

GENERAL EMAIL GUIDELINES

Is email still relevant? The answer is Yes.

With so many other communication channels at your disposal, it's worth asking if email is still relevant. The answer is Yes. Despite the first email being sent in 1971, it's still the most common form of electronic communication.

The Data & Marketing Association (DMA)—a trade organization for marketers—reports that, “email has a median ROI of 122% – over 4x higher than other marketing formats, including social media, direct mail, and paid search.” While CAA clubs are not advertising or marketing agencies, the purpose of email blasts is to market events and updates for your club.

Email Frequency: It is important to maintain email performance and integrity. Members of your mailing list should not receive more than one email per week. We recommend no more than two to three emails per month in order to maintain a healthy level of activity. The goal is to minimize unsubscribes and maximize deliverability (the chance that your email will land in an inbox and not a spam folder, or be blocked altogether). Try to deliver relevant content on a regular basis, but not too often in order to avoid being marked as spam (drastically decreasing your inbox delivery open rates). Make sure you are succinct, write in a genuine voice, and include only relevant information.

Email targeting: One way to reduce email volume is to target or segment your mailing list sending it only to interested audiences. NationBuilder allows you to segment your email population in order to identify certain interests with tags from previous events. For example, if you have 10 available seats left for an upcoming opera event, you can go into NationBuilder and find people who attended previous arts-related events by using tags and send the reminder email only to that segment of the population.

Subject length and content: Email trends vary. As such, the optimal subject length will increase and decrease over time according to changing spam filter algorithms. However, try to keep subjects to 65 characters or less. A mobile app may show only 30 characters. Some words are more likely to get caught in spam filters (“special offer,” “limited time,” “discount,” “\$”). Adding a sense of urgency, scarcity, or ambiguity where possible helps improve open rates and boost attendance at events. Be witty, and try to catch their attention.

'From' field: Make sure that you include the title of the club so that it is clear that the email is coming from a Columbia Alumni Club (this saves you space in the email subject).

Body content: Be as succinct and concise as possible. If your email is a monthly e-newsletter with a long list of events, be sure to use an organizing principle (chronological list, categorized, alphabetical order, etc.). If you are including information about an event, make sure to include the purpose, the location, time, date, price, and registration link.

EMAIL

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EMAIL PERFORMANCE METRICS

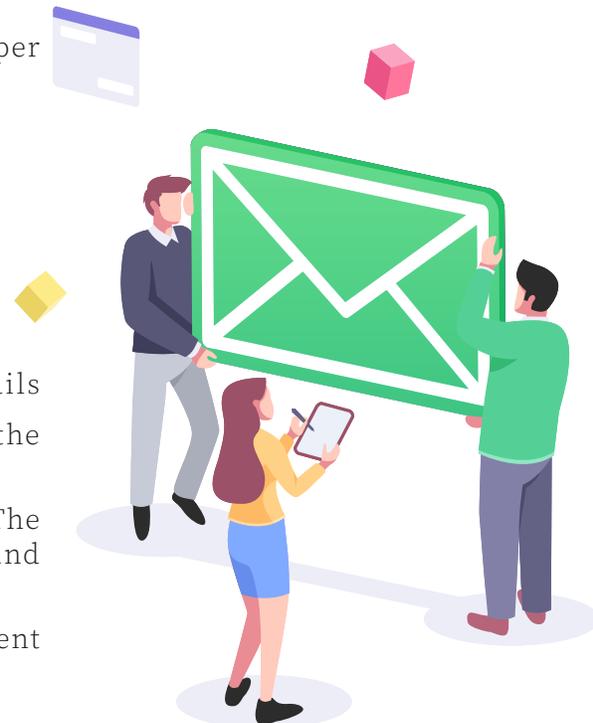
Open rates: This metric represents the number of people who opened your email vs. the total number of people it was delivered to. For a general monthly newsletter, an open rate of 20% would be considered successful, but it is possible that you see open rates as low as 10%. You can expect higher open rates for more targeted, personalized emails, such as registration confirmation emails or event reminder emails.

Click-through rates: This metric represents the number of people who opened your email and clicked on a link. Click-through rates are generally very low. For a monthly newsletter, expect about a 3-5% click through rate (CTR).

Unsubscribes: You may see an unsubscribe rate of 5% per email. Do not worry, this is normal. If someone does not want to be on your list, it is better for them to self-select to remove themselves from your distribution list. Keeping these individuals on your list would only lower your emails' performance metrics. You want to maintain an engaged audience to increase your email deliverability.

EMAIL TIPS AND TRICKS

- Use short and snappy preheaders and subject lines, use teasers where necessary
- Keep your emails short and to the point – who, what, when, where, why, and how?
- Include one clear call-to-action and one call-to-action button per email
- Buttons will drive more clicks than clickable line items
- Add links to your images
- Include social media sharing buttons
- Make sure your emails are mobile-friendly
- Preview and test your emails before sending them
- Use testing tools such as Litmus to preview, test, and monitor emails
- Personalizing some emails to come from a board member, not the club, can increase open rates
- Don't use deceptive subject lines or misleading information. The subject line must accurately reflect the content of the message and identify who the email is coming from.
- Your message must include a clear explanation of how the recipient can opt out of emails from you in the future.



EMAIL EXAMPLES

It is a CAA best practice to use a consistent **approved and University-branded logo and email template**



Columbia Alumni Association
**SOUTHERN
CALIFORNIA**



Dear Friend --

Thank you for taking the time to register with the Columbia Alumni Association of Southern California (Columbia SoCal) as part of CU there! We hope you had a great holiday and are enjoying your Winter Break. If you are in the Los Angeles area this Sunday, **January 13th**, we have a great event that we don't want you to miss! Alumni from BAC-LA and Columbia SoCal will be gathering at 2:00pm for a [student-alumni mixer](#) at alumni-owned Sip & Sonder in Inglewood. [Click here](#) to register. *Note: Ticket prices include light refreshments and beer & wine (with proper ID). All ages are welcome!*

If you've already graduated, please [let us know](#) if you wish to volunteer or have suggestions on programming for the coming year. We look forward to seeing you at an event soon!

Columbia SoCal
<http://social.alumni.columbia.edu/>

UPCOMING COLUMBIA SOCIAL EVENTS:



[Los Angeles Student-Alumni Mixer](#)
Sunday, January 13 at 2:00pm
Sip & Sonder, 108 S. Market St., Inglewood, 90301



[Columbia SoCal Book Club: Becoming by Michelle Obama](#)
Sunday, February 3 at 2:00pm
To be determined



Hi David --

We hope everyone is having a festive holiday season.

Today we welcome the first official day of winter and the shortest day of the year. For the next three months short days and cold nights will be the norm. However, we hope that doesn't keep you in as we're excited to share lots with you in the new year.

Two Thousand Eighteen was one of most successful years as **we hosted 42 events over the last 12 months**. With a wide range of programing, we hope we had something for everyone. In 2019, we'd love if on your list of resolutions joining us at an event was top of the list. If you made it to one thing in 2018, we'd be delighted if next year you joined us for two (or three, or four).

Following up from a busy December—including the special screening and UK premier of the award-winning documentary **RBG**, a rockin' **holiday party** (complete with flowing drinks, great food, and piñatas), and a magical evening at the Royal Albert Hall as we celebrated a **Hollywood Christmas**—we're kicking off January with a **happy hour on the 9th of January** with Cornell and closing the month with our annual Chinese New Year dinner.

Make sure you book for our events on the [website](#) and be sure to follow us on [Facebook](#) and [Instagram](#) for new announcements.

Please also keep in touch. Reach out at connect@columbiaclub.london if you need anything.

— Courtney (President) & Stephen (Vice President)

Join Us:

Upcoming CUCL Events for January:



January Happy Hour, Cornell Mixer | Wednesday January 9th, 18:30

Start the 2019 off in Farringdon as we co host our first happy hour of the year with Cornell. We're back at the always popular St Bart's Brewery across from Smithfield Market.

RSVP



"Thank you, Roaree, for that motivating roar."

CUCL Open Board Meeting | Monday January 28th, 18:30

Our next Open Board meeting will take place in 2019! All interested volunteers are invited to join the current Board in order to meet CUCL leadership, Heads of Committees, learn about how the Club is run and find out areas in which we need help. All interested parties should email connect@columbiaclub.london to confirm attendance.

MORE INFORMATION

Save The Date:



Lunar New Year | Thursday January 31st, 19:00

It's the year of the pig. Join us for our annual lunar new year dinner. A time to wine and dine with your fellow alumni.

Keep an eye on the [website](#), [Facebook](#) and [Instagram](#) for more information about booking.