

## **FAX BROADCASTING & EMAIL BLAST INSTRUCTIONS FOR CHAPTERS**

If you want to create a marketing plan of action using fax and email, please don't hesitate to set up a schedule by contacting Tan Ward (tward@iaee.com or 972.687.9210).

### **FAX BROADCASTING**

The cost is 11 cents per minute/page. Don't forget to put the IAEE / your chapter logo on each page. Something to be aware of is how many pages your chapter is sending – too many may cause individuals to remove their name from future fax correspondence. IAEE will need this information:

- 1) Who?  
The choices can be:
  - \* active chapter members
  - \* chapter prospects
  - \* recently inactivated members
- 2) When?  
Tell us the day that you want the fax to go out.

### **EMAIL BLAST**

The cost is 5 cents an email address with a link to your chapter's web page. IAEE will need this information:

- 3) Who?  
The choices can be:
  - \* active chapter members
  - \* chapter prospects
  - \* recently inactivated members
- 4) Subject?  
What is that catchy line that will show up to catch their attention?
- 5) Email Body?  
Please have email ready copy for this area.
- 7) Attachments can not be sent with the email blast but a link to the document on the chapter's web page can be done.
- 8) When?  
Tell us the day that you want the email to go out.