

## How to send an email to a group

*This guide shares information about how to send an email to a group of recipients that is accurate and timely, adheres to foundation policies as well as all federal and state regulations.*



### Why

Following this process outlined in this guide will ensure:

- **Constituent preference.** The foundation uses a single source for current email recipient data and tracks recipients' preferences and responses to keep the database updated and accurate in real time. Maintaining or sending email from a side database or via a third-party vendor is prohibited.
- **No spam.** We follow standards created by the CAN-SPAM Act, a federal law passed to prevent unsolicited email. Emails must be sent to specific individuals; the sender must be clearly identified; the message must include the sender's physical address; and it must include opt-out language. The alumni associations and foundation have experts dedicated to adhering to ever-changing laws and best practices.
- **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.
- **Deliverability.** The foundation's email system does not support attachments. Emails that contain only an image are not recommended because they are often marked as SPAM. We can assist you in creating a message that includes both images and text and insert links to documents to be downloaded or links to more information to ensure good deliverability performance.

### Who

Contact the foundation or your alumni association to send a group email. Who you contact will depend on what type of email you are sending. *A separate how-to guide shares details about sending emails related to an event.*

<p>For: Fundraising or solicitations Appeals or donor stewardship</p>	<p>For: College or division announcements Newsletters or reminders</p>
<p>Contact: Chris Cooper 402-458-1145 chris.cooper@nufoundation.org</p> 	<p>Contact: Kat Hamilton 402-559-1063 kat.hamilton@unmc.edu</p> 
<b>UNIVERSITY OF NEBRASKA FOUNDATION</b>	<b>UNMC ALUMNI ASSOCIATION</b>

The alumni association will review content for the proposed audience and provide feedback as appropriate; email requests may be denied if they do not align with campus priorities. The foundation will assist with group emails sent to donors for fundraising and foundation-sponsored events. Fundraising efforts will be pursued at the discretion of the foundation.

## 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 email addresses for everyone on your list using a single source of data;
- provide help with appropriate messaging;
- proof, including grammar checks;
- provide drafts for the requestor's review and approval; and
- provide optimal timing on the best day and time to send your message to ensure not too many emails are being sent at one time to the same recipient.

## How

Here are the steps for requesting an email:

- Determine the best audience. Should the audience be focused on alumni? Donors at a minimum giving threshold? Individuals in a specific geographic area?
- Review your message. Is it necessary, strategic and efficient?
- Secure any needed internal, department or college approvals.
- Contact the alumni association or the foundation with questions.

## After your email is sent

To ensure our single source of truth for email recipient data is always accurate, please share updates you may receive from donors, alumni and friends. Please forward all constituent contact information changes to [biographicalrecords@nufoundation.org](mailto:biographicalrecords@nufoundation.org). The types of information needed are:

- updates to name, title, email addresses, street addresses or phone numbers; and
- 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](mailto:jessie.rader@nufoundation.org) or 402-458-1206.