

## **Alumni Broadcast E-mail Policy for Wright State University**

*This policy applies to broadcast emails, which are emails sent to ANY alumni and constituent list. All emails sent to an alumni or constituent list MUST be sent through Wright State University's Office of Alumni Relations.*

### **General Guidelines**

- Senders should familiarize themselves with all applicable rules and regulations affecting email. All emails to alumni must be in compliance with university and federal rules, particularly in regards to Federal and Act guidelines.
- All e-mails to alumni and constituents are encouraged to be sent using the Wright State University Alumni Association's broadcast e-mail services. Access to the e-mail marketing tool is open to all University staff.
- **The Wright State University Alumni Association will provide alumni/constituent lists to colleges or departments wishing to send to e-mails themselves, under the following conditions:**
  - A firm send date must be established in order to prohibit other e-mails going to the same audience.
  - A new list must be requested with each e-mail—using old lists is a violation of the CAN-SPAM federal act and can get Wright State blacklisted.
  - Reports of alumni who unsubscribe from a college/department e-mail must be provided, as they must be removed from all Wright State e-mails permanently.
  - A college/department may only send to the alumni of its respective college or department; any alumni of another college or department will require the permission of that college or department's dean or director each and every time an e-mail request is made.
- All colleges/departments wishing to send a broadcast e-mail to alumni or constituents must complete the [Alumni Broadcast E-mail Request Form](#). At least **2 weeks** lead time is required.
- E-mail address lists from the alumni database will not be given to any university staff member, faculty member or volunteer to create their own address book or shadow database for mass e-mails.
- Any request to directly e-mail all alumni must be approved by the Executive Director of Alumni Relations.

## **Content Guidelines**

- E-mail content submitted by any university office, department, organization, college, partner organizations, etc. may be edited for consistency with Office of Communications' editorial manual.
- E-mails containing information about a university sponsor/partner should first be cleared through the Wright State University Alumni Association.
- Fundraising solicitation e-mails must be approved by the Director of Annual Giving and/or a designee(s).
- The size of an e-mail message cannot exceed four megabytes, due to bandwidth constraints and limits by Internet service providers.
- Attachments are unable to be sent using Alumni Association's broadcast e-mail tool. Instead, please provide a link to a website where the file can be downloaded.
- A point person from the department/college sending the broadcast e-mail is responsible for proofing and approving the final send from the Office of Alumni Relations once drafted.
- A college or department requesting to send a broadcast e-mail must either provide: 1) the HTML code for an eNewsletter or e-mail that has already been created, or 2) ALL text, photos and layout preference for said e-mail.

Failure to follow the terms, conditions, and guidelines of this policy may result in restricted access to e-mail addresses and use of the broadcast e-mail services.\*

*\*Exceptions to this policy must be approved by the Executive Director of Alumni Relations and the Vice President for Advancement.*

## **Broadcast e-mail calendar and scheduling**

- All e-mails must be scheduled through the Alumni Marketing & Communications staff to avoid unnecessary overlap with other scheduled e-mails. Scheduling of emails should occur as early as possible.
- A master list of e-mail traffic will be maintained by the Office of Alumni Relations. Requested e-mail send dates will be honored on a first-come, first-served basis, based on this calendar.

- All necessary information for each scheduled broadcast email must be submitted at least 10 business days prior to the send date of the message.
- Black out dates—No emails will be sent on the following dates without approval by the Assistant Director of Alumni Marketing & Communications:
  - Last Saturday of each month (with occasional exceptions for holidays)
  - Giving Tuesday, the 1<sup>st</sup> Tuesday after Thanksgiving (reserved for 24-hour fundraising campaign)
  - The last two weeks of the calendar year

#### **Number of broadcast e-mails in a given timeframe**

- All mass emailing activity will be tracked to ensure alumni are not receiving excessive amounts of e-mail communications.
- This maintains customer service to our alumni by not overloading their inbox with multiple emails from Wright State entities in one day. It also provides an easy e-mail preference menu rather than forcing them to unsubscribe from all.
- We will not send multiple emails to the same audience in the same timeframe.

#### **Required Information in emails** (per [federal CAN-SPAM Act](#))

- Each broadcast email must include an opt-out feature and the permanent mailing address for the Alumni Association or the department on whose behalf the email has been sent.
- All e-mails must have a clearly worded subject line. Subject lines should not exceed 10 words.
- The stated purpose of the email must be included in the first few lines of the email.
- Reply e-mail addresses must include the "@wright.edu" domain.
- A new e-mail address list must be requested with each broadcast e-mail; using old lists is a violation of the CAN-SPAM federal act and can get Wright State blacklisted.

#### **E-mail return/unsubscribe guidelines**

- Requests to change e-mail addresses, street addresses or phone numbers, as well as "recipient unknown" or bad e-mail addresses should be forwarded to [alumni@wright.edu](mailto:alumni@wright.edu)
- Additionally, requests to be removed from future e-mails should be sent to [alumni@wright.edu](mailto:alumni@wright.edu)

#### **Additional services from the Office of Alumni Relations**

- The Office of Alumni Relations will load all lists, tracking results, and managing unsubscribes and is happy to provide reports to any college or department.
- The Office of Alumni Relations is available to proof and check links on any broadcast e-mail requested and provide minimal design services such as image cropping and e-mail design/organization.
- We welcome your stories in our monthly eNewsletter (Alumni Insider), sent to all alumni the last Saturday of each month, to avoid multiple direct e-mails.

Questions? Ask Nicole Crow, assistant director of alumni marketing & communications, by calling (937) 775-2624 or e-mailing [nicole.craw@wright.edu](mailto:nicole.craw@wright.edu).