

HBA Email Communication and Targeted Mailing Guidelines 2026

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To ensure a consistent, compliant, and member-centered communication experience, official email communications to HBA members are managed through the HBA Central team. The below guidelines apply to all HBA branches, chapters, regions, affiliates, affinity groups, operating boards, and volunteer leaders.

Prioritize HBA Communities and Approved Communication Channels

HBA Member Leaders are encouraged to engage members through approved HBA communication channels rather than requesting standalone email distributions.

Recommended communication channels include:

- Posting updates and announcements within HBA Communities
 - 1. Posts shared within HBA Communities automatically generate email notifications to subscribed members, making Communities an effective and preferred communication channel for many regional and chapter updates.
 - Sharing content through approved Regional or Affinity Group social media channels
 - Promoting programs and initiatives through approved HBA marketing campaigns
 - Developing news articles, member spotlights, event recaps, or thought leadership content for the HBA website
 - All website articles and editorial content must be submitted to the HBA Central Marketing and Communications team at marketing@hbanet.org for review and approval prior to publication to ensure alignment with HBA brand, messaging, and editorial standards. To ensure consistency and alignment across teams, please do not send these articles to individual HBA Central Staff members.
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Centralized Email Communications

HBA policy prohibits branches, chapters, regions, affiliates, and volunteer leaders from independently sending mass communications to HBA member audiences. In addition, HBA Central does not distribute routine promotional emails on behalf of regional or chapter leadership requests.

Email communications to members are centrally managed to:

- Protect member privacy and data
 - Ensure compliance with communication and opt-in regulations
 - Maintain a consistent member experience
 - Coordinate communication volume across the organization
 - Align communications with HBA brand standards and organizational priorities
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Limited Exceptions for Targeted Email Communications

On a limited and case-by-case basis, HBA Central may approve targeted email communications in specific operational or strategic circumstances.

Examples may include:

- Invitations to HBA events where Mary Stutts (CEO, HBA) or an HBA Global Board member is an official event speaker
- Time-sensitive Operating Board updates
- HBA Regional Chair messages (sent monthly)

These exceptions are intended to support specific organizational needs; not routine event promotion or general member outreach. Approval is not guaranteed and is determined solely by the HBA Central Marketing and Communications team.

Request Review and Approval Process

Any approved targeted email request is evaluated based on:

- Strategic alignment and organizational relevance
- Audience appropriateness
- Communication calendar capacity
- Resource availability
- Member experience considerations
- Availability and accuracy of member profile data

Due to communication volume and member engagement considerations, requests may be declined, deferred, or redirected to alternative communication channels.

Required Lead Time

Requests for consideration must be submitted to marketing@hbanet.org.

Requests must be submitted a minimum of **10 business days** before the requested deployment date. Final deployment dates are based on date availability and subject to final discretion of the HBA Marketing and Communications team. Requests submitted without sufficient lead time may not be accommodated.

Member Privacy and Data Protection

HBA is committed to protecting member privacy and complying with applicable communication and data protection standards.

As a result:

- HBA Central does not share member email addresses or distribution lists with volunteers
- Only members who have opted in to receiving HBA communications may receive targeted emails
- Volunteer leaders may not export, distribute, or independently maintain member mailing lists for HBA communications purposes

All member data must be handled in accordance with HBA privacy and data governance policies.

Brand and Content Standards

All email communications distributed through HBA Central must:

- Align with HBA brand guidelines and narrative
- Maintain a professional and member-centered tone
- Be accurate, accessible, and compliant with organizational policies
- Clearly communicate purpose, audience, and desired action

The HBA Central Marketing and Communications team reserves the right to edit, revise, defer, or decline requested content to ensure consistency and compliance.

Best Practices for Member Communication

Recommended Approaches

- Use HBA Communities as a primary engagement tool whenever appropriate
- Leverage approved social media channels to amplify regional and chapter activity
- Submit website articles and thought leadership for editorial review
- Coordinate messaging with organizational priorities and campaigns
- Focus communications on member value, engagement, and impact

Actions to Avoid

- Sending independent mass emails to HBA members
 - Requesting routine promotional email distributions from HBA Central
 - Sharing or requesting member email lists
 - Using personal mailing lists to represent official HBA communications
 - Submitting last-minute communication requests without operational necessity
 - Sending communications that conflict with HBA branding, messaging, or privacy standards
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Guiding Principle

Centralized communication helps ensure that HBA members receive coordinated, high-value, and strategically aligned messaging while protecting member privacy, reducing communication fatigue, and strengthening the overall member experience.

For questions or additional guidance, please contact the HBA Central Marketing and Communications team at marketing@hbanet.org.
