



## E-Mail Blasts

by Bob Gruber

The Ventura Unit, Unit 547, performs mass e-mailings, AKA e-mail blasts, in 3 broad categories:

- 1) news of interest to local players,
- 2) news of pending 299er Sectionals to potential participants in Southern California Units,
- 3) news of pending Open Sectionals to potential participants in Southern California Units.

### 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 Lists in Each Category

Instead of a single list in each of these broad categories, there are multiple lists to cater to events only of interest to specific subsets of the category:

- 1) news of interest to local players:
  - a. Frequent players,
  - b. Infrequent players,
  - c. Outside Unit 547 players,
  - d. Novice only players,
  - e. 199er & Novice players.
- 2) news of pending 299er Sectionals to potential participants in Southern California Units:  
532 (TO)    542 (SB)    547 (Ven)    553 (Glen)    556 (AV)  
557 (LB)    559 (Pas)    561 (SFV)    562 (W LA)    568 (Tor)  
Unit Unkn
- 3) news of pending Open Sectionals to potential participants in Southern California Units:  
532 (TO)    542 (SB)    547 (Ven)    553 (Glen)    556 (AV)  
557 (LB)    559 (Pas)    561 (SFV)    562 (W LA)    568 (Tor)  
Unit Unkn

### 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

### Word or Excel

These e-mail blasts may be performed from a list of e-mail addresses in Word or Excel. The operational details that follow should convince you the task is easier in Excel.



## E-Mail Blasts as Privacy-respecting Bcc:s from a List in Word

If you have a list of e-mail addresses in Word, they may be copied directly into the cc:(/bcc:) box of an outgoing e-mail. As long as the e-mail addresses are lined up in a column or near column, you may select only the e-mail addresses, even in the presence of other information on the line. You do this in Word on a PC by using the <Alt> key and the mouse. Here's how:

- Select** Position the cursor to the left of the 1<sup>st</sup> e-mail address you wish to include. Next, press and hold the <Alt> key. Now (while still holding the <Alt> key) drag the mouse to the right and down to create a highlighted column that contains the full width of all the e-mails selected. You may adjust the height and width of the column as you go. When ready, release the <Alt> key and the mouse.
- 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.)
- 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 1<sup>st</sup> e-mail address and a right parenthesis to the right of the last e-mail address.

Selecting text in Word in this manner can be tricky. So, if you have an existing list in Word, the best course may be to convert it to Excel before attempting the e-mail blast. And from that point on, maintain the list in Excel.

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## E-Mail Blasts as Privacy-respecting Bcc:s from a List in Excel

The general approach for doing an e-mail blast from a list in Excel is the same as that for a list in Word:

**Select // Copy // Paste // Enclose**

However, the “Select” portion is much, much easier in Excel. You simply go to the top of the column containing e-mail addresses (and only e-mail addresses) and select the column. The Copy/Paste/Enclose steps are as before.