



## **SHRM Central Iowa Communications & Event Promotion Policy**

### **Purpose**

SHRM Central Iowa receives frequent requests from outside organizations to promote events, programs, or initiatives to its membership. This policy ensures that such requests are handled consistently, transparently, and in alignment with the Chapter's mission to advance the HR profession and support HR professionals in Central Iowa.

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### **1. Eligibility for Promotion**

SHRM Central Iowa may promote external events that:

- Provide value to HR professionals,
- Align with the organization's mission and ethical standards,
- Do not conflict with SHRM Central Iowa's own programming, and
- Are submitted following the procedure in this policy.

SHRM Central Iowa reserves the right to decline any request at its discretion.

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### **2. Nonprofit Organization Requests**

Nonprofit organizations (501(c)(3), 501(c)(6), or similar tax-exempt entities) may request promotion of events at **no cost**, subject to the following guidelines:

#### **2.1 Requirements**

- The event must directly serve HR professionals or the broader workforce community.
- The nonprofit must clearly identify its tax-exempt status at the time of request.
- The content must be educational, developmental, or community-support oriented, *not commercial in nature*.

#### **2.2 Promotion Options for Nonprofits (Free)**

Pending review and approval, nonprofits may receive:

- Inclusion in a monthly newsletter
- One **social media share** (if appropriate)

#### **2.3 Limitations**

- Free promotion is limited to **two events per calendar year** per nonprofit, unless otherwise approved by the Board.
- Timing and placement of promotional content are at the discretion of SHRM Central Iowa

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### **3. For-Profit Entities**

For-profit companies, consultants, vendors, and service providers seeking event promotion must purchase a **paid promotional package**.

#### **3.1 Requirements**

- The event must be relevant to HR or workforce development.
- Requests must follow the submission process outlined in Section 4.

### **3.2 Paid Promotion Options**

For-profit entities may access promotional opportunities such as:

- Sponsored newsletter placement
- E-Blast to members
- Paid website event listing
- Social media promotion

Rates are set annually by the Board and published SHRM Central Iowa's marketing kit.

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## **4. Submission & Approval Process**

All organizations must:

1. Submit a request to the SHRM Central Iowa Chapter Administrator
2. Supply marketing content (flyers, links, descriptions) in final, ready-to-publish format.

### **4.1 Review**

- Requests will be reviewed by the executive committee or designated board member.
- The Chapter may edit content for clarity, length, or formatting.
- Approvals are not guaranteed and are subject to Chapter priorities and capacity.

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## **6. SHRM Central Iowa Recertification Credit Policy**

- SHRM Central Iowa generally does not provide SHRM recertification credits for events hosted by other organizations.
- SHRM Central Iowa will not apply for or provide SHRM recertification credits for events hosted by for-profit entities.
- Nonprofit organizations may request that SHRM Central Iowa apply for and administer SHRM recertification credits for an event. If approved, the nonprofit organization must provide SHRM Central Iowa, at no cost, appropriate sponsorship benefits, which may include (but are not limited to) an exhibit booth, recognition as a sponsor, and open access for SHRM Central Iowa members to attend the event.

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## **5. Conflict of Interest & Ethical Standards**

- SHRM Central Iowa will not promote events that compete directly with its own programs occurring within 30 days unless otherwise approved by the Board.
- SHRM Central Iowa reserves the right to deny promotion for events that are political, discriminatory, sales-driven, or misaligned with the organization's ethical standards.

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## **6. Final Authority**

The SHRM Central Iowa Board retains the authority to:

- Update promotional fees,
- Modify or revoke the policy as needed.