

# **INTERNAL & EXTERNAL EVENT/SERVICES PROMOTIONAL POLICIES**

(To be added to the ASTD-Lincoln Operations Manual)

## **PRACTICE FOR DISTRIBUTION AND/OR EXCHANGE OF ASTD-LINCOLN MAILING LIST**

(Revision to existing policy)

### I. Practice

It is the practice of ASTD–Lincoln to consider mailing list distribution and/or exchange with ASTD local members, as well as with similar associations.

### II. Purpose

The purpose of this policy is to provide a method for ASTD–Lincoln membership to engage in cross-promotional activities, while ensuring that such exchanges will not be considered as unrelated to the association's purposes.

### III. Practice/Procedure

The Board of Directors adopts the following procedures for mailing list distribution and/or exchange:

1. That mailing list exchange agreements will be made only with members and/or similar associations that have stated purposes analogous with those of ASTD–Lincoln.
2. Those for-profit organizations, which are potential mailing list purchasers, will be barred from participation in the mailing list exchange program.
3. That mailing list exchanges will be made only when there is obvious benefit to ASTD–Lincoln and its members.
4. That ASTD–Lincoln reserves the right to reject any proposed mailing list distribution and/or exchange considered unacceptable, based upon the material to be mailed or for any other reason.
5. That all mailing list exchange agreements must be placed through ASTD–Lincoln's Communication Committee.

### IV. Principles for Advertising in Conjunction with List Distribution and/or Exchange

These principles are applied by ASTD–Lincoln to ensure adherence to the highest ethical standards of advertising and to determine the eligibility of products and services for advertising to the ASTD–Lincoln membership roster or as a cross-promotional devise with similar associations.

The practice of advertising to members or as a cross promotional devise is neither a guarantee nor an endorsement by ASTD–Lincoln of the product, service, company or the claims made for the product in such advertising.

As a matter of policy, ASTD–Lincoln will distribute and/or exchange its membership roster only when such distribution and/or exchange does not interfere with the mission or objectives of the Chapter.

ASTD–Lincoln, in its sole discretion, retains the right to decline any submitted advertisement/direct mail piece, solicitation, etc.

In order to qualify for mailing list usage, members and/or similar associations will need to adhere to the following guidelines:

- Send their contact name, address, telephone number, and e-mail address to Web Site Director at ([websitedirector@astdlincoln.org](mailto:websitedirector@astdlincoln.org)) or VP-Communication at ([vpcommunication@astdlincoln.org](mailto:vpcommunication@astdlincoln.org)).
- Specify their list criteria (all names, specific industry, area of expertise, etc.)

- Supply sample (*in .pdf format via-email or as a hard copy via mail to VP-Communication (VP-Communication mailing address)*) of mailing piece for review
- All requests must be submitted three weeks prior to the date the names are needed.
- ASTD member recipients (including the ASTD-Nebraska Chapter) may use the list only twice per year (once as a complimentary member benefit; the second time for a \$50 fee).<sup>\*</sup> The exception to this guideline would be if a partnership/exchange with ASTD-Nebraska is made.
- Non-ASTD members may purchase the list one time per year for a \$50 fee.
- The ASTD-Lincoln mailing list format will be hard copy mailing labels.

*\*There is no charge for first-time usage of this membership benefit; however, the mailing piece must show value to ASTD–Lincoln membership by exclusively promoting services that are applicable to the needs of ASTD–Lincoln’s members. ASTD–Lincoln reserves the right to deny list orders due to inappropriate content.*

#### V. Responsibility

The ASTD–Lincoln Vice President of Communication and/or Director of Website is responsible for the administration of this policy.

**PRACTICE FOR USE OF ASTD-LINCOLN MEMBERSHIP EMAIL**  
(Revision to existing policy)

I. Practice

With a significant increase in the use of mass emails by organizations to distribute news, information, and announcements to membership, ASTD-Lincoln has created this policy to ensure that all electronic communication that is sent by its Board Members, Committee Members, or Special Interest Group Leaders to ASTD-Lincoln members, partners, community organizations or businesses, and the leaders of ASTD follow ASTD National guidelines of the look and feel, and also best represent the image and integrity of the ASTD-Lincoln Chapter and the ASTD National branding efforts.

II. Purpose

In support of its mission of providing exceptional learning and performance, educational opportunities, and networking, ASTD-Lincoln encourages the use of electronic mail to its members, leaders, and other outside resources to share information, to improve communication, to network, and to exchange ideas. The Chapter respects the privacy of its members and visitors and tries to eliminate unsolicited or unwanted emails. As ASTD-Lincoln continually strives to inform members of the community and local businesses of the benefits, programming, and professional development that ASTD-Lincoln can offer them, it is imperative that communication sent in electronic or printed form have a standard look and feel consistent with the ASTD-Lincoln Brand and ASTD National guidelines for use of the ASTD name, colors, and logo. The purpose is to also to represent guest speakers or an organization's image in a respectful manner when distributing information to the membership.

III. Applicability of Policy

This policy applies to all members of the ASTD-Lincoln Board, ASTD-Lincoln Administrative Assistant, ASTD-Lincoln Committees, ASTD-Lincoln Special Interest Group leaders, ASTD-Lincoln membership, and any other external groups, organizations, or individuals who are granted approval to the usage of the Chapter's membership email list. This Policy applies to electronic mail in its electronic form and to printed copies that may be distributed to membership, partners, or the public at any ASTD-Lincoln event.

IV. Privacy

Users should exercise extreme caution in using email to communicate confidential or sensitive matters and should not assume that email is private and confidential. It is especially important that users are careful to send messages only to the intended recipient(s). Particular care should be taken when using the "reply" command during email correspondence. All emails sent to the ASTD-Lincoln Distribution list will be sent with the list members' email addresses listed as Blind Copy to ensure privacy and confidentiality.

V. Guidelines

The Board of Directors adopts the following guidelines for membership email usage. These guidelines are intended to assure that this means of communication remains reliable and to support the Chapter consensus that unnecessary or unapproved electronic mail is unwelcome. Using best judgment and following these guidelines will help ensure that the email sent to membership can be used effectively to communicate the benefits of being an ASTD-Lincoln Chapter member.

1. The message should be in regard to ASTD-Lincoln Chapter information, and material in the email must conform to the ASTD National Guide for use of the ASTD brand, logo, and organization information.
  - Acceptable messages would not include:
    - Items for sale
    - Jokes

- Chain letters
  - Pyramid schemes or make money fast schemes
  - Unsolicited commercial email
  - Political issues
  - Clip art that may not be viewable by non-HTML email
2. The information conveyed should contain significant value.
    - Announcements of regularly scheduled meetings, programming, and activities should be sent to the ASTD-Lincoln Administrative Assistant to be forwarded to the members of ASTD-Lincoln.
  3. Messages must be targeted.
    - The distribution list must be refined in order to ensure the message is delivered only to those for whom it is relevant. An updated list is created and maintained by the Administrative Assistant to ASTD-Lincoln. The message should have a web link to the Electronic Mail Policy located on the ASTD-Lincoln Web site.
  4. Format
    - The message must include contact information of the sender. This may be in the "Reply To:" header or field within the email message itself or as a signature at the end of the email message. To limit the number of replies or forwards to incorrect recipients, the contact information should be an individual address where replies will be received and responded to as appropriate. This need not be the sender.
    - The initial text of the message should indicate that it is a distributed message to the membership and the subject of the message. Messages should be clear and concise – no more than one page. Additional information may be made available via a link to the website in the text of the email.
    - The inclusion of attachments in broadcast messages is discouraged because of the possibility of spreading a virus and possible incompatibility with a recipient's system. A link to the attachment may be made in the email and the file posted on the Chapter website to ensure that all recipients are able to access the information provided in the file.
  5. Add or remove address to ASTD-Lincoln email distribution list.
    - To add or remove your email address in the ASTD-Lincoln email distribution list, send an email to the [info@astdlincoln.org](mailto:info@astdlincoln.org) requesting to be added or removed from the distribution list. Members may request to be added or removed from the mailing list at any time.

#### IV. Principles for Advertising/Promotion in Conjunction with Membership Email Distribution

These principles are applied by ASTD–Lincoln to ensure adherence to the highest ethical standards of advertising/promotion and to determine the eligibility of products and services for advertising to the ASTD–Lincoln membership.

The practice of advertising/promotion to members is neither a guarantee nor an endorsement by ASTD–Lincoln of the product, service, company, or the claims made for the product in such advertising/promotion.

As a matter of policy, ASTD–Lincoln will distribute membership emails only when such distribution does not interfere with the mission or objectives of the Chapter.

ASTD–Lincoln, in its sole discretion, retains the right to decline any submitted advertisement/promotional email.

In order to qualify for Chapter membership email usage, ASTD-Lincoln members will need to adhere to the following submission process:

- Emails promoting ASTD-Lincoln activities should first be sent to either the VP of Communication, the Director of Marketing, or the ASTD-Lincoln Administrative Assistant to ensure quality of content, spelling, and grammar and that it follows ASTD National guidelines for use of the ASTD logo, colors, and content.
- Emails promoting non-ASTD-Lincoln activities should first be submitted to either the VP of Communication or the Director of Marketing for approval by the Communication Committee. The event must show value to ASTD-Lincoln membership by exclusively promoting services that are applicable to the needs of ASTD-Lincoln's members.
- All emails sent to the membership, community, or ASTD-Lincoln partners will be sent from the info@astdlincoln.org address (only the info@astdlincoln.org address should be viewable in the "TO" or "CC" field) and will include contact information for the responsible party of the information included in the email. This also assists us in standardizing a look and feel to the emails that are sent by ASTD-Lincoln.
- ASTD-Lincoln members (including the ASTD-Nebraska Chapter) may use the membership email list only twice per year to promote non-ASTD-Lincoln events (once as a complimentary member benefit; the second time for a \$50 fee).\*

*\*There is no charge for the usage of this membership benefit for the promotion of any ASTD-Lincoln activity. For non-ASTD-Lincoln activities, there is no charge for first time usage of this membership benefit; however, ASTD-Lincoln reserves the right to deny email distribution requests due to inappropriate content.*

In order to qualify for Chapter membership email usage, ASTD-Lincoln non-members will need to adhere to the following submission process:

- A detailed description of the event must first be submitted to either the VP of Communication or the Director of Marketing for approval by the Communication Committee. The event must show value to ASTD-Lincoln membership by exclusively promoting services that are applicable to the needs of ASTD-Lincoln's members.
- Following notification of approval, email content should be sent to the VP of Communication, the Director of Marketing, or the ASTD-Lincoln Administrative Assistant to ensure quality of content, spelling, and grammar and that it follows ASTD National guidelines for use of the ASTD logo, colors, and content.
- All emails sent to the membership, community, or ASTD-Lincoln partners will be sent from the info@astdlincoln.org address and will include contact information for the responsible party of the information included in the email.
- Non-ASTD members may use the membership email list one time per year for a \$50 fee.

*ASTD-Lincoln reserves the right to deny email distribution requests due to inappropriate content.*

**ASTD-Lincoln does not authorize the use of its membership email list or addresses to accept, transmit, or distribute unsolicited bulk email to its members, partners, or leadership.**

#### V. Responsibility

The ASTD-Lincoln Vice President of Communication, Director of Marketing, and/or the ASTD-Lincoln Administrative Assistant is responsible for the administration of this policy.

**PRACTICE FOR WEB SITE MARKETING/ADVERTISING POLICY**  
(Revision to existing **WEB SITE ADVERTISING POLICY**)

I. Practice

It is the practice of ASTD–Lincoln to consider marketing non-ASTD-Lincoln sponsored training and development events to ASTD local members.

II. Purpose

The purpose of this policy is to provide a method for ASTD–Lincoln membership to engage in cross-promotional activities, while ensuring that such exchanges will not be considered as unrelated to the association's purposes.

III. Practice/Procedure

The Board of Directors adopts the following procedures for event marketing/advertising on the ASTD-Lincoln web site:

1. That web site marketing/advertising will be made only with members and/or similar associations, organizations, or companies that have stated purposes analogous with those of ASTD–Lincoln.
2. That web site marketing/advertising will be posted under the “Other Upcoming Programs” section of the ASTD-Lincoln web site home page.
3. That web site marketing/advertising will be made only when there is obvious benefit to ASTD–Lincoln and its members.
4. That ASTD–Lincoln reserves the right to reject any proposed web site marketing/advertising promotion considered unacceptable, based upon the material to be posted or for any other reason.
5. That all web site marketing/advertising promotions must be placed through ASTD–Lincoln’s Communication Committee.

IV. Principles for Marketing/Advertising in Conjunction with the ASTD-Lincoln Web Site

These principles are applied by ASTD–Lincoln to ensure adherence to the highest ethical standards of marketing and advertising and to determine the eligibility of products and services for advertising to the ASTD–Lincoln membership roster or as a cross-promotional devise with similar associations.

The practice of advertising to members or as a cross promotional devise is neither a guarantee nor an endorsement by ASTD–Lincoln of the product, service, company or the claims made for the product in such advertising.

ASTD–Lincoln, in its sole discretion, retains the right to decline any submitted advertisement/promotion, etc.

In order to qualify for Chapter web site advertisements/promotion, ASTD-Lincoln members will need to adhere to the following submission process:

- Event promotions/advertisements should first be submitted to either the VP of Communication or the Director of Marketing for approval by the Communication Committee. The event must show value to ASTD–Lincoln membership by exclusively promoting services that are applicable to the needs of ASTD–Lincoln’s members.
- Submissions must include a contact name, address, telephone number, and e-mail address to *Marketing Director* at ([marketingdirector@astdlincoln.org](mailto:marketingdirector@astdlincoln.org)) or *VP-Communication* at ([vpcommunication@astdlincoln.org](mailto:vpcommunication@astdlincoln.org)).
- All requests must be submitted one (1) week prior to the date the posting is needed.

- ASTD-Lincoln member organizations may have one (1) event posted on the ASTD-Lincoln web site free of charge per calendar year as a complimentary member benefit. Subsequent promotional postings will be at \$15/posting.
- Any one ASTD-Lincoln member organization may have up to three (3) events posted on the ASTD-Lincoln web site during any given month.
- Due to reciprocal benefit between ASTD chapters, the ASTD-Nebraska chapter may request event postings free of charge.

In order to qualify for Chapter membership email usage, ASTD-Lincoln non-members will need to adhere to the following submission process:

- Event promotions/advertisements should first be submitted to either the VP of Communication or the Director of Marketing for approval by the Communication Committee. The event must show value to ASTD-Lincoln membership by exclusively promoting services that are applicable to the needs of ASTD-Lincoln's members.
- Submissions must include a contact name, address, telephone number, and e-mail address to Marketing Director at ([marketingdirector@astdlincoln.org](mailto:marketingdirector@astdlincoln.org)) or VP-Communication at ([vpcommunication@astdlincoln.org](mailto:vpcommunication@astdlincoln.org)).
- All requests must be submitted one (1) week prior to the date the posting is needed.
- Non-member organizations will be charged \$30/posting.
- Any one non-member organization may have up to three (3) events posted on the ASTD-Lincoln web site during any given month.

#### V. Responsibility

The ASTD-Lincoln Vice President of Communication and/or Director of Marketing is responsible for the administration of this policy.

**PRACTICE FOR ONLINE NEWSLETTER & MEMBERSHIP MAIL PIECE  
MARKETING/ADVERTISING POLICY**  
(New Policy)

I. Practice

It is the practice of ASTD–Lincoln to consider marketing non-ASTD-Lincoln sponsored training and development events to ASTD local members.

II. Purpose

The purpose of this policy is to provide a method for ASTD–Lincoln membership to engage in cross-promotional activities, while ensuring that such exchanges will not be considered as unrelated to the association's purposes.

III. Practice/Procedure

The Board of Directors adopts the following procedures for event marketing/advertising in the ASTD-Lincoln online newsletter and membership mail piece:

1. That online newsletter and membership mail piece marketing/advertising will be made only with members and/or similar associations, organizations, or companies that have stated purposes analogous with those of ASTD–Lincoln.
2. That online newsletter marketing/advertising will be positioned at the end of the newsletter.
3. That membership mail piece marketing/advertising will be positioned on the back of the mail piece or on a subsequent insert sheet.
4. That online newsletter and membership mail piece marketing/advertising space will be limited to a total of one (1) full page in each medium.
5. That online newsletter and membership mail piece marketing/advertising will be made only when there is obvious benefit to ASTD–Lincoln and its members.
6. That ASTD–Lincoln reserves the right to reject any proposed online newsletter and membership mail piece marketing/advertising promotion considered unacceptable, based upon the material to be promoted or for any other reason.
7. That all online newsletter and membership mail piece marketing/advertising promotions must be placed through ASTD–Lincoln's Communication Committee.

IV. Principles for Marketing/Advertising in Conjunction with the ASTD-Lincoln Online Newsletter and Membership Mail Piece

These principles are applied by ASTD–Lincoln to ensure adherence to the highest ethical standards of marketing and advertising and to determine the eligibility of products and services for advertising to the ASTD–Lincoln membership roster or as a cross-promotional devise with similar associations.

The practice of advertising to members or as a cross promotional devise is neither a guarantee nor an endorsement by ASTD–Lincoln of the product, service, company or the claims made for the product in such advertising.

ASTD–Lincoln, in its sole discretion, retains the right to decline any submitted advertisement/promotion, etc.

In order to qualify for Chapter online newsletter and membership mail piece advertisements/promotion, ASTD-Lincoln members will need to adhere to the following submission process:

- Event promotions/advertisements should first be submitted to either the VP of Communication or the Director of Newsletter for approval by the Communication

Committee. The event must show value to ASTD–Lincoln membership by exclusively promoting services that are applicable to the needs of ASTD–Lincoln’s members.

- Submissions must include a contact name, address, telephone number, and e-mail address to Newsletter Director at ([newsletterdirector@astdlincoln.org](mailto:newsletterdirector@astdlincoln.org)) or VP-Communication at ([vpcommunication@astdlincoln.org](mailto:vpcommunication@astdlincoln.org)).
- All requests for membership mail piece promotions/advertisements must be submitted by the second Friday of the month for publication in the following month’s issue.
- All requests for online newsletter promotions/advertisements must be submitted by the 20<sup>th</sup> of the month for publication in the following month’s issue.
- ASTD-Lincoln member organizations may have two (2) events advertised in both the online newsletter and membership mail piece per calendar year. The member pricing structure is as follows:
  - ¼-page advertisement - \$10
  - ½-page advertisement - \$20
  - full-page advertisement - \$40

In order to qualify for Chapter online newsletter and membership mail piece advertisements/promotion, ASTD-Lincoln non-members will need to adhere to the following submission process:

- Event promotions/advertisements should first be submitted to either the VP of Communication or the Director of Newsletter for approval by the Communication Committee. The event must show value to ASTD–Lincoln membership by exclusively promoting services that are applicable to the needs of ASTD–Lincoln’s members.
- Submissions must include a contact name, address, telephone number, and e-mail address to Newsletter Director at ([newsletterdirector@astdlincoln.org](mailto:newsletterdirector@astdlincoln.org)) or VP-Communication at ([vpcommunication@astdlincoln.org](mailto:vpcommunication@astdlincoln.org)).
- All requests for membership mail piece promotions/advertisements must be submitted by the second Friday of the month for publication in the following month’s issue.
- All requests for online newsletter promotions/advertisements must be submitted by the 20<sup>th</sup> of the month for publication in the following month’s issue.
- ASTD-Lincoln non-member organizations may have two (2) events advertised in both the online newsletter and membership mail piece per calendar year. The non-member pricing structure is as follows:
  - ¼-page advertisement - \$12.50
  - ½-page advertisement - \$25
  - full-page advertisement - \$50

#### V. Responsibility

The ASTD–Lincoln Vice President of Communication and/or Director of Newsletter is responsible for the administration of this policy.

## **PRACTICE FOR SPONSORSHIP OF MONTHLY LUNCHEON MEETINGS** (New Policy)

### I. Practice

It is the practice of ASTD–Lincoln to encourage public awareness and networking between companies and organizations within the community and the Chapter membership.

### II. Purpose

The purpose of this policy is to provide a method for companies and organizations in the community (including those without membership representation within the Chapter) to showcase their products and services to ASTD-Lincoln members and guests who attend monthly luncheon meetings, while ensuring that such exchanges will not be considered as unrelated to the Chapter's purposes.

### III. Practice/Procedure

The Board of Directors adopts the following procedures for sponsorship of monthly luncheon meetings:

1. That there will be only one sponsor per meeting.
2. That a table will be provided to the sponsor to display its information relative to its products and services.
3. That the sponsor will be allowed to make an announcement during the chapter meeting portion of the luncheon relative to the benefits Chapter membership can receive from the sponsor's products and services, provided that such exchange is not contrary with the mission or objectives of the Chapter.
4. That ASTD–Lincoln reserves the right to reject any proposed sponsorship submission considered unacceptable, based upon the material to be presented or for any other reason.
5. That all sponsorship submissions must be placed through ASTD–Lincoln's Communication Committee.
6. That upon approval, the Director of Sponsorship will coordinate with the Vice President of Programming with regard to sponsors' submission information.

### IV. Principles for Sponsoring Monthly Luncheon Meetings

These principles are applied by ASTD–Lincoln to ensure adherence to the highest ethical standards of advertising and to determine the eligibility of products and services for advertising to the ASTD–Lincoln membership roster or as a cross-promotional devise with similar associations.

The practice of advertising to members or as a cross promotional devise is neither a guarantee nor an endorsement by ASTD–Lincoln of the product, service, company or the claims made for the product in such advertising.

ASTD–Lincoln, in its sole discretion, retains the right to decline any submitted sponsorship application.

In order to qualify for sponsorship of monthly luncheon meetings, members and/or similar associations will need to adhere to the following guidelines:

- Send their contact name, address, telephone number, and e-mail address to Sponsorship Director at ([sponsorshipdirector@astdlincoln.org](mailto:sponsorshipdirector@astdlincoln.org)) or VP-Communication at ([vpcommunication@astdlincoln.org](mailto:vpcommunication@astdlincoln.org)).
- Supply sample (*in .pdf format via-email or as a hard copy via mail* to Sponsorship Director (Sponsorship Director's mailing address) of handout materials and announcement content.
- All requests must be submitted three weeks prior to the monthly program date.

- ASTD-Lincoln will respond to all requests within one (1) week of their receipt.

#### V. Responsibility

The ASTD–Lincoln Director of Sponsorship and/or the Vice President of Communication is responsible for the administration of this policy.

**PRACTICE FOR ASTD-LINCOLN MEMBERSHIP ATTENDING LINCOLN CHAMBER OF  
COMMERCE EVENTS**  
(New Policy)

I. Practice

It is the practice of ASTD–Lincoln to increase the community’s awareness of the Chapter and to encourage membership to network with peers within and outside of the workplace learning and development industry. In an effort to increase the community’s knowledge of ASTD-Lincoln and to provide additional networking opportunities to members, the Chapter has joined the Lincoln Chamber of Commerce.

II. Purpose

The purpose of this policy is to provide a method for ASTD–Lincoln membership to engage in networking events of the Lincoln Chamber of Commerce, while ensuring that such exchanges will not be considered as unrelated to the association's purposes.

III. Practice/Procedure

The Board of Directors adopts the following practices for ASTD-Lincoln membership attending events sponsored by the Lincoln Chamber of Commerce:

1. That ASTD-Lincoln will notify Chapter membership of networking functions sponsored by the Lincoln Chamber of Commerce.
2. That as Lincoln Chamber of Commerce members, ASTD-Lincoln members may attend any and all networking events sponsored by the Chamber as representatives of ASTD-Lincoln first.
3. That the exception to Practice #2 would be applicable to ASTD-Lincoln members having membership with the Chamber via their employers or another organization.
4. That ASTD-Lincoln members will notify the ASTD-Lincoln *President* at ([president@astdlincoln.org](mailto:president@astdlincoln.org)) when they have registered for Lincoln Chamber of Commerce events so usage of this member benefit can be tracked for participation purposes.
5. That expenses associated with attending Lincoln Chamber of Commerce events will be paid for by ASTD-Lincoln members.