



“Helping mature adults, families, caregivers and industry professionals connect.”

GENERAL INFORMATION:

Senior Grapevine is designed to be an informative community email bulletin service for the purpose of providing timely consumer fraud alerts and information about activities, events and services relating to the mature adult community and industry. Informational announcements and events submitted to SeniorGrapevine.org must meet these criteria.

Announcement and event requests submitted for publication are accepted at the sole discretion of the management of SeniorGrapevine.org. We reserve the right to publish only those submissions deemed appropriate and relevant for our audience demographics and geographic coverage area, the Southern Piedmont region of North and South Carolina.

SeniorGrapevine.org is managed by the Better Business Bureau Consumer Foundation, a nonprofit charitable organization under Section 501(c)(3) of the Internal Revenue Code. It is provided as a **FREE** service to the community. Donations and sponsorships are welcomed and encouraged. Please direct questions to info@seniorgrapevine.org or call 704-927-8623.

SUBMISSION GUIDELINES:

Organizations wishing to submit events and announcements for publication on SeniorGrapevine.org must register and receive a user ID and password in order to access our Announcement and Event submission forms. Please visit www.seniorgrapevine.org to register your organization.

All events and informational announcements should be submitted via Senior Grapevine’s on-line submission forms which can also be accessed at www.seniorgrapevine.org. Events will be included on the Senior Grapevine event calendar and will also appear in a once daily email broadcast listing upcoming events occurring within the next 7 calendar days. Informational announcements will be broadcast separately.

Charities that wish to publish information on SeniorGrapevine.org must be in compliance with Better Business Bureau Wise Giving Alliance Standards for Charity Accountability. Charities that have questions regarding their status should contact Maryanne Dailey at mdaily@charlotte.bbb.org or 704-927-8625.

Companies that wish to publish information on SeniorGrapevine.org must meet BBB Standards for business practices. If you have questions, contact Maryanne Dailey at mdailey@charlotte.bbb.org or 704-927-8625.

Due to the volume of requests and space limitations, newsletters from individual companies, agencies and other organizations will not be accepted for publication on SeniorGrapevine.org.

While we attempt to publish requests within 3 business days of receipt, publication time frames are NOT guaranteed.

SUBMISSION PROCESSES & DEADLINES:

EVENTS: *Defined as programs with a definite date and time.*

- 1) Visit www.seniorgrapevine.org
- 2) Register your organization to obtain your unique User ID and Password.
- 3) Login and click on **SUBMIT an EVENT**.
- 4) Complete and submit the *EVENT* information form a minimum of 7-10 days prior to the actual event date. This will ensure your organization receives maximum exposure on the Senior Grapevine calendar and daily Event Listing broadcast.
- 5) Event descriptions should be written as you wish them to appear on SeniorGrapevine.org. Attachments, .PDF files, logos, etc. cannot be used in Senior Grapevine broadcasts. Your information should be submitted in simple text format in the space provided on the submission form.
- 6) Please review your information for accuracy. Be sure to include contact information should readers have questions or wish to obtain additional information regarding your organization's event. You may also want to include the URL to your website and /or map and directions to the event venue.
- 7) Once your event has been submitted it will be reviewed by Senior Grapevine staff for approval, ensuring your event meets submission criteria and all pertinent information has been included. Once approved, your event will appear on the Senior Grapevine Event Calendar. Your event will also be placed in a queue which will generate a daily email broadcast (Subject: Upcoming Events from Senior Grapevine) which will list all events occurring within the next 7 days. While we will attempt to process all event submission requests, those submitted for same or next day programs may not be published.

ANNOUNCEMENTS: *Defined as items providing information such as consumer fraud alerts, consumer tips, new services offered, call for presentations, press releases, etc.*

- 1) Visit www.seniorgrapevine.org
- 2) Register your organization to obtain your unique User ID and Password.
- 3) Login and click on **SUBMIT an ANNOUNCEMENT**.
- 4) Complete and submit the *ANNOUNCEMENT* information form.
- 5) Announcements should be written as you wish them to appear on SeniorGrapevine.org. Attachments, .PDF files, logos, etc. cannot be used in Senior Grapevine broadcasts. Your information should be submitted in simple text format in the space provided on the submission form.
- 6) Please review your information for accuracy. Be sure to include contact information should readers have questions or wish to obtain additional information regarding your organization's announcement. You may also want to include the URL to your website.
- 7) Once your announcement has been submitted it will be reviewed by Senior Grapevine staff for approval, ensuring your announcement meets submission criteria and all pertinent information has been included. Once approved, your announcement will be processed and broadcast on Senior Grapevine.
- 8) We attempt to publish requests within 3 business days of receipt. However, due to the volume of requests we receive, publication time frames are NOT guaranteed.