



## ***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](mailto:chicagoalumni@fuqua.duke.edu), [bayareaalumni@fuqua.duke.edu](mailto: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 United States Federal CAN-SPAM laws, 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:

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### **Why are you receiving this e-mail?**

You have received this e-mail 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 alumni directory at <https://www.fuqua.duke.edu/alumni/search#/>. To be reminded of your login ID, to have your password reset, or to e-mail your updates instead, please write to [alumni-relations@fuqua.duke.edu](mailto:alumni-relations@fuqua.duke.edu).

If you would prefer not to receive email 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](#).

**Duke University, The Fuqua School of Business** - 100 Fuqua Drive, Box 90120, Durham, NC 27708- 0120 USA

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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. 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 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.

### **What to do if alumni are not receiving club messages**

At times, club leaders might be notified by an alumnus or alumna 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 or alumna.
- We have an invalid email address on file.
- The alumnus' or alumna's 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.
- The alumnus or alumna has opted out of receiving email communication from Fuqua.

Alert the Alumni Relations team can follow up directly with the alumnus/alumna to find out why he/she is not receiving messages.

### **Using e-vite to send invitations to events**

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