ACRP Chapter Marketing & Communications Guidelines

This resource provides general guidance on communicating with Chapter members and promoting Chapter activities.

Communicating with Chapter Members
The Chapter may email its members as often as you'd like. Chapters are encouraged to email members about upcoming Chapter events, local clinical research news/updates, and any other information of relevance. These communications should come through the Chapter's Community webpage.

ACRP can provide a roster of Chapter members to Chapter leaders with a signed Privacy Agreement on file. ACRP provides these rosters monthly. While ACRP cannot provide the Chapter with a list of people in the area who are not Chapter members (due to privacy guidelines enacted in 2018), ACRP regularly promotes its numerous Chapters and Chapter events through various marketing channels.

Marketing the Chapter
ACRP provides resources and templates to support the promotion of the Chapter and recognition of its volunteers. These resources can be found in the Chapter Leader Resource Center.

Promoting Chapter Events
Chapters are encouraged to share information about their events on:
- The Chapter's Community webpage
- The Chapter's LinkedIn page
- In regular member communications (e.g., Chapter newsletters)

All Chapters can promote each other's events. Chapter leaders can request events be shared via the Chapter Leader Community.

ACRP-Supported Promotion of Chapter Events
ACRP promotes every Chapter event via the events calendar, as well in the weekly newsletter The Beat. ACRP also provides resources and templates to support the promotion of Chapter events. These resources can be found in the Chapter Leader Resource Center.

The Chapter can request ACRP's support for expanded outreach to non-Chapter members with up to two ACRP dedicated emails. These emails can include sending event save the dates, announcements of event registration, etc.