

## **MEMBERSHIP - EMAIL BLAST POLICY**

**Approved by the Board of Directors: 2010**

**Reviewed and Amended: 5/14/18**

The Bayfield Chamber & Visitor Bureau sends email messages promoting member businesses to the Bayfield Chamber & Visitor Bureau Community list and to the Bayfield Chamber & Visitor Bureau Member list. Members are asked to submit messages for inclusion via the blast form on the Bayfield Chamber & Visitor Bureau website.

The Community Blast goes out to ALL members AND to the community. It is sent on Thursdays and contains pertinent local business and community information and news such as grand openings, hot deals, new business items or services, fundraisers, etc. The deadline for inclusion in the Community Blast is Wednesdays at noon.

The Member Blast goes out to members ONLY. This blast contains information that is shared between the Bayfield Chamber & Visitor Bureau and membership, more business to business info. This goes out 1-2 times per week or as needed. We do take into account time sensitive member information and will do our best to include this information in Member Blasts.

In an effort to control the number and length of messages going out and to maintain a credible and high readership, members are allowed to send the message to one of the two lists but not both. Members must submit email messages in electronic format, via the blast form, no longer than 500 characters and at least 24 hours in advance to make sure it is sent in a timely manner. Each submission must contain a title, a location, a date and time, and a description to be considered for inclusion into the blast.

The Bayfield Chamber & Visitor Bureau reserves the right to reject or edit all messages and to limit member's announcements to a total of three blasts (new or reminders) per month.