

ASEA Chapter Communications Checklist



Send communications to the ASEA Executive Director: Fax (907) 277-5206 or jimd@afscmelocal52.org

Governing Language: **ASEA Policies and Procedures**

23.02.040 Broadcast E-Mails to Members

A. All broadcast emails to members including messages regarding official union and chapter activities must be submitted to Union Headquarters for approval and broadcast distribution.

17.00.010 ASEA/AFSCME Local 52 Logo/Letterhead

C. The Local 52 Logo and Letterhead may not be used on any newsletter, publication, or communication without submission of the Information Request Form and approval of the Executive Director. .

E. Use of the Union's logo by chapters on promotional items must be pre-approved by the Executive Director.

17.01.010 Mailing Labels/Data

A. Upon receipt of the information request from a chapter officer (Chapter President, Secretary or Chief Steward) the Union shall provide to a mailing house the electronic membership lists for newsletters, meeting announcements, and other chapter purposes as determined by the chapter that are consistent with the objectives and principles of ASEA/AFSCME Local 52. **The request shall include a sample of what will be distributed and indicate the purpose for which the information will be used and certify to confine the use of the information to such purpose.** A mailing house will provide a confidentiality statement to the Union. [Emphasis added]

Email Communications Checklist

- Chapter: Write email message in a ready-to-send format
 - (Verify Date, Time, Location and Purpose)
- Approval: Send email message to ASEA HQ (Attn: Executive Director) for approval
 - Indicate the dates for ASEA to broadcast the message

Note: In general, ASEA sends broadcast messages within 24 hours of receipt, a week prior to the event date and the morning of the event date.

Publications (mailings) Communications Checklist

- Chapter: Approve expenditure for mailing expenses (Avg. \$0.65 per member for a letter)
 - Cost includes 1 letter-size paper, no. 10 envelopes, labels and postage
- Chapter: Create camera-ready copy of publication (Newsletter, Letter, Flyer, etc)
- Information Request: Complete Information request for mailing labels and attach publication
- Logo Use: If you want to incorporate the ASEA logo into your publication, please request the use of the logo on the information request form and note on your publication where you would like the logo to appear.
 - Note: Logo use is approved for only one occurrence and one purpose as noted in the information request.
- Chapter: Indicate the date for ASEA to mail the publication and if you would like the chapter to be billed for the expense or if you would like the expense deducted from your next sharing check.