

	POLICIES AND PROCEDURES	INDEX NO. 3025	APPROVAL LEVEL EB
	SUBJECT Non-Chapter Member Mailing	EFFECTIVE 8/2024	SUPERSEDES 5/08
		SPECIAL DISTRIBUTION	

POLICY

To assist the areas in increasing their chapter membership.

PROCEDURES

1. Send a letter of invitation, which shall be signed by the Area President, to a specified number of non-chapter members in their area regarding their respective Area Rally. The cost of this mailing shall be billed to the area organization or sponsoring chapter.
2. The national office will process one mailing per year for each area.
3. Request for mailing with a specified targeted area and original mailing material should be submitted to the national office, Chapter Services.
4. Said mailing should be sent to the national office, camera ready (if possible), for mailing to a specified targeted area, whether it be a part of the area's scope or the entire scope.
5. The mailing could range from one to three pieces.
6. Mailing will be processed within a two-to-four-week time frame.
7. A tracking of the returns from the mailing should be reported to the national office, Chapter Services.