

Chapter eBlasts

Chapters are able to request SfN to distribute information regarding chapter news and events to local SfN members via e-mail. E-mail Blasts traditionally include annual chapter meeting details, chapter lectures, and chapter outreach activities. Please note that all requests must be submitted by an official chapter representative or chapter officer with chapter representative approval.

Requests should include the text for the body of the e-mail message, a subject line for the message, a contact person for the information in the e-mail, any relevant attachments (e.g. a PDF), and the zip codes or range of zip codes in which the members who are to receive the message reside. Please note the text and attachments are subject to approval. Chapter eBlast requests must be sent to chapters@sfn.org.

SfN Chapter eBlast Guidelines

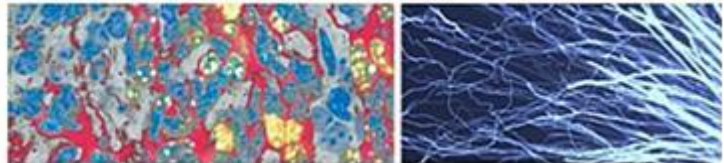
We have established guidelines and operations for submission in an effort to ensure fairness to all subscribers. Please confirm that your correspondence meets our standards below before submitting your request.

Contact chapters@sfn.org if you have general questions about our policies.

Submission Formatting

- Submit text in an **attached Word document**.
- Provide a suggested **subject line** for your email blast.
- Provide a **reply-to email address** affiliated with your institution or organization. Mass emails dispatched from Gmail, Yahoo, and other domains often filter as spam. As a result, all subsequent correspondence sent by SfN may be filtered as junk mail.
- Provide a **sender name**, usually is the name of your Chapter.

- Images can be inserted into the body of text, though we may edit this copy for clarity, length, and structure. Please attach the image files to your email request. Do not append them to the attached Word document.
- You will receive one preview of the email to review.
- We **cannot** transmit any attachments in our email blasts, such as PDF files.
- We **can** include hyperlinks to your event page, program, or website. Include them in the Word document.
- If possible, please provide a branded header measuring 600 pixels long and 100 pixels high. This will be positioned at the top of the email blast. See the example below.



- Identify your specific SfN geographic region and/or target audience. Include the **postal codes** and/or **cities** for the areas you would like to reach.

Submission Timing

- Provide a **five-day date range** within which you would like your email sent. You **may** also select a particular send date within this time frame. While we strive to fulfill all requests, please understand that SfN may adjust your communication date if it conflicts with our internal email calendar. We will notify you with necessary changes as soon as possible.
- Please send email requests at least **five business days** prior to the earliest desired send date.
- **Blackout dates:** SfN **cannot** send member messages **four weeks preceding** or **one week following** our annual meeting.

- SfN will not send more than one Chapter message within a two-week period and may need to adjust the timing if multiple requests are received. We will accommodate Chapters on a first come, first served basis.