



Preventing E-mail from Being Labeled SPAM

- 1. Use a profile-based system not a "list" based system.**
 - ✓ **Users must be able to view everything they are signed up for from your agency and unsubscribe at will.**
 - ✓ **Don't make users sign up and unsubscribe from one list at a time.**
- 2. When possible, deliver links back to updates of specific interest.**
 - ✓ **Long e-mails get blocked more frequently (and don't get read).**
 - ✓ **When users can sign up for exactly what they want, your e-mail communication is welcomed.**
- 3. Send e-mails individually, not as large BCCs.**
- 4. Track click-through rates and monitor bounce patterns.**
- 5. Monitor trends in anti-SPAM software and maintain relationships with ISPs.**
- 6. Send e-mail clearly marked from your organization not from individuals or from confusing e-mail addresses.**
- 7. Clearly label the subject of your e-mail and don't try to deceive the reader with "catchy" subject lines.**
- 8. Include a valid return e-mail address.**
- 9. Avoid using ALL CAPITAL LETTERS and excessive "!!!" use. Some SPAM software notice these attention-getting formats.**