

GETTING DELIVERED: EMAIL TIPS

Use a service, not your personal account

Many commercial solutions are available to send mass emails at varying cost points. Using one of these services instead of your personal or work account through Outlook or Gmail is key to getting your message delivered. The solution you choose is up to you and will depend on what may already be established within your chapter or region and what your budget is.

Solutions already in use among ASHRAE Chapters and Regions include, but are not limited to, the following: [ConstantContact](#), [MailChimp](#), [StarChapter](#), and [WildApricot](#).

Don't Spam & Follow Local Legislation

Pay attention to your local laws regarding sending email and honor unsubscribes promptly. In the United States "CAN-SPAM" legislation provides a set of rules governing sending email. The Federal Trade Commission has a quick reference here: [CAN-SPAM Act: A Compliance Guide](#). Laws differ outside of the US, so be sure to be familiar with your local legislation such as [CASL](#) in Canada and [GDPR](#) in the EU.

Keep Your Email List Clean

Keeping your email list clean helps ensure that Internet Service Providers (ISPs) don't blacklist or block the email you are trying to send. Individuals on your list could change their email address and forget to let you know and as time passes their old email addresses will bounce, or in other words not be delivered, impacting your delivery rate. Plus, if you are paying a provider per email sent sending to email addresses that "bounce" (or aren't delivered) still counts, so not only is it good practice, but it is also more cost-effective to keep your list clean. A simple way to keep your list clean is to regularly export and follow up with, update, or delete the non-delivered or bounced addresses. Most commercial email service providers have processes in place to manage bad email addresses. Chapter and region officers can pull Excel lists of email addresses from ASHRAE's NetFORUM database, and should do so regularly in case of changes.

Honor Unsubscribes

If a recipient has let you know they no longer want to hear from you via email honor their request and don't send to them. This is the law in the US and good email etiquette. Most commercial email service providers have processes in place to manage unsubscribes.

Avoid Trigger Words

Certain words can land your legitimate email in a recipient's spam filter. Many lists exist online regarding what words to avoid, and your email service provider likely has their own list. Below is just one link to such a list. (Scroll down on the page after clicking the link to see the list of words to avoid.) [Subject Line Spam Trigger Words](#)

Use Best Practices

Files attached to emails and large files and images in your emails can cause your email to be flagged as SPAM or not delivered. Instead of attaching a file to email, provide a link to the file instead.

Know your email will appear to your users

An email that looks great on your computer might look quite different to your recipients. It all depends on what email program they are using and what personal or security settings they may have on their computer. Another consideration is that [over 40%](#) of email is opened on mobile devices, so you will want to know your mobile audience and consider what they will see when they receive your email. Many commercial email service providers have methods in place to preview emails before they are sent. [Litmus](#) is an industry standard company that provides an email preview service, at a fee, but also has many free resources online regarding email design.

Keep Your Message Relevant

Send expected and relevant emails to your users on a regular basis, for example, before or after a chapter meeting. Limit the amount of emails that you send and always, always keep your message relevant. With over [293 billion emails](#) sent per day worldwide, a good way to make sure yours doesn't get lost is to make your email something your users look forward to receiving due to the relevant information it contains for them. Ensuring your messages are welcome inbox additions will decrease the chance that your recipients will mark you as spam, block you as a sender, or unsubscribe completely.

Further Reading / Watching

[Email Marketing Field Guide – PDF from MailChimp](#)

[How to Avoid the SPAM filter – Webinar from Vertical Response](#)

[Types of Bounces – from Campaign Monitor](#)

[Email List Hygiene – from Litmus](#)

[The Complete Guide to Email Metrics – from Vertical Response](#)

[How to Write the Perfect Subject Line – from Litmus](#)

[16 Tips to Write Killer Email Subject Line – from Sales Handy](#)

[10 Essential Email Design Tips – from Emma](#)

This information is intended to be a brief primer with the understanding that anyone reading will be following established ASHRAE processes, including all that are outlined in ASHRAE's Rules of the Board and the Manuals of Chapter and Regions Operations. Reference to any company or entity does not imply endorsement in any way by ASHRAE's Communications Committee .