

E-Blast Guidelines

The Chapter uses their weekly member-to-member (M2M) email to announce meetings and other business related to the Chapter members and other contacts. There is also an Instagram profile: [@lbsbcamft](#), where Chapter announcements found in M2M may be posted. The only announcements permitted to be posted in M2M must come from the Board, State CAMFT, or LBSB members. Members and non-members alike are able to request an individual e-blast to be sent on their behalf.

Please follow the guidelines below to request an e-blast:

- **Requesting an E-blast**

- Email your announcement (including contact information, day and time of event, photos, etc.) in the body of an email message to marketing1@lbsbcamft.org.
- The price of an individual e-blast is \$85 for members and \$170 for non-members.
 - An invoice will be created based on your membership status and will be sent electronically.
- Once paid, you may select a date and time and a test email will be sent to you for review prior to scheduling delivery.
 - Our member emails (M2M) go out on Mondays, so you would be able to pick any other day in the week to have it sent.

- **E-blast Guidelines**

- E-blasts are for one-way announcements only and must include the sender's email address for replies. The "reply-to" on the e-blast will be set to the email address you communicated with the Board from unless another is requested.
- E-blast requests sent to marketing1@lbsbcamft.org are copied AS IS and pasted into the email. Be sure to edit and spell check prior to sending.
- You may include 1-3 attachments in PNG, JPG/JPEG format, but also include email content to send with the attachment, including links to registration and/or a phone number or email address to contact you. NOTE: Any attachments sent as Word/PDF documents will be returned for reformatting.
- Eblasts may be used to announce your own:
 - Groups, workshops, and seminars
 - Office space for rent or looking for office space
 - Requests for referrals
 - Job openings including internships and training sites
 - Seeking jobs, internships, etc.
 - Books, CDs, or other items related to the MFT profession produced by the member
- The Director of Marketing and/or the Board has the right to deny a posting that is not in accordance with our Mission Statement.