

## Mass E-mail Policy and Procedures

The following policy and procedures have been set to ensure that we are serving our alumni and friends in the most efficient and effective manner. Please read carefully.

1. All requests for e-mail communication with MSU alumni – whether from MSU staff, alumni chapters and affiliates, or MSU colleges, departments and units – will be directed to the Murray State University Alumni Association (raceralumni@murraystate.edu)
  - Requests should be submitted **at least ten (10) days in advance of the transmission date.**
  - **Scheduled requests will take priority** over other requests.
  - The number of e-mail blasts sent to audiences of 10,000+ will be limited to two per week across the entire university community.
2. After the request is approved, the alumni association will format the e-mail as needed.
  - E-mails will contain the appropriate branding of MSU and the requesting organization/chapter/reunion.
  - E-mails will be subjected as follows [Racer Alumni] *Your event subject*
  - “Sender” will be Murray State (department, organization, reunion, etc., name)
    1. Example: Murray State College of Education
    2. Example 2: Murray State Alpha Sigma Alpha
  - ***Please refrain from sending attachments.*** *Due to the vast differences among email clients, it is always best practice to include your message as simple text in the body of the email. You are always welcome to include a link to additional information on your Web site.*
3. All e-mail list requests will be made by the Murray State University Alumni Association on behalf of the sender through the Office of Development. If you have email addresses in addition to those on file with the Office of Development, please include that list with your initial request. If unsure, include them and they can then be cross-referenced with our list.

## E-mail Message Content Requirements

1. Each e-mail request must be formatted as described here and include:
  - SENDER NAME: Tell us exactly who this sender should be, in accordance with #2 above.
  - SUBJECT LINE: This must be clear and not misleading.
  - The physical address of the sending organization.
  - The name, email address and phone number of a contact person within the department/organization.
  - FORMAT: The text for the email, along with all links in either a MS Word.doc or Adobe pdf.
  - Any pictures or graphics should be in jpg, gif, png format.
  - Failing to include each of these items and formatting with your request will result in a delay or cancellation of the request.
2. The following types of e-mails are acceptable:
  - Murray State University Alumni Association event, service announcements and electronic newsletters. (without solicitation for a commercial concern, even if it is owned by an alumnus).
  - University sponsored events and services.
  - College and departmental alumni newsletters.
3. The following types of e-mails **will not be accepted**:
  - Fund-raising e-mails from MSU colleges, departments and other units. These requests must go through the Office of Development for appropriate approval.
  - Any solicitation/e-mail of a commercial nature (unless it is from an MSUAA partner and is part of a university contract, in which case other restrictions will apply).
  - Any solicitation/e-mail of personal nature (friend raising/fund raising for individual/outside charity, etc.).
  - Any solicitation/e-mail which has political purpose or takes stands on controversial issues.

**\*\*The Murray State University Alumni Association and the Office of Development reserve the right to refuse an email request on the basis of a policy and/or procedural violation or heavy email volume.**