

How to send a mailing to a group

This guide shares information about how to request a mailing list for a group of recipients that is accurate and timely, and adheres to foundation policies and federal and state regulations.

Why

Following this process outlined in this guide will ensure:

- Coordination of efforts. The foundation is responsible for all solicitations on behalf of the University of Nebraska. Any contact via mail by the university should be for correspondence purposes only.
- Constituent preference. The foundation uses a single source for current recipient data and tracks recipients' preferences and responses to keep the database updated and accurate in real time.
- Privacy. Europe and Canada have both passed regulations with regard to protecting individuals' privacy; additionally the foundation has its own policies. Following our procedures protects both the sender and the recipients.

Who

Contact the foundation or your alumni association to request a mailing list. Who you contact will depend on what type of correspondence you are sending. *A separate how-to guide shares details about sending mailings related to an event.*

For: Fundraising or solicitations Appeals or donor correspondence	For: College or division announcements Newsletters or reminders
Contact: Your college or division's fundraiser located at nufoundation.org/about/staff	Contact your alumni association partners: NAA Hilary Winter 402-472-8914 hwinter@huskeralum.org UNOAA Anthony Flott 402-504-3341 aflott@unoalumni.org UNKAA Tricia Danburg 308-698-5285 tricia.danburg@unkalumni.org
UNIVERSITY OF NEBRASKA FOUNDATION	ALUMNI ASSOCIATIONS

When

Plan ahead. The process can take up to 10 business days in order to:

- clearly identify and pull the correct list of people for your target audience;
- ensure accurate addresses for everyone on your list using a single source of data.

How

Here are the steps for requesting a mailing list:

- Determine the best audience. Should the audience be focused on alumni? Donors at a minimum giving threshold? Individuals in a specific geographic area?
- Secure any needed internal, department or college approvals.
- Contact your alumni association or the foundation partner to request a mailing list or with questions.

After your mailing is sent

To ensure our single source of truth for mail recipient data is always accurate, please share updates you may receive from donors, alumni and friends. Please forward constituent contact information changes to biographicalrecords@nufoundation.org.

The types of information needed are:

- updates to names, titles, email addresses, street addresses or phone numbers;
- information on recipients who have asked to be removed from communications.

About Advancement Services

The University of Nebraska Foundation's Advancement Services team is the backbone of advancement operations, providing value-added service to the engagement of the university's alumni, donors and friends.

If you have questions about the foundation's advancement operations or about how to send an email to a group of recipients, contact Jessie Rader at jessie.rader@nufoundation.org or 402-458-1206.