

## Guidelines for Content Submissions to the ARCSA E-Newsletter

American Rainwater Catchment Systems Association (ARCSA) distributes a monthly e-newsletter detailing the latest rainwater news, member updates and ARCSA professional development opportunities. In order to ensure that our online newsletter is valuable and timely, the following guidelines have been compiled for submission to the newsletter:

### General Requirements:

- You must be an ARCSA Member in good standing to submit content to the e-newsletter.
- We do not accept advertisements for the e-newsletter. Should you wish to advertise on the ARCSA website, contact [info@arcsa.org](mailto:info@arcsa.org).
- Submissions written specifically to promote a business or service will be rejected
- Only events open to the public and of interest to the ARCSA member and rainwater catchment community are accepted. Events requiring attendees to be a member of a specific group (other than ARCSA) will not be published.

### Publication & Deadlines:

- The e-newsletter is scheduled to run the 15<sup>th</sup> of each month, with some exceptions. We reserve the right to change publication dates at any time.
- Deadline to submit material is the 8<sup>th</sup> of each month. Information received after the deadline will be scheduled for the next e-newsletter.
- Dependent on the number of submissions received, events occurring more than two weeks after the newsletter publication date may not be run until the next edition.
- Ongoing events or programs may only be included once, dependent on space.
- ARCSA reserves the right to edit or omit submissions.

### Types of Submissions We Accept:

- Rainwater news
- Training and education opportunities
- Description of new rainwater harvesting technique
- Success stories/member stories
- RWH best practices & tips

### Submissions Must Include the Following:

- Title of News/Program/Event
- Brief Description of News/Program/Event
- Date and Time, if applicable
- Location, if applicable
- Cost, if applicable
- Contact information or website link, if applicable

### Format:

- Submissions must be a Microsoft Word attachment or pasted in the body of an email
- Submissions must be no more than 200 words
- Press releases are not accepted
- Submissions must be tailored specifically to ARCSA members and the rainwater community
- Please do not type in all caps, use multiple exclamation points or specialized formatting

### How to Submit:

Send your submission to [info@arcsa.org](mailto:info@arcsa.org) by the 8<sup>th</sup> of the month in which you would like your content featured in the e-newsletter. Submissions are accepted at any time.