Get Your Message Across

(INCREASE DELIVERABILITY & AVOID SPAM FILTERS)

Email is an important part of many organizations’ communication strategy. Unfortunately, not all emails sent by a nonprofit can be delivered. Read on to find out why this happens, what more you can do to increase delivery, and how the databank maximizes delivery of our clients’ messages.

Why are some emails not delivered?

- Spam filters
- Bad email addresses
- Excessive spam complaints

The CAN-SPAM law (Controlling the Assault of Non-Solicited Pornography And Marketing Act of 2003) sets the rules for commercial email, establishes requirements for commercial messages, gives recipients the right to have you stop emailing them, and spells out tough penalties for violations.

Write subject lines that make it obvious you are sending legitimate, opt-in email.

Don’t send messages over 40K in size.

Avoid lots of colored text.

Don’t use words like free, diet, or sex.

Avoid subject lines with excessive punctuation or words in all caps.

What does the Databank do to prevent emails from being trapped in SPAM filters?

- The Databank tracks delivery problems and other message results in the Contact History for each member. A contact note is generated when a message is sent using PowerMail or our Action Alert system. An additional contact note is generated if the message is opened (PowerMails only), or if it bounces.

- We prevent spam from being sent through our systems by having a no tolerance spam policy for customers. We also provide tools to keep our customers in compliance with the CAN-SPAM law (Controlling the Assault of Non-Solicited Pornography And Marketing Act of 2003).

- To help your deliverability, messages sent to a large distribution list are not allowed in the Databank and attachments are not allowed in the Databank.

- The templates that are available with our HTML emails are designed to earn a minimum number of SPAM points.

- The number of messages per minute we send to major ISPs are limited, to reduce the chance that they will think we are flooding them.

- At the databank, we take our reputation as an email service provider very seriously. We regularly scan over 100 different blacklists to be sure our servers are not listed as senders of spam. We aggressively follow up on any spam complaints with customers and ISPs.

- Other cases that can trigger a spam filter:
  - Message sent to a large distribution list
  - Attachments

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