ASM Bulk E-mail Announcements

Upon request, ASM assists Branches in promoting their activities by sending bulk e-mails on their behalf. Many Branches have taken advantage of this service to more effectively promote their meetings and activities. Bulk e-mail announcements are generally sent to all ASM members residing in a particular area or Branch jurisdiction and/or Branch members who purchased dues online through the ASM website.

Please send all requests for bulk e-mail messages to Anne Dempsey (adempsey@asmusa.org)

**Bulk E-mail Requests should include:**

- Text of the e-mail message
- Subject line for the e-mail message
- Name and contact information (including e-mail address) of an ASM Branch volunteer
- Description of the constituencies that should receive the message (e.g., all ASM members residing in a particular area or Branch jurisdiction)

**Guidelines for Creating and Sending Bulk E-mail Messages:**

- Bulk e-mails can only be used to promote ASM and/or ASM Branch information and activities.

- Any attachments that are included with bulk e-mail requests will be made available via hyperlink in the e-mail when it is distributed.

- All links in the e-mail message must be fully operational.

- Photos, charts, and other special formatting cannot be included.

- Message must include a subject line that is truthful and descriptive.

- A footer with opt-out instructions will be added to each bulk e-mail.

- All bulk e-mails will be reviewed by the ASM Executive Director prior to release.

- All bulk e-mails must be sent by ASM staff.