E-mail Blasts

E-mail blasts are sent out on your behalf by the foundation. The foundation will not provide e-mails for you to do on your own because there are Anti-Spam laws that must be adhered to.

To do an E-mail Blast, the following information is needed in a WORD document:

- Sender's Department (Must identify SIU, example: SIU College of Liberal Arts)
- Subject line for the e-mail (Join SIU for XX event)
- Salutation (Dear Alumni and Friends, Dear Liberal Arts Graduates)
- Text of the message
- Signature line of the sender (must include name and a form of contact either mail or phone)

Be prepared to receive “feedback” e-mails requesting removal from e-mailing, or out of office replies. You will still receive other feedback so be sure to read them.

E-mails are sent out plain text, no attachments or pictures. Is best to place this on your website and include in an email a link to the attachment or picture. Make links to websites simple if possible (the shorter the better).

E-mail is great and cost effective way to communicate with your alums about upcoming events, and exciting news from your department.