 **sWE E-BLAST REQUEST FORM**

# gUIDELINES

**IMPORTANT: PLEASE SUBMIT ALL E-BLAST REQUESTS AS SOON AS POSSIBLE AND AT MINUMUM AT LEAST 3 WEEKS IN ADVANCE OF THE REQUESTED SENT DATE.** Email requests are subject to approval based on the existing communication schedule at SWE HQ. An early request date ensures priority placement and enables HQ to schedule and create an appropriate distribution list.

INSTRUCTIONS: Complete this email request and submit it to **membership@swe.org**. SWE HQ can send e-blasts for Society leadership that use SWE-branded templates and will honor member communication preferences.

**NOTE**:

* Many committee communications are more appropriate for the All Together blog and featured in the Weekly Newsletter. You can submit content for all together by visiting [**alltogether.swe.org/**contribute](http://alltogether.swe.org/contribute/) and email membership@swe.org with a request for highlight in an upcoming newsletter.
* HQ will not send out the e-blast until approval is received by the requestor unless the requestor indicates otherwise.
* The email sender will display the sender as Society of Women Engineers or SWE. Note that the return email address will always be **hq@swe.org**.

**TIPS FOR EFFECTIVE E-MAIL REQUESTS:**

* Keep content as succinct and provide the full URL to relevant links.
* Combine content or articles. Subject lines can be simple (e.g. Section X News) to accommodate multiple subjects.
* Limit formatting. 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.
* Do not include content in columns or tables.
* If an attachment is needed, send it with the email request HQ can hyperlink to an attachment if needed.

**RESEARCH REQUESTS**

Requests to promote surveys or research studies to SWE members should first be submitted as research requests. Research requests can be [submitted here](https://swe.org/research/2022/research-and-data-requests/). SWE has developed an application process and survey guidelines to evaluate requests to conduct research with or obtain data from SWE members. Please note that SWE does not give out the email addresses of its members. If a survey request is approved, the survey will be promoted through SWE social media outlets and/or email blasts, upon agreement between SWE and the researcher prior to survey distribution.

# 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]

Preferred date(s) for sending/send by. **Email requests should be made at least 3 weeks prior to the requested send date.** “**All member” email requests will need to be included in the Monday newsletter. If necessary, they can be scheduled on Wednesday or Friday. “Targeted member” email requests will be scheduled on Tuesday or Thursday.**  [Requested send date]

Attachments (opt.) [HYPERLINK]

Body of email (paste below):