



University of Colorado

Boulder | Colorado Springs | Denver | Anschutz Medical Campus

**ECOMM**

Published on *University of Colorado* (<http://www.cu.edu>)

[Home](#) > Weekly eComm Tip: Reach all your recipients.

---

## **Weekly eComm Tip: Reach all your recipients.** <sup>[1]</sup>

May 15, 2014

When you ?Address & Assemble? your email, you have to select from a list of ?Available preference categories? at the bottom of the screen(see screenshot below). You need to select one or more of these three preference categories:

- Thank You Emails
- Giving Opportunities
- Advancement Events

If you select one of the other preference categories, there is a good chance that some of your recipients will not receive your email. Many of the preference categories may seem like a very logical choice for the particular email you?re sending?don?t be fooled! For best results, use only the three preference categories above, which have been created specifically for Advancement emails. If you?ve done this correctly, the recipient count in Address & Assemble should be the same as the list count in Create and Manage Lists.

Confused? Email or call your [eComm specialist](#) <sup>[2]</sup> with any questions about this important info!

### Email details

Enter a name for this email which will be used for scheduling and reporting purposes. Email recipients will not see this name.

Email name:	<input type="text"/>
From:	<input type="text" value="University of Colorado"/>
From email address:	<input type="text"/>
Reply-to email address:	<input type="text"/>
To:	<input type="text"/> <a href="#">More information</a>
BCC email addresses:	<input type="text"/> (Separate email addresses with commas)
Default BCC email addresses:	<input type="text" value="contact@cu.edu, ecomm@cu.edu"/>
Subject:	<input type="text"/> <a href="#">More information</a>

### Email recipient list and content

Select recipient list:	<input type="text" value="--- Select List Item ---"/>
Select email content:	<input type="text" value="--- Select Content Item ---"/>
Select type of email to send:	<input checked="" type="radio"/> HTML and text <input type="radio"/> Text only

### Campaigns & Preference Categories

Available campaigns:		Selected campaigns:
<input type="text" value="Office of President Advocates Program"/> <input type="text" value="President Bruce Benson Enews"/> <input type="text" value="Anschutz Medical Campus"/> <input type="text" value="CU Boulder"/> <input type="text" value="CU Denver"/>	<input type="button" value="Select --&gt;"/> <input type="button" value="&lt;-- Remove"/>	<input type="text"/> <input type="text"/>
Available preference categories:		Selected preference categories:
<input type="text" value="Append"/> <input type="text" value="Board of Regents"/> <input type="text" value="CU Connections"/> <input type="text" value="CU Payroll &amp; Benefits Services"/> <input type="text" value="CU System announcements"/>	<input type="button" value="Select --&gt;"/> <input type="button" value="&lt;-- Remove"/>	<input type="text"/> <input type="text"/>

### Promoted to department's home page:

0

### Intro:

This weekly eComm tip is different from the others?it?s NOT optional. If you want your emails to send properly, please read and follow the instructions below.

### Original Story:

### News Type:

[News](#) [3]

### Groups audience:

eComm

---

**Source URL:** <http://www.cu.edu/ecommerce/news/weekly-ecommerce-tip-reach-all-your-recipients>

**Links:**

[1] <http://www.cu.edu/ecommerce/news/weekly-ecommerce-tip-reach-all-your-recipients>

[2] <http://www.cu.edu/ecommerce/ecommerce-specialists>

[3] <http://www.cu.edu/news/news>