



PURPOSE:

To provide guidelines that standardize the process of requesting, designing, and distributing communications through the Fairmont State Foundation to constituents within the Foundation's database. E-mails are deployed from the Foundation using Online Express within the Blackbaud Raiser's Edge system to communicate events and information to alumni and donors. The data for the e-mails will be pulled by data services at the Fairmont State Foundation. Data metrics from digital communications are captured by the system for reporting purposes (i.e., open rate, click rate, bounces, opt-outs).

GUIDELINES:

Graphics and content must be pre-approved by University Relations and Marketing prior to being submitted to the Foundation.

Mass e-mail systems do not allow attachments of any kind. A hyperlink in the email text can direct readers to any content that cannot be sent as an attachment.

Videos, newsletters, surveys, and images linked to the content of your message must be reviewed by University Relations and Marketing. Text and format will also be converted to university branded style, if necessary.

The only acceptable formats for media are the following: .jpg, .png, and .gif for images; and links for videos (e.g., YouTube). Please make sure the image(s) does not exceed 500x500.

All outbound e-mails will exclude constituents who are deceased or inactive, have opted out of all e-mails or certain types of communications, have privacy restrictions, or those with invalid e-mail addresses.

FORMAT CONSIDERATIONS:

From Email:

When possible, use a generic e-mail address rather than an account associated with a specific person. Automatic replies and bounced e-mails will be sent to this email address.

(Example: alumniandfriends@fairmontstate.edu)

Desired Subject Line:

We reserve the right to edit all submissions prior to use in electronic communications. Keep your email subject lines to 50 characters or less. Avoid words like "free," "help" and special characters like \$, &, #, and @.

Email Content:

The content of your message should be concise but personable. Be sure to include language that allows readers to clearly identify the call-to-action (e.g., Register Now) in your message.