

AHCC Member E-Blast Marketing Policy

An AHCC member who wishes to send an e-blast to the Chamber Membership List or Consumer List must adhere to the following guidelines.

For Business Members:

1. The member being promoted must be the member requesting the e-blast.
2. The e-blast must promote the business member with the following restrictions:
 - a. The message may not cite any negative aspects of any competitor or business industry.
 - b. The email blast must, if promoting an event or invitation, say “Your Business Name” invites you to “Event Name” to eliminate confusion between a Chamber event and an event being hosted by your personal business.
 - c. The email cannot use the title Business After Hours
 - d. The message may not mention any political issue, politician, or candidate.
3. The email must be ready to send according to the specifications and format provided by the AHCC staff. (i.e. png format; no wider than 640 pixels wide)
4. There must be availability on the date requested.

For Political Campaigns/Elected Officials:

1. The member being promoted must be the member requesting the e-blast.
2. The e-blast must promote the business member with the following restrictions:
 - a. The message may not cite any negative aspects of any competitor or business industry.
 - b. The email blast must, if promoting an event or invitation, say “Your Business Name” invites you to “Event Name” to eliminate confusion between a Chamber event and an event being hosted by your personal business.
 - c. The email cannot use the title Business After Hours
3. The email must be ready to send according to the specifications and format provided by the AHCC staff. (i.e. png format; no wider than 640 pixels wide)
4. There must be availability on the date requested.

The Arlington Heights Chamber must approve the e-blast content and reserves the right to refuse sending any e-blast that does not adhere to the above policy or at the direction of the Arlington Heights Chamber of Commerce Board of Directors, does not adhere to the bylaws or is not in the best interest of the organization.