

## **Chapter Email Lists**

For chapters outside the Bay Area, the Alumni Relations office has created and maintains chapter lists for alumni who live or work in your region. Your chapter's list is refreshed four times a year -- from the main campus alumni database -- with addresses of Berkeley Haas alumni who move into your region.

### **Who can join an email list and how do they join?**

Anyone can join your list through the BHAN website -- whether they live or work in your region, and whether they are Haas alumni or not. To get to this page, visit or click Subscribe from the Alumni Chapters, Regions & Groups page. You (chapter leaders) can also use this page to add the email addresses of others to your list.

### **Who can send and reply to the lists?**

**Inside the U.S.** -- Only designated 'senders' can send email to the U.S. chapter lists. Currently all chapter presidents in the U.S. are designated "senders." To add other board members as senders, simply email your request to [clifton@haas.berkeley.edu](mailto:clifton@haas.berkeley.edu).

Replies to U.S. chapter lists are directed to the sender only, not to the entire list.

**International chapter lists** -- Anyone on the chapter list can send email to the list. Hitting "Reply" will direct a reply to the sender only. Hitting "Reply All" will direct a reply to everyone on the list.

### **Other Email Lists**

In addition to chapter email lists, there is an email list for all BHAN chapter leaders [hanleaders@haasalumni.org](mailto:hanleaders@haasalumni.org), a list for all alumni in Europe [europe@haasalumni.org](mailto:europe@haasalumni.org), and lists for the BCEMBA classes.

### **Anyone Can Opt Out**

While all alumni for whom we have an email address are initially added to a chapter's email list, it is easy for recipients to opt out. An opt-out link is at the bottom of every email sent to the lists, and it takes only two clicks to remove yourself from the email list.

### **Some Tips for Email Senders**

To reduce the likelihood that recipients of your emails will opt out, electing not to receive information about your chapter:

- Create evocative, compelling short subject lines, and then write concise text that immediately captures the reader's attention.
- Position key information (e.g. date, time, location) at the beginning of the email.
- Use bullet points often so recipients can read much faster and read through your email rather than save it until later when they (never really) have time to read it.
- Be a minimalist. Each email should cover a single topic or event. The reader should have no more than one action item.
- To gather RSVPs, include a link to your registration site. Do not ask the reader to hit 'reply.'
- HTML -- If you can create your email in Outlook or a Gmail-type account, the list will send it. However, don't forget the difficulty of viewing attachments and graphics from a hand-held device.
- You can create hyperlinks. Create them in the email client/browser that you usually use to send out email. For example, in Outlook PC version 14, click the 'Insert' tab at the top of the window, then click

'Hyperlink.' In Gmail, hover over the plus symbol at the bottom of the window as you are composing an email and click the chain link icon. Then, with both, fill in the pop-up window.

- If you don't create a hyperlink, the recipient's email client will change a URL into a hot link.
- A [prefix] will appear automatically before your subject line. For example, a subject line will appear as: "[Haas-London] Register Now to Spend an Intimate Weekend with Professor Vogel"
- The chapter email lists are created as a Google App for Education, which reduces the likelihood your email will be identified as junk or spam. But since these are essentially list serves, Google does not provide open or click-through rates.