



## Mass Email Guidelines

**Member Monday** is our **weekly newsletter** that contains mass emails from **Chamber Members** and is distributed to the inbox of **over 750 Chamber members and non-members**. Please thoroughly read the mass email guidelines before submitting your flyer to the Tullahoma Area Chamber of Commerce.

### Mass Email Guidelines

- Mass email is a service of all dues paying members of the Tullahoma Area Chamber of Commerce.
- Each Chamber member can send **one mass email per month** (12 mass emails/year).
- Only **upcoming events, news releases, sales or promotions** about your business are considered a mass email. A promotional ad does not qualify as a mass email and will not be accepted for Member Monday.
- Mass emails should be sent to [tullahomachamber@tullahoma.org](mailto:tullahomachamber@tullahoma.org) by **5:00pm on Thursday** for the following Member Monday. *(Mass emails sent on Friday with a request to be in the following Monday's newsletter may not be accepted.)*
- The Tullahoma Chamber is not responsible for the content of mass email. It is the member's responsibility to ensure that all content is correct before submitting the flyer for Member Monday. The Chamber will not be responsible for sending out any corrections after Member Monday has been sent.
- The Tullahoma Area Chamber of Commerce accepts no liability for the content of mass emails. Keep in mind good business practices and ethical behavior when creating your mass email flyer.

### Instructions for submitting a mass email

1. **Subject Line:** What, Who, & When (ex. Mass Email Request from Traders Bank for Mon. June 5<sup>th</sup>)
2. **Attachment:** Attach your flyer or press release in a PDF, Microsoft Word, or JPEG format **ONLY**.
3. **Body of Email:** Please include all information to be included with your flyer. (Ex. Registration info, RSVP email or website, Facebook event page link, etc.)
4. **Submission Date:** please include which Monday (date) you would like for your mass email to be sent out.