

Subject: Electronic Advertising of Events	Initial Date: 02-15-07	
Responsibility: Technology Director, President	Date Reviewed: 03-23-07	
Approved by: SCV-CAMFT Board of Directors	Date Revised: 03-23-07	P&P 116

116 -- ELECTRONIC ADVERTISING OF EVENTS IN THE SCV-CAMFT MONTHLY CHAPTER EMAIL

I. Purpose

The purpose of this document is to provide policies and procedures for advertising events in a monthly chapter email.

II. Policy

It is the policy of the chapter to allow outside entities and chapter members to advertise upcoming events of interest to chapter members in a monthly chapter email. A disclaimer of endorsement shall be included in all advertising event emails in order to avoid liability. Outside entities shall agree to advertising reciprocity between them and the SCV chapter or to pay a fee.

III. Procedures

Non SCV-CAMFT related events

1. SCV-CAMFT will send a monthly email to all chapter members the 1st week of every month for events that may or may not be associated with the chapter. The email is intended for the sole purpose of advertising non SCV-CAMFT sponsored events by an agency, organization or other CAMFT affiliated chapter.
2. All requests for advertisement of events must be submitted by the 15th of the prior month in order to be included in the email for the following month (i.e. a 15th of January request would be sent to the chapter in an email the 1st week of February). Requests shall be sent to mail@scv-camft.org.
3. All requests will be placed into the email in order of first come, first served, with the first requests received being placed at the top of the email.
4. To avoid computer viruses, all requests shall be sent via **plain text** in the body of a plain text email. Any other method WILL NOT be accepted. Unacceptable formats include HTML, Rich Text, Attachments in Word and PDF, etc. Requests sent in improper formats will be deleted.
5. All plain text emails shall include the following information:
 - Event title (with a brief description of how it will be of interest to SCV-CAMFT members)
 - Sponsoring organization
 - Featured presenters
 - Event cost
 - Event date
 - Event time
 - Event location (including address and zip code for internet map searching)
 - Contact name for questions (preferably email and telephone number)

Santa Clara Valley Chapter - California Association of Marriage and Family Therapists (SCV-CAMFT)
Policy and Procedure Manual

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6. All requests will be reviewed for approval of content before being submitted into the monthly email.
7. SCV-CAMFT reserves the right to refuse advertising from specific individuals and specific groups and reserves the right to refuse advertising of specific events, depending on their content and deemed appropriateness to its chapter members.
8. If an event conflicts in day or time with an SCV-CAMFT sponsored event, the SCV-CAMFT sponsored event will likely take precedence in being advertised to its members, resulting in the requested advertisement of an event not being advertised.
9. **CAMFT affiliated chapters** that are requesting an advertisement of an event will be able to advertise their event at no cost to them, providing:
 - a. the event does not conflict with an SCV-CAMFT sponsored event,
 - b. the affiliated chapter agrees to similarly promote future SCV-CAMFT events for free,
 - c. the affiliated chapter signs a reciprocity agreement (See Appendix 116-A – Advertising Reciprocity Agreement).
10. **Non-CAMFT affiliated organizations** that are requesting advertisement for an event will be able to advertise their event at no cost to them, provided the agency:
 - a. is not advertising an event that conflicts with an SCV-CAMFT sponsored event,
 - b. has similar email advertising to its members that may benefit SCV-CAMFT,
 - c. has members that would find SCV-CAMFT events worthwhile,
 - d. is willing to allow SCV-CAMFT to advertise with them,
 - e. signs a reciprocity agreement (See Appendix 116-A – Advertising Reciprocity Agreement).
11. **Non-CAMFT affiliated organizations** that do not have similar advertising of their own available for SCV-CAMFT use or that do not want to sign a reciprocity agreement may advertise for a small fee. The fee per submission is \$50.00, payable through PayPal or check. **Payment must be received by the 15th of the prior month.** Checks should be sent to SCV-CAMFT, PO Box 60814 Palo Alto, CA 94306.

Disclaimer for this policy, its readers, and to be included at the bottom of advertising email to the chapter:

A listing/advertisement of an event is not an endorsement or recommendation of the SCV-CAMFT chapter. Therefore, each party is responsible for remaining within their scope of practice and professional competency. SCV-CAMFT reserves the right to edit, abbreviate or reject any listing/advertisement of an event. We do make every effort to ensure accuracy with regards to content, phone #'s, location, etc., but cannot be responsible for inadvertent errors that may occur.

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