



## Communications Policy for Women's Leadership Network (WLN)

One major benefit of WLN membership is the opportunity to conduct business with over 160 tri-state female professionals. In order to assure quality, effective and relevant communications, please note the following opportunities to market to your fellow WLN members.

### Newsletter

- WLN's monthly newsletter, *Leader*, is a great option for marketing your business. Whether you are having an open house, a sale or simply want to announce the benefits of doing business with you, *Leader* is an excellent tool.
- There are 12 planned newsletters each year. Members may advertise in 4 of 12 newsletters in a one-year period free of charge. After that, ads are \$25 per ad. The organization must have at least one employee who is a member of the WLN to place the first 4 ads for free. Organizations that do not have a WLN member may advertise in our newsletter for \$50/ad.
- Maximum ad size is ¼ page. Ad approval is at the discretion of the WLN board.
- Announcements or ads are due to the WLN communications director by 3 p.m. on the last Friday of every month.
- The goal is to email the newsletter to all WLN members the second Wednesday or Thursday of the month.

### Monthly events

- At many lunch events, you will be given the opportunity to give a 30-second "commercial" to the attendees.
- We have one to two lunches per year dedicated to networking only.
- Consider coming a few minutes early to events to give yourself time to meet and chat with the fellow attendees at your table. Don't forget your business cards!

### E-mail

- All WLN member emails are listed on the WLN Web site. Please limit the use of this list for one-on-one communications to another WLN member.
- If you send one or more e-mails on this list to market your business, it is now considered a commercial e-mail and you must follow the CAN-SPAM Act of 2003. This law was established to reduce the amount of SPAM individuals receive in their e-mail accounts.
  - o Exception: This law only applies to sending commercial e-mails to those recipients that you do not already have a relationship with. Therefore, if you use the e-mail(s) from the WLN directory to market or sell, you must follow the guidelines of the CAN-SPAM Act.
  - o Here are the basics:
    - Your Subject Line must not be misleading about the content of the e-mail.
    - You must give the recipients an opportunity to opt-out of receiving further emails from them. Once a recipient opts-out, you may no longer e-mail them about your business.
    - In the e-mail, you must include your business' physical mailing address.

For further information, visit [www.ftc.gov/bcp/online/pubs/buspubs/canspam.shtm](http://www.ftc.gov/bcp/online/pubs/buspubs/canspam.shtm). If you have questions or need clarification, contact the WLN communications director.

The WLN is open to your ideas on how we can provide you with more opportunities to do business with other members. Please forward any ideas, questions or requests to the WLN communications director.

Current communications director:

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