



## Chapter Email Quick-Start Guide

### Step 1: Assign an Email Point Person

Assign one person on your board to work with the national office on chapter emails. Ideally, this will be the same person for the whole fiscal year. The point person should submit each email request using the [Email Request Form](#) located in the [Region and Chapter Leader Toolkit](#).

### Step 2: Make a Communication Plan

Plan to send no more than one email per month to your chapter constituents. Promotions for multi-chapter events should be included in this count. Below are some suggestions to consider:

- **August** – Introduce your board members, point to your website and online community (if you have one), outline plans for the year.
- **September/October/November** – Promote your fall events and highlight an interesting thread in your online community.
- **January/February/March** – Promote your spring events and your board applications.
- **June** – Announce transitions for the new year and invite input and ideas for the year ahead.
- **Other ways to promote chapter news and events:**
  1. **Extend a personal invitation** to an HR colleague and their team.
  2. **Share the event** through your chapter's social media or online community.
  3. **Ask a neighboring chapter** to promote the event to their constituents in one of their emails.

### Step 3: Choose One Platform for Email Marketing

To stay in compliance with CAN-SPAM law, you must honor opt-outs, and the easiest way to do that is by sticking with only one email platform for promotional emails.

**We recommend using CUPA-HR to send your emails in order to reach the most people:**

- **Complete an Email Request Form** (give us at least 4 business days, please). The form is distributed to key members of our team.
- **Make sure your email draft is complete and accurate (doublecheck dates, times and locations)** and your website has been updated to include the same or additional information.
- **CUPA-HR staff will ...**
  - Proofread your email and test the links
  - Ensure that your email is in compliance with CAN-SPAM rules
  - Send it to all higher ed HR pros in our database in your chapter area

### Have Questions?

**Chapter Leader Toolkit** – Check out the [Chapter Email Toolkit](#) for additional information and tips, or schedule a call with Katie Edmiston ([kedmiston@cupahr.org](mailto:kedmiston@cupahr.org)) at the national office for one-on-one help.