SUPPORT MSU EMAIL CATEGORY
ADVICE FOR CLUBS USING IMODULES

PREPARED BY THE MSU ALUMNI ASSOCIATION

// OVERVIEW

For those clubs using iModules, a new email category has been created in your communities called Support MSU. These categories are chosen in the Email Details tab as you are creating your email. Their purpose is to drive unsubscribes, allowing alumni to determine which emails they would like to receive.

Please use this category for any Day of Giving emails or other emails where the primary purpose of the email is a request for alumni to give to your scholarship or other funds at MSU.

Support MSU emails generally receive the highest unsubscribe rates (although still below 1% of total recipients). By having a separate email category that alumni can unsubscribe from, it ensures that you won’t lose an alumni audience who still wants to hear from you otherwise.

If you are creating a newsletter that just has one giving button or an article about a scholarship recipient, continue to use your specialized newsletter category (or your club’s category if you share a community with other clubs).

Questions? Contact Steven Kaatz at kaatzste@msu.edu or 517-884-5983.