



# Information About NEW Email Blast Service

The California Park & Recreation Society (CPRS) can provide email blasts both for members and nonmembers of the Society; however, members pay a much lower rate of \$300 per e-blast, as compared with the nonmember's \$500 per blast. Anyone with an email project may make a blast request by calling the CPRS office directly or filling out the Email Blast Order Form. The following explains more about the email blast process.

## Why is it called a Service?

Email blasts purchased from CPRS are for one-time use. It is important to understand that you do not purchase the email addresses of CPRS members but you purchase a service provided by CPRS to distribute your information via email using our email service on your behalf. Specific lists can be generated by geographical district, special interest sections or for the entire membership with the exception for those members who opt out.

## What are the costs?

Members \$300 per e-blast

Nonmembers \$500 per e-blast

## What you need to do

Before the email can be sent, you must first do a few things:

- Fill out and submit your Email Blast Order Form. CPRS will limit purchased email blasts to one per week, so make sure the week you desire is available and reserve it as soon as possible. Emails must be submitted according to one of the two submission options available and described in the submission option examples.
- If you have questions, call CPRS. Staff will be able to mail or fax you an "Email Blast Order Form" to complete and return or you may download the form at [www.cprs.org](http://www.cprs.org). They can also discuss format options for submitting your email messages for broadcast.
- Send the email you desire to be broadcast to [susan@cprs.org](mailto:susan@cprs.org). The content of what is emailed will be monitored by CPRS staff. Email pieces must be sent to CPRS for staff to review for broadcast approval.
- Send payment with the request. Payment must be received before the email blast is processed. CPRS can accept VISA, MasterCard and American Express, check or money order.

## How long does the process take?

After CPRS has received the payment, signed order form and email in the correct format, the email will be processed quickly, within 3 working days.

## About CPRS

The California Park & Recreation Society (CPRS) provides the leadership to advance the positive impact and value of the profession. CPRS is the strongest professional networking structure available to park, recreation and leisure service professionals in California today. Established in 1946, the Society is a significant information source and an effective service provider to over 3000 members statewide. 86% of ALL California Park & Recreation Agencies have active members in the California Park & Recreation Society

**Questions?** Contact Susan at 916/665-2777.

7971 Freeport Blvd., Sacramento, CA 95832

916-665-2777 - Fax 916-665-9149 - [www.cprs.org](http://www.cprs.org)



# California Park & Recreation Society Email Blast Order Form

Date \_\_\_\_\_

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone # \_\_\_\_\_ Fax# \_\_\_\_\_

Email \_\_\_\_\_

**Preferred timeframe for Distribution - Please Select Month and include Date of Requested Distribution Below**

<b>Please enter desired distribution date under month day/date</b>	January	February	March	April	May	June
Emails are only allowed at a rate of 1 per week under this program. First Come First Served	July	August	September	October	November	December

**Please Select your desired Selection Criteria (Agencies, Regions, Districts or Sections)**

<p><b>P&amp;R Agencies</b>  <input type="checkbox"/> All California Agencies – this item is the main contact for each of the 535 Park &amp; Recreation Agencies/Districts in CA          (Please refer to District Map to view counties within each District and Region)</p> <p style="background-color: yellow;">HTML file of email must be emailed to <a href="mailto:susan@cprs.org">susan@cprs.org</a> a minimum of three working days prior to distribution date</p> <p><b>COST:</b>  <b>CPRS Member \$300</b>  <b>Nonmember \$500</b>  <b>Emails are for one(1) time usage only</b></p> <p><u>CPRS Use Only</u>          HTML rec'd _____          Date e-mail Sent _____</p>	<p><i>Please check desired regions and/or districts below. Select All for entire membership.</i>  <b>ALL Districts _____ OR _____ Only those checked below</b></p> <table style="width: 100%;"> <tr> <td style="text-align: center;"><b>(Regions)</b></td> <td colspan="3" style="text-align: center;"><b>Districts</b></td> </tr> <tr> <td>(1) _____</td> <td style="text-align: center;">1 _____</td> <td style="text-align: center;">2 _____</td> <td style="text-align: center;">3 _____</td> </tr> <tr> <td>(2) _____</td> <td style="text-align: center;">4 _____</td> <td style="text-align: center;">5 _____</td> <td style="text-align: center;">6 _____</td> </tr> <tr> <td>(3) _____</td> <td style="text-align: center;">7 _____</td> <td style="text-align: center;">8 _____</td> <td style="text-align: center;">15 _____</td> </tr> <tr> <td>(4) _____</td> <td style="text-align: center;">11 _____</td> <td style="text-align: center;">13 _____</td> <td style="text-align: center;">14 _____</td> </tr> <tr> <td>(5) _____</td> <td style="text-align: center;">9 _____</td> <td style="text-align: center;">10 _____</td> <td style="text-align: center;">12 _____</td> </tr> </table> <p><b>Sections _____ All Sections OR _____ Only those checked Below</b></p> <table style="width: 100%;"> <tr> <td>_____ Administrators</td> <td>_____ Aging Services</td> <td>_____ Aquatics</td> <td>_____ Educators</td> </tr> <tr> <td>_____ Development &amp; Operations</td> <td>_____ Recreation Supervisors</td> <td>_____ Students</td> <td></td> </tr> <tr> <td>_____ Recreation Therapy</td> <td>_____ Members with no Section Selected</td> <td></td> <td></td> </tr> <tr> <td>_____ Other _____</td> <td></td> <td></td> <td></td> </tr> </table>	<b>(Regions)</b>	<b>Districts</b>			(1) _____	1 _____	2 _____	3 _____	(2) _____	4 _____	5 _____	6 _____	(3) _____	7 _____	8 _____	15 _____	(4) _____	11 _____	13 _____	14 _____	(5) _____	9 _____	10 _____	12 _____	_____ Administrators	_____ Aging Services	_____ Aquatics	_____ Educators	_____ Development & Operations	_____ Recreation Supervisors	_____ Students		_____ Recreation Therapy	_____ Members with no Section Selected			_____ Other _____			
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**Method of Payment**

Make Check Payable to CPRS

Check # \_\_\_\_\_

Credit Card \_\_\_\_\_ Visa

\_\_\_\_\_ MasterCard

\_\_\_\_\_ American Express

Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Name on Card \_\_\_\_\_ Signature \_\_\_\_\_