



## PROCEDURE FOR RENTAL OF SUNA MEMBERSHIP LIST

### POLICY

1. SUNA's membership list is maintained at the National Office and is the exclusive property of the Society of Urologic Nurses and Associates. It may be used to provide benefits to members, subject to approval by SUNA. In order to protect the confidentiality of our members, membership list rental to third parties shall include name and address only – not telephone, fax, or email address.
2. Requests for rental of the membership list will be reviewed by the National Office and action taken by same. **All requests must be made in writing and must be accompanied by the proposed mailing piece for approval.** The President will be consulted by the National Office when appropriate.
3. SUNA's mailing list is available for rental to:
  - a) Sustaining Corporate Members. Sustaining Corporate Members may rent the membership as often as requested while their membership dues are current, subject to the prior review and approval of their proposed mailing list by the Executive Director.
  - b) Advertisers. Advertisers within *Urologic Nursing*, official publication of the Society of Urologic Nurses and Associates, may qualify to rent the mailing list by running at least one page of advertising (or its equivalent in fractions) during the calendar year in which the list is desired. If the request for the membership list is approved, the list will be released one time for each full page advertisement.

Requests by advertisers to rent the list must follow the ad insertion or be accompanied by a firm non-cancelable commitment to run the advertising. This can be a contract or insertion order for space to run in an issue prior to the scheduled use of the list, or advance payment for the ad space when the ad is scheduled to run after the list rental within the same calendar year.

4. Rental fees are set by the National Office in consultation with the Treasurer. All payments are payable in advance to SUNA. Tax Identification number is 93-0696206. Rental fees are as follows:

1,000 names or more .....	\$600 Plus \$75 per thousand names
Less than 1,000 names .....	\$300 plus \$75 per thousand names
5. SUNA retains the right to refuse rental of the mailing list for any reason.
6. List rental is not available for marketing or distributing publications (free or sold) that contain advertising or grants from more than one company.
7. SUNA's mailing list may not be duplicated. **Each rental of the list is on a one time use only basis** and must be used in exact accordance for the purpose for which it was approved.
8. Users of the list agree that the rental of membership list in no way authorizes any party to indicate, either directly or indirectly, that the Society of Urologic Nurses and Associates or any of its chapters has expressly or implicitly endorsed the products being sold, services being offered, or information being distributed without written consent from the National Office. Neither SUNA's logo nor name may be used without written permission from SUNA. Introductory letters addressed as "Dear SUNA Member" are not allowed.

9. Rental of the membership list may be available to other groups and/or individuals to promote educational programs. These programs may not conflict with nationally sponsored or locally sponsored SUNA programs. In general, SUNA will not release its list for any educational offering held six (6) weeks before or after a nationally sponsored SUNA program. Such requests must be accompanied by a copy of the program and a listing of the speakers. Use of the SUNA continuing education approval process for the program is encouraged when requesting the membership list. The guidelines are available through the National Office. The fee for rental of the list within this category is \$300 flat rate for the entire list.

## **OTHER**

10. SUNA's membership mailing list contains approximately 2,100 (as of 3/31/2018).
11. The list is sent via email in Excel spreadsheet format.
12. The list may be sorted by:
  - Zip code
  - Alphabetically
  - Place of Employment
  - Years in Urology
  - Subspecialty Interest Area
13. Renters must sign the attached agreement and forward it with prepayment and a sample of the proposed mailing piece.
14. Delivery will be within ten (10) working days of approval. All lists will be sent via UPS. If you prefer Federal Express, please include your account number and delivery preference (overnight priority, overnight standard, two-day, etc.).
15. To order the SUNA membership list, please send your request and sample mailing piece to:

***SUNA National Office  
Box 56, East Holly Avenue  
Pitman, NJ 08071-0056  
Attention: Susan Iannelli  
Phone: 856-256-2376 Fax: 856-589-7463***



# MEMBERSHIP LIST RENTAL POLICY AGREEMENT

We agree that the leasing of the Society of Urologic Nurses and Associates, Inc.'s mailing list in no way authorizes any party to indicate, either directly or indirectly, that the Society of Urologic Nurses and Associates, Inc. or any of its chapters has expressly or implicitly endorsed the products being sold, services being offered or information being distributed.

In addition, we agree not to duplicate the SUNA mailing list and affirm that it will be used only for the expressed intent. SUNA, as its sole discretion, may accept or reject any list request. We acknowledge SUNA's formal policy regarding list rental and we agree to abide by its terms. Each request is for one-time use only. All lists must be prepaid. A sample of the mailing piece must accompany the order form.

Lists are sent via email (Excel Spreadsheet). We request the list to be sorted as follows:

Sort - Choose One

- Zip Code Sort
- Alphabetical Sort
- Other (Please specify)

Other Instructions:

\_\_\_\_\_

Email List to:

\_\_\_\_\_

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
**Date**

\_\_\_\_\_  
**Name (Please Print)**

\_\_\_\_\_  
**Title**

\_\_\_\_\_  
**Company**

\_\_\_\_\_  
**Email**

\_\_\_\_\_  
**Phone**

\_\_\_\_\_  
**Fax**

\_\_\_\_\_  
**Shipping Address**

**Please read the following and sign below:**

*We have read and agree to all terms of SUNA's list rental policy. SUNA has agreed to specially provide our company with an electronic file of SUNA members that we will use for the sample mailing submitted. We agree not to merge the list into a database system. Further, we agree to erase all data and destroy this electronic file immediately upon completion of this mailing.*

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
**Date**

Please return this form and a sample of the mailing piece to:  
**SUNA National Office, Box 56, East Holly Avenue, Pitman, NJ 08071-0056**  
**Attention: Susan Iannelli, [susan.iannelli@suna.org](mailto:susan.iannelli@suna.org), Fax 856-589-7463**