

Broadcast Email

The College Alumni Programs Office of the Harvard Alumni Association offers alumni broadcast email services to classes and student organizations. This document outlines the information CAP needs in order to create and send your email and the guidelines that govern the process.

Benefits of HAA Email Marketing

Unlike email services like Outlook, Gmail or Yahoo (which limit the number of recipients you can email at once and put your email at greater risk to be classified as SPAM), the HAA can send a message to hundreds of alumni at once. Your email will be delivered in a way that prevents the recipients from seeing who else has received the same email, not only keeping email information private, but avoiding 'reply-all' mistakes from occurring. The HAA's HTML email platform allows you to send more than just text- your email can include a photo as well as links to external documents and websites such as a class website or Facebook page. Most importantly, our email templates are designed to avoid being filtered as spam, ensuring delivery to as many recipients as possible.

Timing

The process of creating, testing, and proofreading your email takes time, so we ask that you reach out to us at least two weeks before you would like your emails sent. Please make sure that content of your email is finalized before sending it to CAP. Once the required information is received, CAP will build your email and submit it for your final approval before sending it to all of the recipients.

Required Information

Please see the sample email on the following page for reference.

- **Recipients:** the population you'd like to receive the email (e.g. members and widows/widowers of the Harvard and Radcliffe Classes of 1949, members of the Class of 2006 with a primary address in California)
- **Subject:** the subject line
 - 50 characters or fewer
- **From:** the sender(s)/signer(s) of the email
 - **Name** (e.g. Harvard College Class of '76, Sharon Smith AB '98)
 - **Email address** (must be a Harvard.edu address; you may elect to use the College Alumni Programs' general email address)
- **Reply-to Email Address:** this could be a personal email address or a class or group email address
- **To:** Our email platform allows us to address the recipients by their first name at the beginning of the email. If you do not want it personalized in this manner, you may also begin the email by addressing them as a group ("Tom Smith" v. "Harvard College Class of '90")
- **Preview line:** this short line appears at the very top of the email, and will also show up in the preview section on a mobile device; if the subject line is the email's title, think of the preview line as the subtitle.
- **Header:** this optional title line appears at the top of the email body before the salutation or image
- **Salutation:** how you wish to address your recipients (e.g. Dear Tom, Hello Classmates)
- **Text:** the body of the email

The HAA reserves the right to reject email content in accordance with University policies and best practices.

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