

The Babson Connection

Career Affinity Group Volunteer E-Mail Usage Guidelines

About Career Affinity Group E-Mail Lists:

- **Recipients** – The e-mail list includes anyone who has chosen to subscribe to the mailing list; this includes primarily alumni, some parents, some faculty, some staff, and some other Babson community members interested in group's career affinity. Users have the ability to subscribe and unsubscribe directly from the list on their own.
- **Subscribe/Unsubscribe** – Users may join the list from the group or club Web page and they may unsubscribe following the instructions in the confirmation e-mail they receive upon joining the list; they may also unsubscribe by clicking on the link in the footer of the template; unsubscribe capabilities must be included in every e-mail that is sent .

E-Mail List Usage Guidelines:

- **Frequency of Use for "Official" purposes (i.e., events or announcements)** – Do not send your group too much e-mail! If you do, you'll see your unsubscribe rate skyrocket. Remember that your messages are not the only Babson messages they receive. Always put yourself in your recipient's shoes. How much e-mail do you like to receive? Keep the number of e-mails to a maximum of **three** per month. If additional e-mails are necessary, alumni volunteer must receive approval from alumni staff contact.
- **Template** – For official group communication, always use the Babson Alumni Event template when sending e-mails; if you would like to do something different, please speak to your alumni staff contact.
- **Acceptable Use** – This list should be used **only** for communication regarding events sponsored or organized by the alumni club or group you support or subject matter related to the mission of the group.
- **Unacceptable Use** – The e-mail list is **not** an appropriate forum for self-promotion, advertising, or any other commercial purpose. Abuse of the list will result in disciplinary action.

E-Mail Marketing Tips:

- **Keep it Brief, Focused and Actionable**
E-mail recipients do not *read* content and messages online the way they read print; if it's too long, overwhelming or unfocused it will not be read nor acted upon.
- **Use Bullets and Headers**
Bullets and headers make it much easier for recipients to scan and digest content quickly
- **Link to More Information**
Don't provide every detail in the e-mail. Provide a hook and drive your recipients to a related Web page for more information
- **Drive Action**
Always make sure that your message points people to a clear action that is connected to the goal of the message—a title that says "Save the Date," crisp font that says "Register Now" or "Learn More." Links should do the same; avoid "click here" links. Instead make the hyperlink an action word or the item to which they are linking.