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E-Mail Blasts
by Bob Gruber

The Ventura Unit, Unit 547, has the capability to perform mass e-mailings, AKA e-mail blasts, or bulk e-mailings, in multiple categories, where a category is based upon Masterpoints. Common categories are events limited to 299ers or to 499ers.

These e-mails are separated into multiple lists based upon Unit affiliation.

Do Not E-mail List

It's important to point out the need for a "do not e-mail list" of those who have "opted out" or "unsubscribed." Whenever an addition to one of the e-mail lists is to be made, the *do not e-mail list* must be consulted first to prevent a player from being inadvertently added (or added back) to a list (or lists).

Multiple (Excel) Lists for Southern California Units

There are lists in Excel for 10 different Units in Southern California and an 11th list in which Unit affiliation is not known.

532 (TO)	542 (SB)	547 (Ven)	553 (Glen)	556 (AV)
557 (LB)	559 (Pas)	561 (SFV)	562 (W LA)	568 (Tor)
Unit Unkn				

499er Sectional Lists

Since the Unit regularly conducts 499er Sectionals, there are separate lists for 499ers. There are 5 (Excel) lists:

1) 532 (Thousand Oaks)
2) 542 (Santa Barbara)
3) 547 (Ventura)
4) 562 (West LA)
5) Multi Units

Sort and Select by Masterpoints

To use one of the 11 lists for a particular point-restricted event (other than 499.99), you first need to sort the (Excel) list by Masterpoints. The lists are already sorted by Last Name.

Place the cursor on the letter designator at the top of the Masterpoints column, typically column "E." When the cursor turns into a down arrow, left click. From the Editing tab, select *Sort & Filter*. Then select *Sort Smallest to Largest*. Accept *Expand the Selection* by pressing the *Sort* button in the window that pops up.

With the list sorted appropriately, go to the e-mail address column, typically column "C." Select only those entries that fall into the desired point range. Do this selection by going to the white space (within the e-mail address column) on the far right of the 1st e-mail address desired. Then

left click and drag the mouse down to the last e-mail desired. The selection may now be copied and pasted into the Bcc: area of your e-mail announcement/message[1].

To preserve the list sorted by Last Name, do not save the file in this sort order, just exit without saving.

E-Mail Blasts as Privacy-respecting Bcc:s

The general approach for doing an e-mail blast from a list in Excel is:

Select // Copy // Paste // Enclose

The Select step was covered in the prior section, Sort and Select by Masterpoints, of this paper.

The Copy/Paste/Enclose steps are:

Copy
Now, press <Ctrl> C (alternatively, you may right click the highlighted text and select copy from the list that pops up).

Paste
Next, go to your waiting e-mail, click in the Copy To: box, and press <Ctrl> V. (Instead of <Ctrl> V, you may right click and select paste from the list that pops up.)

Copy To: box

Enclose
To turn your carbon copy e-mail addresses—visible for all to see—into blind carbon copy addresses, enclose your list in parentheses by inserting a left parenthesis to the left of the 1st e-mail address and a right parenthesis to the right of the last e-mail address.

Parens around the entire e-mail list

The *Enclose* step will not be necessary if your e-mail program gives you access to both a Cc: area and a Bcc: area.

Enclose step may not be necessary

Spread E-mail Blasts over a Period of Hours

Since people do change their e-mail address, you may get a number of rejects when you do an e-mail blast from a lengthy list. If so, and if you have several blasts like that in succession, your e-mail account may appear to be hijacked and you may be locked out of your account. To reduce the likelihood of a lockout, spread your bulk e-mails out over several hours or even over two days.

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[1] This selection process should put a carriage return/line feed after each e-mail address (in the Bcc: area) as a delimiter, i.e. a separator. If your particular e-mail program balks when you try to send out the message, you need to redo the selection to include the next column to the right, the one with a semi-colon in it.