

Email Request Policy

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| Policy Owner: | Constituent Engagement and Annual Giving |
| Category: | Marketing and Communications |
| Applies to: | All Foundation and University staff |
| Approved by: | Management |
| Effective Date: | July 1, 2025 |
| Contact: | Digital Marketing Specialist |
| Official Website: | |
| Revision History: | https://uconnfoundation.sharepoint.com/policies/ |

I. Purpose of Policy

This policy outlines the procedures and requirements for stakeholders requesting emails to be sent by Foundation staff using the Foundation's email marketing platforms (e.g., Mailchimp).

This policy applies to all stakeholders, including employees, volunteers, and external partners, who request email communications to be sent on behalf of the Foundation.

Non-compliance with this policy may result in delays in processing email requests.

II. Request Submission

Required Information

Stakeholders must provide the following information when submitting an email request:

- **Name:** The requester's full name.
- **Email:** The requester's email address.
- **Proposed Send Date:** The desired date for the email to be sent.
- **Email Topic:** A brief description of the email's subject matter.
- **Requested Audience Segment(s):** A description of the audience the email is supposed to reach
- **Mailing List:** source of email list
- **Email Content/Call-to-action:** Requesters must describe email content and intended call to action. Providing final email content is optional.
- **Email Type**
 - **Newsletter**
 - **Invitation**
 - **Other**
 - **Please Describe**
- **Design Services**

Optional Information

- **Event Registration Link:** If the email is for an event, the requester can provide the link to the event registration page.

- **Attachments:** images, photos, logos, copy

III. Mailing Lists

Requesting a List

Stakeholders can choose one of the following options for the audience list:

- Request Foundation staff to generate the audience list using the Foundation's CRM database.
- Provide the audience list themselves.

Approved Email Lists

All email lists must come from the Foundation's CRM in order to honor constituent's restriction codes.

Prohibited Email Lists

No purchased email lists are allowed. This includes email addresses collected from other websites, non-database sources, or any third-party vendors. Using such lists is strictly prohibited and will result in the rejection of the email request.

Audiences Fewer than 100 Recipients

If requested, the Foundation will provide email lists if the audience is 100 people or fewer. Stakeholders must submit a "Request for Service" (RFS) to the Foundation's programming services team. This process will require the requesting party to sign a confidentiality agreement before the list can be provided.

All University Employees, Volunteers, and Service Providers receiving Confidential Information shall maintain such Foundation records separately from any other records, and shall agree to the following:

- Not to release or use Foundation Confidential Information for other than authorized purposes or create unauthorized databases originating from Confidential Information.
- To conform to this Policy and the Foundation's Information Disclosure Policy; and to consider all Confidential Information as "trade secrets" and "Financial Information Given in Confidence" and treat such information as non-public records exempt from disclosure under Connecticut General Statutes Section 1-210 et. seq.
- To immediately destroy in a secure manner the information provided by the Foundation upon the sooner of the completion of the use thereof, or at the request of the Foundation.

The full Information Management Policy can be viewed below:

[Information Management - Policy for Release of Confidential Information to University Employees, Volunteers, and Service Providers.docx](#)

Modifications to Requested Lists

To better serve our email audience and limit oversaturation, the Foundation may modify requested mailing lists.

For example, since the majority of our alumni reside in the state of Connecticut, state-wide sends may be narrowed down to relevant CBSA regions.

Other modifications may use behavioral data such as Mailchimp subscription opt-ins or engagements with previous Foundation emails (i.e., opens, clicks) to narrow down requested lists to those audience members most likely to engage.

IV. Forwardable Emails

Forwardable emails are reserved for event invitations and solicitations.

Stakeholders can request a forwardable email. These forwardable emails must still adhere to relevant laws and regulations. Specifically, they must contain a link for users to unsubscribe from Foundation communications. This will be a link that will be included in all forwardable emails and MUST NOT be removed.

V. Design Options

- Stakeholders with access to the Foundation's email platform can design the email themselves.
- Alternatively, they can request the CDSCE team to design the email.

Design and Content Standards

All emails should use approved Foundation email templates. Exceptions will be made on request. All designs must be compliant with University Brand Standards. The absence of brand-compliant design may result in forfeiture of send dates requested by internal and external clients.

The Foundation must have legal permission to use any image included in an email.

All email communications sent by the Foundation must feature a relevant UConn wordmark at the top of the email. The wordmark can be placed above, or in the email header graphic, so long as it is easily visible.

Header graphics should be at least 600 pixels in width, and 250 pixels in height. Header graphics cannot hold all the relevant email information and should only use imagery we are permitted to use. This means that text-heavy image files should be avoided, to comply with accessibility requirements.

All email communications sent by the Foundation must also follow University accessibility guidelines. This includes:

- All images in an email must be accompanied by descriptive alt text.
- Ensuring adequate color contrast between text and email background.
- Using headings and structured layouts

A full breakdown of accessibility guidelines can be found on University IT's website:





<https://accessibility.its.uconn.edu/accessibility-training/self-paced-learning/>.


To comply with CAN-SPAM laws, all emails being sent from the UConn Foundation MailChimp must contain the UConn Foundation email footer. This footer includes the UConn Foundation logo and address. As well as the line "This email was sent on behalf of _____ by the UConn Foundation, Inc." Relevant UConn wordmarks can also be placed in the footer above the UConn Foundation information.

This is done in order to ensure that our email recipients know exactly where the email is being sent from should they wish to unsubscribe, have questions, complaints, etc.

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| UConn Alumni, School, or College Wordmark |
| Designed Email Banner (Optional) |

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| Email Content |
| UConn Alumni, School, or College Logo and Address |
| UConn Foundation Footer |

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| <p>UConn School/College Footer</p> <p><u>Use Cases:</u></p> <ul style="list-style-type: none">• School/College Newsletters• School/College Announcements• School/College Events | <div><p>UConn School of Law 55 Elizabeth St Hartford, CT 06105</p></div> <p>This email was sent on behalf of the UConn School of Law by the UConn Foundation, Inc.</p> <div><p>Events Get Involved State Fundraising Notices Privacy</p><p>2390 Alumni Drive, Unit 3206 Storrs, CT 06269</p></div> <p>This email contains advertising messages. You may always update your profile to ensure that you are only receiving emails that interest you. If you would like to unsubscribe from all emails sent by The UConn Foundation to UConn Nation, please be aware that you will no longer receive <i>UConn Magazine</i>, emails from UConn's Schools, Colleges, and Departments, as well as invitations, news, and messages for alumni, parents, and friends.</p> |
| <p>UConn Alumni Footer</p> <p><u>Use Cases:</u></p> <ul style="list-style-type: none">• Alumni Event Invitations• Alumni Announcements/Outreach | <div><p>This email was sent on behalf of UConn Alumni by the UConn Foundation, Inc.</p></div> <div><p>Events Get Involved State Fundraising Notices Privacy</p><p>2390 Alumni Drive, Unit 3206 Storrs, CT 06269</p></div> <p>This email contains advertising messages. You may always update your profile to ensure that you are only receiving emails that interest you. If you would like to unsubscribe from all emails sent by The UConn Foundation to UConn Nation, please be aware that you will no longer receive <i>UConn Magazine</i>, emails from UConn's Schools, Colleges, and Departments, as well as invitations, news, and messages for alumni, parents, and friends.</p> |

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| <p>UConn Foundation Footer</p> <p><u>Use Cases:</u></p> <ul style="list-style-type: none"> • Foundation Event Invitations • Solicitations • High level announcements from Senior Leadership | <div data-bbox="852 155 1190 285">  </div> <div data-bbox="860 315 1183 371"> Events Get Involved State Fundraising Notices Privacy </div> <div data-bbox="807 403 1239 428"> 2390 Alumni Drive, Unit 3206 Storrs, CT 06269 </div> <div data-bbox="568 459 1489 600"> <p>This email contains advertising messages. You may always update your profile to ensure that you are only receiving emails that interest you. If you would like to unsubscribe from all emails sent by The UConn Foundation to UConn Nation, please be aware that you will no longer receive <i>UConn Magazine</i>, emails from UConn's Schools, Colleges, and Departments, as well as invitations, news, and messages for alumni, parents, and friends.</p> </div> |
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VI. Submission Process

1. Request Submission

Email requests must be submitted at least 10 business days prior to the proposed send date via the designated request form.

2. Submission Review and Approval Process

Initial Review Upon submission, the email request will be reviewed by the designated Digital Engagement staff member to ensure all required information is provided and the content aligns with the Foundation's guidelines.

Content Review If provided by the stakeholder, the content of the email will be reviewed for accuracy, relevance, and compliance with the Foundation's standards and policies. Foundation staff will provide basic proofreading and best practice suggestions, as well as recommendations for optimal send timing.

Any necessary revisions will be communicated to the requester.

3. Email Preparation

Foundation Staff prepares draft email.

If the requester is responsible for any landing pages or linked-to resources, these assets should be finalized and provided to the Foundation.

4. Review

A test email will be sent to the requester and relevant stakeholders for final review and approval at least one business day in advance of the requested send date. Requesters should be prepared to receive and approve this test within this span of time.

5. Preparation and Scheduling

The email will be prepared and scheduled for the requested send date only after the requester has approved the draft.

6. Final Approval and Send

The final email content and schedule will be approved by Foundation staff and the email will be sent.

Expedited Requests

Expedited requests may be accommodated on a case-by-case basis, subject to approval by Foundation staff. These requests should come through via a phone or Teams call to ensure proper and timely communication.

VII. Responsibilities

Requester Responsibilities

Requesters are responsible for providing complete and accurate information, adhering to the submission timeline, and responding promptly to any requests for revisions or additional information.

Digital Engagement Staff Responsibilities

The Foundation's Digital Engagement team is responsible for managing the Foundation's email platforms.

Digital Engagement staff are responsible for reviewing, approving, and sending email requests in a timely manner, as well as ensuring compliance with relevant laws and regulations, such as the CAN-SPAM Act, GDPR, and platform policies. This includes providing clear opt-out options and honoring unsubscribe requests.

To comply with CAN-SPAM laws, all emails being sent from the UConn Foundation MailChimp must contain the UConn Foundation email footer. This footer includes the UConn Foundation logo and address. As well as the line "This email was sent by the UConn Foundation on behalf of ____" Relevant UConn wordmarks can also be placed in the footer above the UConn Foundation information.

This is done in order to ensure that our email recipients know exactly where the email is being sent from should they wish to unsubscribe, have questions, complaints, etc.

The Digital Engagement team reserves the right to make final email marketing decisions, including but not limited to content, audience, send date/time, etc.

VIII. Contact Information for Policy Queries

Stakeholders with questions or concerns about this policy should contact the Constituent Engagement and Annual Giving team for assistance.