



Guidelines for using alumni club email distribution lists

Electronic distribution lists are established for each club to help with club communication and event promotion. With approval from the Alumni Relations team, club leaders are given authorization to use the regional club email distribution list to contact local alumni. These email lists are pulled dynamically from the alumni database and include alumni who have a home or work address within the club’s region. Email groups should be used only to communicate club-related activities – this may include club announcements, club events, and other events sponsored by regional business associations.

Steps for sending messages:

Authorized senders may email their club list by:

1. Using the email account for which you have permission to write to the group*, in the “To:” field insert the club email address (example: chicagoalumni@fuqua.duke.edu, bayareaalumni@fuqua.duke.edu). **Only authorized senders can send to the club distribution account; Alumni Relations must register the email address from which you plan to send communications.*
2. Insert appropriate subject line. Remember not everyone will recognize your name, therefore you should make a connection to Fuqua in the subject line. Sample subject lines:
 - Fuqua Alumni Club of Charlotte – Event Invitation
 - Fuqua Alumni Event Details – Day, Month, Date
 - DFW Fuqua Holiday Happy Hour - Wed., December 3 – Addison
 - Fuqua Alumni: Come watch Duke v. Purdue basketball!
 - Fuqua Alumni Gathering on Thursday, July 24
 - Reminder: Fuqua Alumni Career Workshop Tuesday, Dec. 2
3. Compose body of the email
4. Insert the following email footer at the base of your message. To comply with federal CAN-SPAM law, mass emails distributed through the club list should contain the following footer which contains information about opting out of club emails and instructions to update contact information.

Club Footer:

The Fuqua School of Business - Alumni Clubs

You have received this email due to your current contact information maintained in Fuqua's alumni directory. To update your information in the directory, please visit Fuqua’s [alumni web page](http://www.fuqua.duke.edu/alumni/) (<http://www.fuqua.duke.edu/alumni/>) or send your updates to alumni-info@fuqua.duke.edu. If you would prefer not to receive additional emails from your local alumni club, use the following link to remove your address from the distribution list: [opt out](http://www.it.dev.duke.edu/optout/?CC=FSB28) (<http://www.it.dev.duke.edu/optout/?CC=FSB28>).

Duke University, The Fuqua School of Business - 1 Towerview Drive, Box 90120, Durham, NC 27708-0120 USA

Error with email distribution:

Emails sent through the distribution system may encounter an error for one of the following reasons:

- The email account you are using to author the message is not an authorized sender. If you are using a new/different address, please contact the Alumni Relations team. Additional email accounts may be authorized. *It will take 24 hours for the system to update with the new address.*
- Too many recipients in the To, CC, Bcc fields (limit to 1280 characters).
- Incorrect club email address. The Alumni Relations team can confirm the appropriate email address to be used for the region.
- Duke spam filter believes that the content of the message is spam and will not release the email through the system.

If your message encounters an error when being transmitted, the staff at Fuqua is notified and the Alumni Relations team will follow up directly with the email's author.

Alumni not receiving club messages:

At times club leaders might be notified by an alumnus that he/she is not receiving email sent through the club distribution list. This might occur when:

- We have a no email address on file for the alumnus.
- We have an invalid email address on file.
- The alumnus' home or work address is not updated in the Alumni Directory to reflect them living or working in the region.
- The message gets caught in the spam filter of their email client. Encourage club members to add your distribution account to their safe sender list.
- The alumnus has opted out of receiving email communication from Fuqua.

The Alumni Relations team can assist with resolving these issues.

Other things to note:

- Messages cannot be sent to the club distribution list through E-vite. You may produce an invitation in E-vite and then paste the event link directly in an email composed in your authorized email account.