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**ECOMM**

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

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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:

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From:

From email address:

Reply-to email address:

To:  [More information](#)

BCC email addresses:  (Separate email addresses with commas)

Default BCC email addresses: **contact@cu.edu, ecomm@cu.edu**

Subject:  [More information](#)

### Email recipient list and content

Select recipient list:

Select email content:

Select type of email to send:

- HTML and text
- Text only

### Campaigns & Preference Categories

Available campaigns:

- Office of President Advocates Program
- President Bruce Benson Enews
- Anschutz Medical Campus
- CU Boulder
- CU Denver

Selected campaigns:

Available preference categories:

- Append
- Board of Regents
- CU Connections
- CU Payroll & Benefits Services
- CU System announcements

Selected preference categories:

### Promoted to department's home page:

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### 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

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**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>