

## How to Request Labels, Reports, Newsletters, Mass E-mails and Files for Alumni Communications

Data requests for **alumni communications** that are primarily informative in nature (that is, not development-related) are received and approved by the UI Division of Alumni Records. Alumni communication requests should be submitted to the UI Division of Alumni Records by filling out an Alumni Records Request form, which is available from Alumni Records at 335-3297. (An online form is currently in development.) Requests for labels, reports, newsletters, files, and mass e-mails are approved by Alumni Records and then processed by UI Foundation IT Staff. For detailed questions on labels, reports, newsletters, files, and mass e-mails, contact the UI Foundation IT Help Desk at 335-3442, extension 886.

If you have **fund-raising communications** in mind, please contact our director of Annual Giving Programs or your assigned UIF development officer or development associate for assistance at 335-3305.

### Special instructions for Mass E-mail Communications:

Mass e-mail requests are processed by Foundation IT staff. If you have questions on mass e-mails, call the UI Foundation IT Help Desk at 335-3442, extension 886.

When requesting an alumni mass e-mail communication, the following information is required in addition to the Alumni Records Request form. See *Mass E-mail Communication Tips* below for more information.

- ❑ “From” name and e-mail address – provide the name of the person or organization that should appear in the “from” field of the e-mail. The “from” e-mail address does not need to match the “from” name. For example, the name could be the dean’s and the e-mail address could be that of an administrative staff member. For example, Dean Smith and DeanSmithAdminSupportPerson@uiowa.edu.
- ❑ “Reply to” e-mail address – provide the e-mail address for e-mail replies. The reply address is used when the recipient clicks the “Reply” button to respond to the e-mail. For example, DeanSmithAdminSupportPerson@uiowa.edu
- ❑ Message subject – Provide a description to appear in the subject line of the e-mail. For example, Iowa Basketball Game Watch.
- ❑ Message text – The text of the e-mail message. A plain text version of your message is required. You can also provide an HTML version of your message (not required). If you provide an HTML version, that version will be received by people whose e-mail package can read HTML. The plain text version will be received by everyone else.
- ❑ Unsubscribe information – Under Iowa law, all mass e-mail must provide unsubscribe information. If unsubscribe information is not provided in your message, we will add the following text to the end of your message:

If you do not wish to receive e-mails on behalf of <insert constituent unit or college here> from the University of Iowa Division of Alumni Records, please forward a copy of this message to [alumni-records@uiowa.edu](mailto:alumni-records@uiowa.edu) and enter **Unsubscribe <insert constituent unit or college here> e-mails** in the subject line of the message.

- ❑ Sending organization’s name and address – Under Iowa law, all mass e-mail must provide the physical address of the sending organization or person. Include the name and physical address (no P.O. addresses) to be appended to the end of your text message. You may also wish to include a telephone number. If you are providing an HTML version of your message, please include the name and physical address at the end of your HTML message. For example, University of Iowa Alumni Association, 100 Levitt Center, Iowa City, IA 52242-1797.

## **Mass E-mail Communication Tips:**

❑ “From” name and e-mail address

*The “from” e-mail address will receive out-of-office and other automated e-mail replies. If you do not want the person sending the e-mail to receive any messages, use the same e-mail address for the “from” and “reply”.*

*Keep the name of the person or organization to 25 characters or less. Long names may be cut off in the recipient’s inbox. The full name will appear when the e-mail is opened.*

❑ “Reply” to e-mail address

*Consider the size of your e-mailing. The larger the population, the more replies you will receive. For large mailings, you may want to consider having a new mailbox or mailbox folder set up to receive the replies. If you are using a separate mailbox folder, you can set up a filter within your mailbox to filter the replies to that folder (based on the e-mail subject since the returns generally contain ‘Re:’ followed by the subject of the original e-mail).*

❑ Message Subject

*Keep the subject to 45 characters or less. Longer subjects may be cut off in the recipient’s mailbox. The full subject will appear when the e-mail is opened.*

❑ Message Text

*Test the text version of your e-mail by pasting it into an Outlook e-mail message. Then, select Format/Plain text from the Outlook toolbar. When you select Plain text, Outlook will strip out special formatting not allowed in Plain text format. Send the e-mail to yourself to view how it will appear to the recipient.*

*To minimize the time it takes to process your mailing, please send only one final version of your e-mail message (do not send revisions). Each time you send us a new version of your message, we run a test to make sure that it comes across properly in e-mail.*

❑ Unsubscribe information

*Always provide unsubscribe information at the end of your message. See the Unsubscribe section above for directions.*

❑ Attachments

*Sending attachments is not recommended. Attachments slow down the mailing. Recipients may be upset if you send attachments that fill up their mailboxes or take a long time to load. In order to open an attachment, the recipient must have the application in which the attachment was created (e.g. Word). A recommended alternative is to provide a link to a web page containing the information.*

If you have questions on mass e-mails, call the Foundation IT Help Desk at 335-3442, extension 886.