



State Council E-blast Opportunities

Mailing Rules for State Councils:

- E-blast-limit 2 times per quarter
- Hard labels-not limited
- Email distribution request form 5 day lead time required. Request form available through volunteer resource center. Regional Manager must approve. Kristine Hofman formats into e-blast software. There are two distribution options: 1) all SHRM members in State or 2) At large members only. Limit 2 per event per year and 2 per quarter.
- 8 Total available. Must be plain text format. Can put a link to State Council web site. Can not be a preformatted HTML page.

Executive Board developed the following communication schedule to ensure we take advantage of all e-blast opportunities:

Q1-Leg Conference & HR Games Volunteers & Job Bank

Q2-Exhibit & Conference & Diversity Award & Job Bank

Q3-Conference & Foundation & Job Bank & Work Force Readiness

Q4-At Large & Job Bank & Certification

The Membership Director (Jodi Collien) will be the liaison between the functional directors and national SHRM to submit the e-blast requests.