

# EMAIL COMMUNICATIONS

How the Office of Communications and Public Affairs can assist with email communications\*:

- Concept/strategy
- Copy writing and editing/proofing
- Photography provision
- Email header design
- Template provision (see examples on the next page)

\*Different elements involve varying levels of complexity. Please plan ahead.

## Email Delivery Options

You can use Outlook for both internal and external communications. However, Outlook does not support designed templates—you're largely limited to text only. We recommend Constant Contact for a more polished and professional presentation. Additionally, Constant Contact can facilitate record keeping, analytics, and—importantly—a means of monitoring unsubscribes (more on this below).

The cost for a Constant Contact account is based on subscription numbers (number of email recipients). We encourage your office to consider establishing your own account with Constant Contact, which will ensure efficiency, uniformity, and affordability, among other benefits. Cost information may be considered [here](#).

## Email Distribution Lists

You should make sure that your list is current—do not archive and continue to use the same list for months or even years at a time. Ideally, you should be using a new, “fresh” list for each deployment—depending on the frequency of your deployments.

Lists provided by Development and Alumni Relations (DAR) concern alumni, families of current and former students, and certain friends of the College only. Requests submitted to DAR—which should include specific list criteria/parameters—may be sent to the director of Information Systems.

If your audience is current students, faculty, or staff, those lists must be obtained via Academic Affairs and/or Human Resources.

## Unsubscribes

By law, you must provide a means for recipients to unsubscribe and opt-out from receiving further email communications from your office. This is why utilizing a service like Constant Contact is invaluable. Constant Contact will track opt-outs and automatically remove these email addresses from future email deployments.

If your list has been sourced from Development and Alumni Relations, it is imperative that you report opt-outs—with IDs provided, in Excel format, to the director of Information Systems. It is recommended this be done on a monthly basis.

While a recipient may opt out from receiving emails from your office, this does not mean they are opting out from receiving communications from other offices and the College overall. This is an important distinction and one that must be monitored.

You may have contacts who are part of your distribution lists who are not recorded via DAR, Academic Affairs, or Human Resources. It is your responsibility to keep track of the opt-outs among this group of people. It is also your responsibility to combine distribution lists coming from a variety of sources when uploading a list for deployment via a service like Constant Contact.

## Email Best Practices and Visual/Style Guidelines:

- Please use the standard Bowdoin College header and footer in all emails (available via template export). Do not alter these without consulting the communications office.
- Arial font is preferred; avoid use of multiple fonts. (Keep in mind that some fonts are not supported/readable in certain browsers.)
- Type size below 10-point is discouraged; 12-point is preferable for body copy.
- Embedding text within images is not recommended; not all users will necessarily be able to view such content.
- Shorter is always better! Bulleted lists are also helpful in organizing content.
- Referencing just one, clear call-to-action only is recommended.
- Buttons and links should be prominent and stand out. Consider featuring your link in more than one place within the email.
- All photo/image files used should be of low resolution; do not use original or high-resolution files.
- Auto-play functionality—in terms of video and audio—should always be avoided.

# Email Templates

The communications office will provide a variety of email templates that can be exported to your Constant Contact account for a fee (paid to Constant Contact) of approximately \$100. These templates are ideal for:

- General announcements/letters
- Newsletters
- Invitations
- Video promotion

## TEMPLATE EXAMPLES

**From here.** THE CAMPAIGN FOR BOWDOIN

February 6, 2020

Dear Bowdoin alumni, parents, and friends,

Tonight, we announced the public phase of a fundraising campaign that will allow us to remain an exceptional college far into the future. *From Here: The Campaign for Bowdoin*, the largest in Bowdoin's history by some distance, is focused on three essential promises: the promise of access and affordability, the promise of a transformational liberal arts education, and the promise that our students will have the resources and the opportunity to find that first great job, leading to work that is successful, satisfying, and impactful.

Our goal is ambitious: to raise \$500 million in gifts and pledges by June 30, 2024, and we are well on our way. More than half of this sum is dedicated to financial aid and access. In fact, we will seek more money for student aid than the fundraising goal for aid at any other liberal arts college, ever.

We rank fourth among all colleges and universities of any size in alumni participation (not really a surprise, given the devotion of our graduates), but we are not content. Even greater engagement is another critical part of this campaign, and another ambitious goal is to have 85 percent of our alumni make an annual fund gift, volunteer, or register for a Bowdoin event.

I hope you will take a few minutes to learn more about the campaign and the exciting news about how much progress we've already made toward \$500 million by watching [this short video](#) and by visiting [the campaign website](#).

Thank you for all you do for Bowdoin. I could not be more excited to see where we go, from here.

All the best,

Clayton

[bowdoin.edu/fromhere](http://bowdoin.edu/fromhere)

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Stay connected.

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**Bowdoin** OFFICE OF THE PRESIDENT

Season's Greetings from Bowdoin. We hope you'll enjoy [this short video](#) from Clayton and Julianne Rose.

[bowdoin.edu](http://bowdoin.edu)

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**Bowdoin** OFFICE OF THE PRESIDENT

September 16, 2020

To the Class of 2020,

I hope this message finds you safe and well. Last spring, when we were forced by COVID-19 to cancel our in-person Commencement on the Quad, we promised to do everything we could to hold an on-campus ceremony and related celebrations in 2021. Assuming conditions allow us to move forward in the spring (and I am quite hopeful about this), these events will take place on **Friday, June 11, and Saturday, June 12**, on campus. Planning for these days will be done in concert with your class, with everyone having a chance to provide suggestions to help craft what will be included, and we will communicate with you between now and then as the program takes shape. We will be back in touch about financial support for those who will require it in order to attend the celebration, as well as about lodging, transportation, and other details. For now, I hope you will save these dates.

All the best,

Clayton

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**Bowdoin** MAGAZINE Spring/Summer 2020

Your new issue of **Bowdoin Magazine** is here.

Inside: Maine alumni take the lead in the early days of the pandemic; why runners run; the strange tale of Searles Hall; Caroline Farber '20 embarks on a writerly life; Bowdoin librarians get creative; Lee Rowe '70 tells of lessons learned in nearly fifty years as a doctor; a Q&A with admissions dean Whitney Soule; profiles of Scott Budde '81 and Charlotte Cole '82, Richard Geldard '57, and Zully Hatch '11.

Read about these stories, and more, at [bowdoin.edu/magazine](http://bowdoin.edu/magazine).

We love to hear from you, and so do your classmates! Send us your news and updates for our next edition: [classnews@bowdoin.edu](mailto:classnews@bowdoin.edu).

Bowdoin Magazine is published three times a year by Bowdoin College. It is sent free of charge to all Bowdoin alumni, parents of current and recent undergraduates, faculty and staff, members of the senior class, and members of the Association of Bowdoin Friends.

A digital edition of *Bowdoin Magazine* is available for viewing across platforms through a free, easy-to-use service called [i33uu](#).

Please send your comments and suggestions to [modonnel@bowdoin.edu](mailto:modonnel@bowdoin.edu).

FROM HERE: THE CAMPAIGN FOR BOWDOIN

[bowdoin.edu](http://bowdoin.edu) FORWARD  
DIRECTORY UNSUBSCRIBE  
MAKE A GIFT PRIVACY POLICY

**Bowdoin**