 **sWE E-BLAST REQUEST FORM**

# gUIDELINES

**IMPORTANT: PLEASE SUBMIT ALL E-BLAST REQUESTS AT LEAST 3 WEEKS IN ADVANCE OF THE DATE THE EMAIL SHOULD GO OUT.** This enables HQ to schedule and create an appropriate distribution list.

SWE HQ can send e-blasts for Society leadership that use SWE-branded templates and will honor member communication preferences.

**Send all requests to** **membership@swe.org**. You may follow up if you do not receive confirmation that your email has been received.

**Note**: Many committee communications are more appropriate for the All Together blog than an e-blast. You can submit content for all together by visiting [**alltogether.swe.org/contribute**](http://alltogether.swe.org/contribute/).

Keep content as succinct as possible and provide links to swe.org, websites, etc.

Combine articles whenever possible. Subject lines can be simple (e.g. Section X News) to accommodate multiple subjects.

Limit formatting as much as possible. Best practice is to create an unformatted email and allow HQ to add formatting. We will bold, underline, italicize, indent, and add bullets per your request. Font type and color are defined by our templates. Please limit the use of columns and tables; HQ can hyperlink to an attachment if needed.

We will display the sender as Society of Women Engineers or SWE. Note that the return email address will always be **membership@swe.org**.

HQ will not send out the e-blast until approval is received by the requestor, unless the requestor indicates otherwise.

# Request Form

Submit this request form to your SWE HQ liaison (if you have one) and **membership@swe.org**. A staff member will schedule the email and send you a draft to approve.

Requestor [NAME]

Role [SWE LEADERSHIP ROLE]

Email [EXAMPLE: committeechair@swe.org]

Subject line [EXAMPLE: December newsletter]

Send the email to [EXAMPLE: all Section X members, BOD]

Send CC of email to [EXAMPLE: all Section X members, BOD]

Preferred date(s) for sending/send by [AT LEAST 3 WEEKS FROM REQUEST DATE]

Attachments (opt.) [HYPERLINK]

Body of email (paste below):