter is #1 in the whole state!"
- No eBlasts are permitted promoting memberships in non-SHRM affiliated HR associations.

A ten (10) business-day lead time is required for all eBlast requests.

SHRM only launches eBlasts for our affiliates on MONDAYS and FRIDAYS. Please select a date that falls on either one of those days. Federal holiday when SHRM Offices are closed, the month of June, and the month of December. Should an eBlast be submitted during a blackout date, it will launch on the next available Monday or Friday.

Pursuant to the language in the State Council Charters, SHRM is the owner of the list of names, mailing addresses, e-mail addresses, and phone numbers of those individuals who are members of SHRM. With respect to those SHRM members who are also members of SHRM chapters within the State Council's state (SHRM/Chapter Joint Members) SHRM owns such membership list jointly with the SHRM chapter in which the member belongs. With respect to those SHRM members residing and/or working in the State Council's state who are not members of a SHRM chapter (SHRM At-Large Members) SHRM is the exclusive owner of such membership list. The State Council has the non-exclusive right to use the list of names and mailing addresses of the SHRM

At-Large-Members only for the internal purposes of the State Council, and may not, absent written consent of SHRM, use such list for the purpose of licensing any portion of it to any third parties or offering or advertising the products or services of any third

By requesting SHRM to send an e-mail blast on its behalf, a SHRM State Council, Super Mega Chapter, 100% Chapter, and Non-100% Chapter agrees to indemnify SHRM against any and all liability and expenses which SHRM may incur as a result of claims made against SHRM based upon the fact that such e-mail violates the intellectual property rights or any other rights of any third parties. The State Council has the non-exclusive right to use the list of names, mailing addresses, and telephone numbers of the SHRM/Chapter Joint Members only for the internal purposes of the State Council, and may not, absent written consent of SHRM or the SHRM chapter(s) which jointly owns the portion of such list to be used, use such list for the purpose of licensing any portion of it to any third parties or offering or advertising the products or services of any third parties to SHRM/Chapter Joint Members.

State Council eBlast and Communication Guidelines

State Council eBlasts Requests:

- 1) The request form is found online at <https://fs16.formsite.com/robgatesshrmorg/StateCouncilEblastForm/index.html>
- 2) Requests must be submitted (or approved by) the State Council Director or his/her designee before submitting.
- 3) There will be no eBlasting to other states and on behalf of third parties. However, State Councils are encouraged to work with their sister State Councils should they desire to publicize a joint event throughout those states.
- 4) The person submitting the eBlast request will be added to the distribution list as notification that the eBlast request has been fulfilled.

State Council eBlast Requirements:

- 1) SHRM will eBlast promotional information regarding the State Conference, encourage chapter membership, promote awareness of State Council's existence, activities, and all other State Council-sponsored events to all SHRM members in the state (in-chapter and at-large).
Examples include, state conference, state legislative conference, encouraging at-large members to affiliate with a Chapter, etc.
- 2) The eBlast must close with a State Council point of contact and telephone number for questions or further information.
- 3) eBlasts will be limited to a total of two (2) per quarter

- 4) eBlasts may not include any type of attachment; however, a hyperlink inside the text of the message directing readers to the State Council's web site is allowed and encouraged. Links to sites other than the State Council's website or third parties are not permitted.

To proceed with access to fill out the State Council eBlast form please click I accept. By clicking I accept. I have read and accepted all terms and conditions above.

