



POLICY FOR RENTAL OF THE ANNA MEMBERSHIP LIST

(Per ANNA's Policy and Procedure 4.15)

(Revised February 2018)

POLICY:

The membership list is maintained at the National Office and is the exclusive property of the American Nephrology Nurses Association (ANNA). The list will be used to provide direct benefits of membership, for promoting ANNA educational programs, publications, and other items of interest to the membership. The names and mailing addresses of members are made available for rental to Corporate-Plus, Corporate, and Sustaining Members of ANNA and full-page advertisers in the *Nephrology Nursing Journal*. Other groups and/or individuals may be permitted to rent the membership list subject to review and approval of their written request by the Executive Director and/or National President. The membership list will not be rented for the promotion of products or services that are in competition with ANNA's products and services.

PROCEDURE & REGULATIONS:

1. ANNA shall protect the confidentiality of members' information per Policy and Procedure 1.08, *Protecting Confidentiality of Members' Information*. Membership list rental to third parties shall include name and address only. A member's telephone, fax, or email address information is not included.
2. ANNA members who do not wish their names to be released to non-ANNA groups and/or individuals can indicate this by either calling the National Office or submitting a written request to the National Office.
3. ANNA retains the right to refuse rental of the mailing list for any reason.
4. ANNA's mailing list may not be duplicated or merged into a database system. In addition, the electronic file should be deleted upon completion of the mailing. The membership list is available for rental in an electronic Excel spreadsheet format.
5. Each rental of the list is for a one (1) time use only basis and must be used in exact accordance for the purpose for which it was approved.
 - a. A separate request must be submitted each time use of the list is required.
 - b. List rental for multiple state/geographic mailings are considered separate uses and must be submitted as individual requests.
 - c. List rental requests for companies/agencies that represent multiple hospital/medical facilities are considered separate uses and must be submitted as individual requests for the specific hospital/medical facility. Company/agency must comply with Procedure 4 above for each purchase of the membership list.

6. All rentals are subject to a minimum rental fee.
7. Corporate-Plus, Corporate, and Sustaining Members may rent the membership list while their Corporate-Plus, Corporate, and Sustaining Membership dues are current, subject to the prior review and approval of their proposed mailing piece by the Executive Director.
8. Nurse researchers who are members and non-members may rent the membership list for direct mail only. A written request, along with copies of the proposal abstract, cover letter, survey (if applicable), and instrument(s), must be submitted to ANNA.
 - a. Nurse researchers must:
 - 1) Provide evidence of a completed certification for protection of human participants (<https://phrp.nihtraining.com/#!/>).
 - 2) Provide evidence of approval through their own facility's institutional review board.
 - b. The request will be reviewed by the Research Committee to determine that the study is professional and serves the interests of nephrology nursing. The goal of the review is to protect ANNA members from excessive and/or inappropriate requests; not necessarily to sit in judgment of the research study. Upon review, the Research Committee will make a recommendation to the National President for final approval.
 - c. Once approved, a letter of approval will be sent to the researcher with the expectation that the researcher share the study's findings in an ANNA education venue [e.g. submitting an article for publication or submitting an abstract for presentation at the *National Symposium* (Spring) or *Nephrology Nursing Practice, Management & Leadership Conference* (Fall).]
 - d. Confidentiality about the source of the list will be maintained. The name of the ANNA organization will not be revealed in publications. The survey sample will be described as being solicited from a nephrology nurse database.
 - e. An informed consent will be included in each mailing to the membership identifying the purpose, funding, procedure involved, and primary investigators information.
9. Nurse researchers who have been an ANNA member for at least three (3) consecutive years preceding the list request:
 - a. May request use of the membership list for the purpose of completing an advanced degree.
 - b. Must follow the procedures in number 8. above.
 - c. May request that the survey be communicated via email to ANNA members. If a survey is approved by the National President and Executive Director for email communication to ANNA members, the National Office will coordinate distribution for one (1) email communication on behalf of the nurse researcher. Additional follow-up, emails, or mailings may be sent by the researcher directly to members who provided his/her consent to be contacted again per a data question on the first mailing. ANNA will not be involved in data management.
 - d. Will be offered use of the list at a reduced fee.
 - e. In exchange for these considerations, the ANNA member/nurse researcher agrees to:
 - 1) Provide ANNA with the research data obtained via the ANNA membership list.
 - 2) Provide *Nephrology Nursing Journal* with the right of first refusal for publication of the research study.
10. Advertisers in the *Nephrology Nursing Journal* who are not a Corporate-Plus, Corporate, or Sustaining Member may qualify to rent the mailing list by running at least one (1) page of advertising (or its equivalent in fractions) during the calendar year in which the list is desired. If the request for the mailing list is approved, the list will be released one (1) time for each full-page ad.

11. Requests by advertisers to rent the list must follow the ad insertion or be accompanied by a non-cancelable commitment to run the advertising. This commitment can be a contract or insertion order for space to run the advertising in an issue prior to the scheduled use of the list or the advertiser may prepay the advertising space if the ad is scheduled to run after the list is rented. The placement of the ad space and the list rental must occur within the same calendar year.
12. Any request for use of the list to promote an educational program, product, or service that offers continuing education for nurses must have prior or pending approval from ANNA's Continuing Education Approval Board (CEAB). The CEAB Guidelines are available through the ANNA National Office and the ANNA Website. Requests for use of the list to promote programs that are in conflict with ANNA programs will not be approved.
13. Non-profit groups who do not qualify as a Corporate-Plus, Corporate, or Sustaining Member or advertiser may qualify to rent the list under special circumstances. Proof of non-profit status is required.
 - a. Requests for promotion of educational programs by a non-profit group will be considered if there is no conflict or competition with ANNA sponsored meetings and/or local ANNA Chapter meetings.
 - b. The membership list is not available to promote programs held within eight (8) weeks of ANNA-sponsored programs.
 - c. Programs that include corporate sponsorship, exhibits, advertising, or corporate grants will be considered a commercial request, subject to procedures outlined for Corporate-Plus, Corporate, and Sustaining Members and advertisers.
 - d. A sample of the program must accompany the request.
14. The following requests for use of the list will not be honored:
 - a. Surveys and market research
 - b. Solicitation of members to participate in special projects
 - c. Distribution of periodicals
15. Any request for mailing lists other than the above will be considered on a case-by-case basis by the Executive Director. The Executive Director will provide a recommendation to the National President for a final decision.
16. List rental for products or publications that are sponsored by one (1) company will be considered on a case by case basis. List rental is not available for marketing or distributing publications (free or for a fee) that contain advertising or are supported by grants from more than one (1) company.
17. ANNA will not rent its membership list to professional organizations for solicitation of membership within their association.
18. Users of the list agree that the rental of ANNA's membership list in no way authorizes any party to indicate, either directly or indirectly, that the ANNA or any of its chapters has expressly or implicitly endorsed the products being sold, services being offered, or information being distributed, unless written consent has been secured from the National Office.

19. Neither ANNA’s logo nor name may be used without written permission from ANNA. Introductory letters addressed as “Dear ANNA Member” are not allowed.
20. All requests for use of the list must be made in writing and must be accompanied by the proposed mailing piece for approval. Final approval of all requests is subject to the prior review and acceptance by the Executive Director. Once the rental is approved, a written agreement will be forwarded to the requestor. The provided agreement must be signed and returned with payment prior to release of the list.

FEES & MISCELLANEOUS:

1. Rental fees are as follows:

Excel Spreadsheet	\$150 per thousand plus \$50 one-time set-up charge
Minimum Charge	\$400

Invoiced quantity is rounded up to the nearest thousand.

2. The list may be sorted by:

- | | |
|----------------------------|-------------------------------|
| - Zip code | - Primary Position |
| - Alphabetically | - Specialty Practice Network |
| - Primary Setting/Employer | - Years in Nephrology Nursing |
| - Areas of Practice | - Certification Status |

3. All lists will be sent via email within ten (10) working days of approval.
4. Use of the membership list is monitored to ensure that the list is utilized in conformance with this policy and within legal parameters. List requestors must use the list only for what is approved. The list is rented for one-time use and must be destroyed upon completion of the mailing.



MEMBERSHIP LIST RENTAL POLICY AGREEMENT

We agree that the leasing of the American Nephrology Nurses Association’s (ANNA) mailing list in no way authorizes any party to indicate, either directly or indirectly, that ANNA or any of its chapters has expressly or implicitly endorsed the products being sold, services being offered or information being distributed, unless written consent has been secured from the National Office.

In addition, we agree not to duplicate or redistribute the ANNA mailing list and affirm that it will be used only for the expressed intent. ANNA retains the right to refuse rental of the mailing list for any reason. We acknowledge ANNA's formal policy regarding list rental and we agree to abide by its terms. Each request is for one-time use only and must be destroyed upon completion of the mailing. All lists must be prepaid.

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

- 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 ANNA’s list rental policy. ANNA has agreed to specially provide our company with an electronic version of the ANNA membership list 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 immediately upon completion of this mailing.

Signature

Date

Please return this form to:
ANNA National Office, Box 56, East Holly Avenue, Pitman, NJ 08071-0056
Attention: Susan Iannelli, susan.iannelli@annanurse.org (or Fax 856-589-7463)