

# Sender Identities

Sender Identities allow administrators to create consistent, uniform identities for From Name, From Email, and the population of sender tokens. Saved Sender Identities can be used repeatedly which saves you time.

Sender Identities should inform the recipients who they are getting emails from. Keep this in mind as you determine the Sender Identities you need to create.

## A. Accessing

From the **Email** menu, choose **Sender Identities**.

## B. Sender Identities Homepage

From the homepage, you can add, duplicate, edit, and delete senders.

The screenshot shows the Sender Identities homepage. At the top left is a blue button labeled "ADD SENDER". Below it is a search bar with the placeholder text "Search nickname, name, email, address". To the right of the search bar, it says "Senders Found 1" with a green circle containing the number 1. Below the search bar is a table with the following columns: Edit, Nickname, In Use, Name, Email, and Address. The table contains one row for a sender named "Business School". The "Edit" column has a gear icon. The "Address" column contains the text: "Business School", "5101 College Blvd", "Leawood, KS 66061", and "US". Below the table is a pagination control showing "< 1 >" in a rounded rectangle.

Edit	Nickname	In Use	Name	Email	Address
	Business School		Maack Business School	maackbusschool@imodules.edu	Business School 5101 College Blvd Leawood, KS 66061 US

## C. Add Sender

1. Click the **Add Sender button**.
2. Enter the following pieces of information for each sender. The majority of items are required; however, only certain sender tokens are required for CAN-SPAM compliance.

*Nickname* - provide a name that will display in a list to admins when selecting a Sender Identity. Only admins will see this name.

*Follow this naming convention: Program Name/Sender Name or Title*

*Ex: Annual Giving/National Chair or CALS/Dean's Office*

*\*Make sure your sender Nickname is easily identifiable so you can find it when attaching a sender to an email.*

*Sender From Name* - provide a name that will be used to identify this sender to recipients.

*Sender Email Address* - provide the email address that will be used to identify this sender to recipients.

*Organization* - provide the organization name.

*Address* - provide the address for this sender.

*Address 2* - provide the second address line for this sender.

*City* - provide the city for this sender.

*State/Province* - provide the state/province for this sender.

*Postal Code* - provide the postal code for this sender.

*Country* - provide the country for this sender.

3. Click **Save** to save the Sender Identity. Click **Close** if you don't want to save.

## D. Edit

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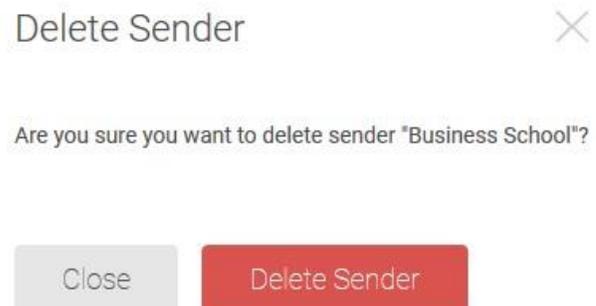
1. From the gear icon, select **Edit**.
2. The information will be filled in so you can update the necessary pieces of information.
3. Click **Save** to save the Sender Identity. Click **Close** if you don't want to save.

**NOTE** - Edit won't be available if the Sender Identity is in use. A Sender Identity is considered "in use" once it is selected for a message.

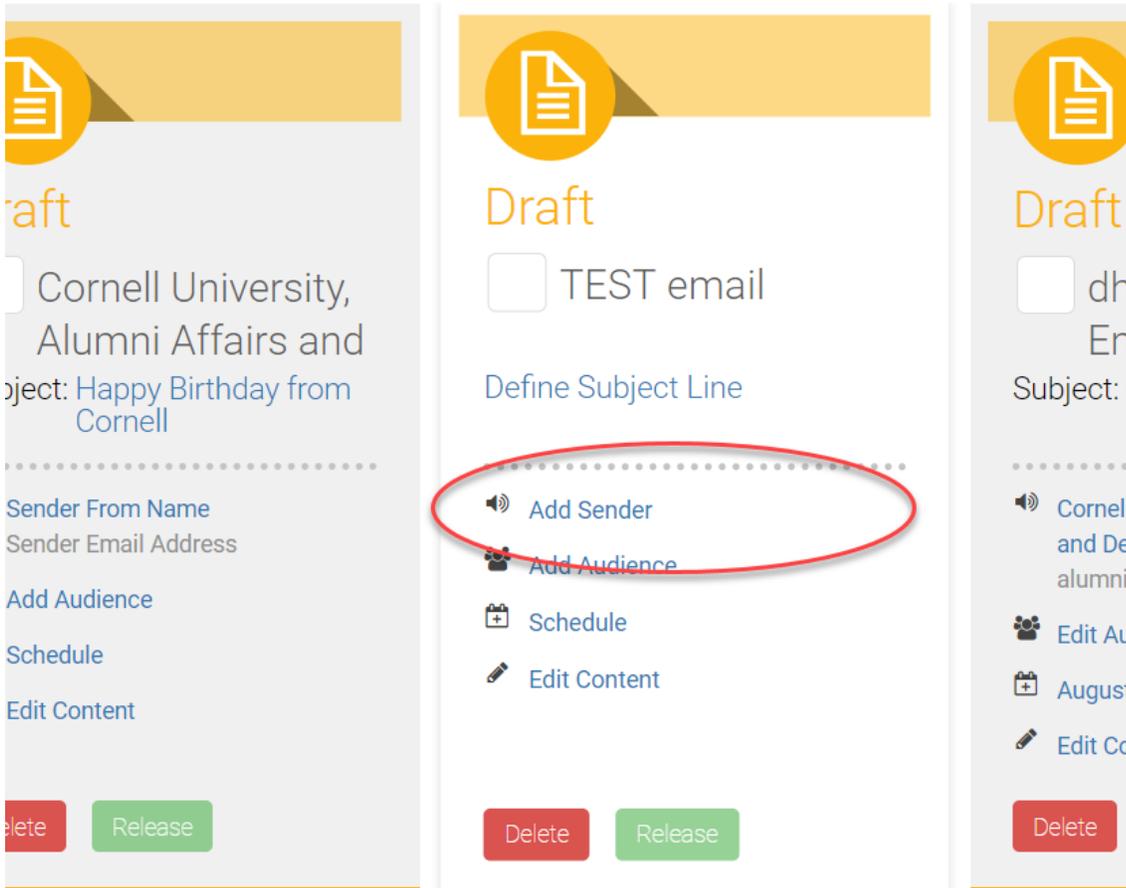
## F. Delete

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1. From the gear icon, select **Delete**.
2. A confirmation window will appear.
3. Click **Delete Sender** to remove the Sender Identity. Click **Close** if you don't want to delete.



When you are ready to attach a sender identity to an email, you can do so on the Email Home screen by following the instructions in the email building documentation.



The tokens you've added in for each sender identity will appear in the footer of your email:

