



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 and communicators 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 with a home or work address within the club’s region. Email groups should be used only to communicate club-related activities, such as 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 you have permission to write to the group*, insert the club email address in the “To:” field (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 the body of the email

4. Insert the following email footer at the base of your message. To comply with United States Federal CAN-SPAM laws, mass emails distributed through the club list **must** contain the following footer, which contains information about opting out of club emails and instructions to update contact information:

Why are you receiving this email?

You have received this email because your contact information on file with Fuqua reflects that you live or work in this geographic region. If this information is incorrect, please update it in the [Duke Alumni Directory](#) with your [Duke OneLink](#) account. To email your updates instead, please write to alumni-relations@fuqua.duke.edu.

If you would prefer not to receive emails about Fuqua events and opportunities in your area, use the following link to remove your address from all regional distribution lists: [opt-out](#). To view Duke University’s Privacy Policy, [click here](#).

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Errors 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 email address, please contact the [Alumni Relations team](#) to update the authorized email address. The system will take 24 hours to update with the new address.
- Incorrect club email address. The Alumni Relations team can confirm the appropriate email address for the region.

What to do if alumni are not receiving club messages

An alumnus/a might sometimes notify club leaders that they are not receiving emails sent through the club distribution list. This might occur when:

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

Alert the Alumni Relations team to follow up directly with the alumnus/a to find out why they are not receiving messages.