

## IFPE Email Blast Guidelines & Recommendations For Contributing and Sustaining Members

IFPE's email blasts are a benefit for those IFPE members who have contributing and sustaining levels of membership. Contributing members, at a membership fee of \$275 per year, have the perk of 3 blasts per year, and Sustaining members, at a membership fee of \$675 per year, have the perk of sending 5 blasts per year. Our list will reach many people and organizations who are interested in psychoanalysis and in IFPE and is presently in excess of 1,400 email addresses.

### **1. The content of member email blasts must be related to IFPE's broad mission to serve as a forum for dialogue for all those with a self-expressed interest in psychoanalysis.**

*Mission-related announcements may pertain to any number of psychoanalytic, cultural, clinical, artistic, filmmaking, literary publication, performance, academic, educational, awards, honors, appointments, projects, research, classes, seminars, presentations, lectures, local events, services, workshops, artistic residencies, art openings, related obituaries, etc. (If you are in doubt about whether your intended email blast is related to IFPE's mission, just ask us.)*

**2.** Please limit your content to that which can be read on a computer screen without much scrolling – approximately one web page's worth. Or approximately, 500 words at size 12 font maximum.

**3.** Email blast content should be simple, brief, informative and direct. Make every word count. Your announcement title (which we will incorporate into the subject line if possible) is your first interface with the recipients so be succinct and clear. If a proposed blast is too long or complicated, we will return it to you for revision.

4. Artwork or graphics should be in the format of a jpg. Please keep in mind that some recipients will not be easily able to access the graphics without a download or some have graphics turned off, so please be sure that your email content also “says it all.” No moving/“flash” images will be accepted for an email blast.

5. Blast information should be sent to [lfpecontact@gmail.com](mailto:lfpecontact@gmail.com) as identified text within the body of an email, or as an attachment in a word document which we will put into email form.

6. With your request for an email blast, please provide, an approximate date for the e-blast to be sent, allowing 10–14 days, preferably, for turnaround time. You will receive confirmation of the e-blast scheduling.

7. Please do not include any attachments in your email blast as this will make it more likely that it will end up not being open or read by our mailing list recipients, use links instead. Similarly, to avoid being tagged as spam by email servers or mail programs, please do not write any sentences in all CAPS, and please avoid hot-button words associated with such mass marketing emails. For instance, please do not say things like, “urgent,” “money,” “breakthroughs,” “offer” or “click here.”

8. You can certainly include your contact email or your event contact email and other contact information if appropriate in the body of the email blast.

*All proposed email blasts are subject to the approvals of the IFPE Administrator, Co-Presidents and Membership Chair and, we will be happy, upon request, to provide explanations or recommendations. The “from” address on your email blast will be IFPEcontact@gmail.com, and we reserve the right to make the final decision about all aspects of IFPE email blasts.*