



Association of Fundraising Professionals, Aloha Chapter Email & Communication Policy

(Revised February 9, 2012)

Association of Fundraising Professionals, Aloha Chapter is a professional association that is committed to balancing the privacy of member information with the vast notification of opportunities that may be of interest to the membership. We do not sell or distribute our member information to generate revenue for the organization. Our revenue is generated by membership dues, program fees, and service fees. The following communication policy provides the following guidelines:

Table of Contents

- Purpose of the Communication Policy
- Different Systems: National AFP & Hawaii Aloha Chapter Communications
- Definition: Aloha Chapter Member vs. Non-Members
- About the AFP Database
- Subscribed & Unsubscribed Members
- Service Areas: Membership & Non-Members
- Fees for Services
- Avoiding Member Fatigue
- In-State vs. Out-of-State Participation
- Illegal Use of Membership Information

Purpose

The AFP Aloha Chapter Communication Policy demonstrates the integrated efforts to communicate to members and non-members with an ethical, clear, and permission based approach. This policy helps guide the AFP Board to make decisions which impact membership growth, quality services, and how to address member and non-membership inquiries.

Different Systems: National AFP & Hawaii Aloha Chapter

AFP members are registered with two different communication distribution systems – the national as well as a local chapter communications. This Communication Policy only refers to Aloha Chapter communication activities described below. The Aloha Chapter does not control email messages from the National office. To unsubscribe from the national office offerings, please contact AFP at records@afpnet.org or call 1-800-666-3863.

Definition: Aloha Chapter Member & Non-Members

AFP Hawaii has several vendors & stakeholders but is dedicated, foremost, to servicing current members. Any person or organization that does not hold a current membership card, registered by the National AFP office, is considered a non-member. Members pay annual dues, hold a membership card, and are provided benefits such as discounted rates to utilized programs and services. Nonmembers may be invited to participate in programs & services on a space available basis, and do not receive the same benefits as members.

About the AFP Database

The AFP Database is unique as it focuses on communicating with Hawaii's fundraising career professionals as well as stakeholders who have indicated interest in the nonprofit or fundraising industry. Currently, the AFP Aloha Chapter database is comprised of approximately 200 chapter members and 300 non-member names. The "hit rate" and "success rate" of announcements vary by distribution method and the type of services. Currently, new AFP members & AFP event participants are automatically added to the AFP Database. In 2005, the AFP Board of Directors revisited the issues of the AFP member database and aims to align the growth &

management of the systems with the annual strategic activities. To be added to the AFP Database, or more information, please contact the AFP, Aloha Chapter office.

Subscribed & Unsubscribed

All members are automatically considered subscribed to the membership database upon membership. Subscribed persons must indicate when they want to unsubscribe. Unsubscribed members are defined as members who have requested no communication contact. Any member or non-member will be immediately unsubscribed from all communication within 24 hours. Due to the current AFP operational limits, members and non-members will have two unsubscribe choices: from commercial announcements only or from all service announcements at once. Unsubscribing means neither mail nor email versions will be sent.

Services to Members and Non-Members

The AFP, Aloha Chapter communicates information by the following service areas: 1) AFP Aloha Chapter News, 2) Event Invitations, 3) Job Announcements, 4) Commercial Announcements, or 5) Special Requests.

1) AFP Aloha Chapter General News & Newsletter

AFP Aloha Chapter News is distributed by mail and email. These are general announcements that recognize accomplishments, update political policies affecting the industry, or announce decisions made by the AFP Board of Directors.

2) AFP Sponsored Event Invitations

AFP Event Invitations are sponsored and planned as annual partner initiatives, approved by the AFP Board, and are free or discounted announcements to members and non-members. This includes education events, workshops, seminars, and trainings. Non-sponsored AFP events are considered commercial announcements and require a fee to be paid to AFP to announce the event to subscribed members. For the most update list of AFP sponsored events, please visit the education page of the Aloha Chapter website at www.afphawaii.org or contact the AFP, Aloha Chapter office.

3) Job Announcements

AFP charges both members and non-members to announce job or career position opportunities. Job posting announcements are available via weekly email (Monday only, Tuesday if preceding Monday is a holiday) and/or posting on our website's "Jobs" section. Website job posting will be posted for a period of 30 days that starts on the corresponding email job posting date. On the 30th day, the website posting will be removed. Website posting can be removed prior to the 30th day upon request. Website posting may be also posted for an additional 30 day period, see fee schedule for the associated fee. The fees are discounted for current members as of the distribution date of the email announcement. To receive member discounted fees, the AFP member must sign the service order and is responsible to help AFP receive payment within 30 days. AFP members may also submit job postings via the Aloha Chapter website, www.afphawaii.org, but they will not be published until approved and invoiced by the Aloha Chapter administrator.

4) Commercial Announcements

Both AFP members and non-members are required to pay a fee for the commercial marketing of any events or announcements that are not sponsored by AFP. Different fees apply for members versus non-members. To receive member discounted fees, the AFP member must sign the service order (sample below) and is responsible to help AFP receive payment within 30 days.

5) Commercial Advertisements

Members and non-members may advertise a commercial business or activity. This business or activity should be of general interest to AFP members and provide a product or service relevant to fundraising and/or nonprofits. Commercial advertisements are available on the Aloha Chapter's weekly email (Monday only, Tuesday if preceding Monday is a holiday) and/or posting on our website's "Promotions" section (with corresponding logo placement on AFP – Aloha Chapter homepage). Commercial Advertisements may contain up to 150 words, logo and live URL. Website advertisements will be posted for a period of 30 days that starts on the corresponding email job posting date or if email option is not selected, then 30-day period begins on day of posting to website. On the 30th day, the website posting will be removed. The fees are discounted for current members as of the distribution date of the email announcement. To receive member discounted fees, the AFP member must sign the service order and is responsible to help AFP receive payment within 30 days. *All Commercial Advertisements are subject to approval of the AFP – Aloha Chapter Board of Directors; the AFP – Aloha Chapter reserves the right to decline any advertisement.*

6) *Special Requests*

Communication that does not fall within the categories above are forwarded to the AFP President who determines the service area, urgency, or necessity of approval by the Board of Directors. The Board of Directors approves the final distribution and fee schedule for the special request.

7) *Expedite & Alteration Services*

For those submissions that need to be distributed immediately or require alteration assistance, the AFP office charges a service fee. The AFP office will notify the sender if the distribution request date is different from the regular schedule or if communication materials do not meet the communication format. Examples of alteration services includes but is not limited to submissions that may need to be changed into an acceptable format, size, graphic or margin revisions, or necessary spelling or grammar changes before distribution.

Communication Format

We request that the communications materials be designed with the following in mind: ready-to-send content in a Microsoft Word or PDF format. The final broadcast email must be smaller than 500KB. The AFP office will notify the sender if communication materials need additional preparation, and to confirm any service fees.

Fees For Services

The AFP member network is a valuable resource to the community and requires a monetary investment by AFP for the staffing & tools necessary to administer our services. The AFP Board has established the following fee & distribution schedule to generate the revenue necessary to maintain our communication network. Payments are required within 30 days and are subject to collection & finance charges after 30 days. For service area descriptions, see the details above.

Communication Fees & Distribution Schedule

Service Areas	Members Fees	Non-Members Fees	Method	Distribution Database Used	Schedule
AFP General News	No charge	No charge	Mail/Email	Members & Non-Members	Monthly, same day as weekly notices
AFP Newsletter	No charge	N/A	Mail	Members only	Quarterly
AFP-Sponsored Event Invitations	No charge	\$200	Email	Members & Non-Members	Weekly
Job Announcements	\$100	\$200	Email	Members & Non-Members	Weekly
Job Announcements	\$150	\$250	Email and Website	Members & Non-Members	30-day period
Job Announcements	\$50	\$50	Website	Members & Non-Members	Additional 30-day period extension
Commercial Announcements	\$150	\$350	Email	Members & Non-Members	Weekly
Commercial Advertising (Email & 30-day Website Posting)	\$175	\$350	Email and Website	Members & Non-Members	Weekly
Commercial Advertising (30-day Website Posting Only)	\$100	\$200	Website	Members & Non-Members	Weekly
Special Requests	TBD	TBD	Mail/Email	N/A	Immediate Distribution
Material Preparation Fees**	\$50/hour	\$90/hr	N/A	N/A	N/A

**Members and Non-members will be charged a minimum of 1 hour for any administration time necessary to edit or prepare communications materials. This includes but is not limited to submissions that need to be changed into a pdf format, a graphic or margin change, or necessary spelling or grammar revisions.

Avoiding Member Fatigue & Excessive Administration Expenses

AFP distributes communication materials within a schedule to avoid member fatigue & the cost of extra administrative fees to manage the mail & email services. The distribution schedule is outlined on the Fee Table above for each service.

In-state Versus Out-of-State Member Participation

Participation in member programs is open to any card carrying AFP member. Participation is registered on a first come first serve basis. Out-of-State participants will be charged non-member rates without proper identification.

Illegal Use of Member Information

No member information may be collected or distributed without AFP Board approval. All AFP Board and committee volunteers are required to obtain approval and the latest distribution list from the administrative staff before any distribution to members or nonmembers. This is considered a serious infraction and may result in the loss of membership or legal penalties as the law allows.

Policy Changes

Each year these policies are updated and integrated into AFP Aloha Chapter operations. AFP reserves the right to change these policies at any time. If you have any suggested revisions to the communication policy, or if there are any questions, please contact the AFP, Aloha Chapter office.



**Association of Fundraising Professionals
Aloha Chapter**

SERVICE ORDER & AGREEMENT

By signing below, I am indicating that I have the authority to order AFP services. I am also acknowledging that I have read, understand, and agree to the communications policy as the terms & conditions of this service agreement and that I will submit the payment total below to the AFP office within 30 days:

Service Type Ordered:	AFP General News <input type="checkbox"/> AFP Sponsored Event <input type="checkbox"/> Job Announcement – Email Only <input type="checkbox"/> Job Announcement – Email & Website <input type="checkbox"/> Job Announcement – Website-Add'l 30 Days <input type="checkbox"/> Commercial Email <input type="checkbox"/> Commercial Ad-email-web <input type="checkbox"/> Commercial Ad-web only <input type="checkbox"/>
Order Type:	Member (ID # _____) <input type="checkbox"/> Non-Member <input type="checkbox"/>
Fee Charged:	\$50 <input type="checkbox"/> \$100 <input type="checkbox"/> \$150 <input type="checkbox"/> \$175 <input type="checkbox"/> \$200 <input type="checkbox"/> \$250 <input type="checkbox"/> \$350 <input type="checkbox"/> Other _____ <input type="checkbox"/>
Total:	_____
<u>For AFP office use:</u>	
Number of Days:	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> Dates Sent: _____
Material Prep Hours:	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6 <input type="checkbox"/> 7 <input type="checkbox"/> 8 <input type="checkbox"/> 9 <input type="checkbox"/> 10 <input type="checkbox"/>
Notes:	_____ _____

Complete agreement and fax (agreement page only) to 808-626-6855, attn: Susan Oshiro, AFP Aloha Chapter Administrator. Announcement will be sent on next schedule posting date. Invoice will be sent via email on posting date.

Print Name: _____ *Authorized Signature:* _____

Order Date: _____ *Email:* _____ *Ph:* _____