

Sender Identities

Sender Identities allow administrators to create consistent, uniform identities for From Name, From Email, and the population of sender tokens in all email footers. 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.

ADD SENDER

Q Search nickname, name, email, address

Senders Found **1**

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

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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.*

EACH DEPARTMENT CAN USE A MAXIMUM OF THREE SENDER IDENTITIES

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. This should read “Cornell University, Division of Alumni Affairs and Development”

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

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 draft email or sent with an email.

You will be able to tell whether a sender identity is in use by looking for the green dot in the “In Use” column:

| Edit | Nickname | In Use | Name | Email | Address |
|-------------------------------------------------------------------------------------|----------|-------------------------------------------------------------------------------------|----------------------------------------------------------------|---------------------------|-----------------------------------------------------------------------------------------------------------------------------------------|
|  | AAD | | Cornell University, Division of Alumni Affairs and Development | alumniaffairs@cornell.edu | Cornell University, Division of Alumni Affairs and Development 130 E. Seneca Street, Suite 400 Ithaca, New York 14850-4353 USA |
|  | CSV |  | Cornell Silicon Valley | csv@cornell.edu | Cornell University, Division of Alumni Affairs and Development 130 E. Seneca Street, Suite 400 Ithaca, New York 14850-4353 USA |

F. Delete

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.

NOTE - Delete 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.

Delete Sender



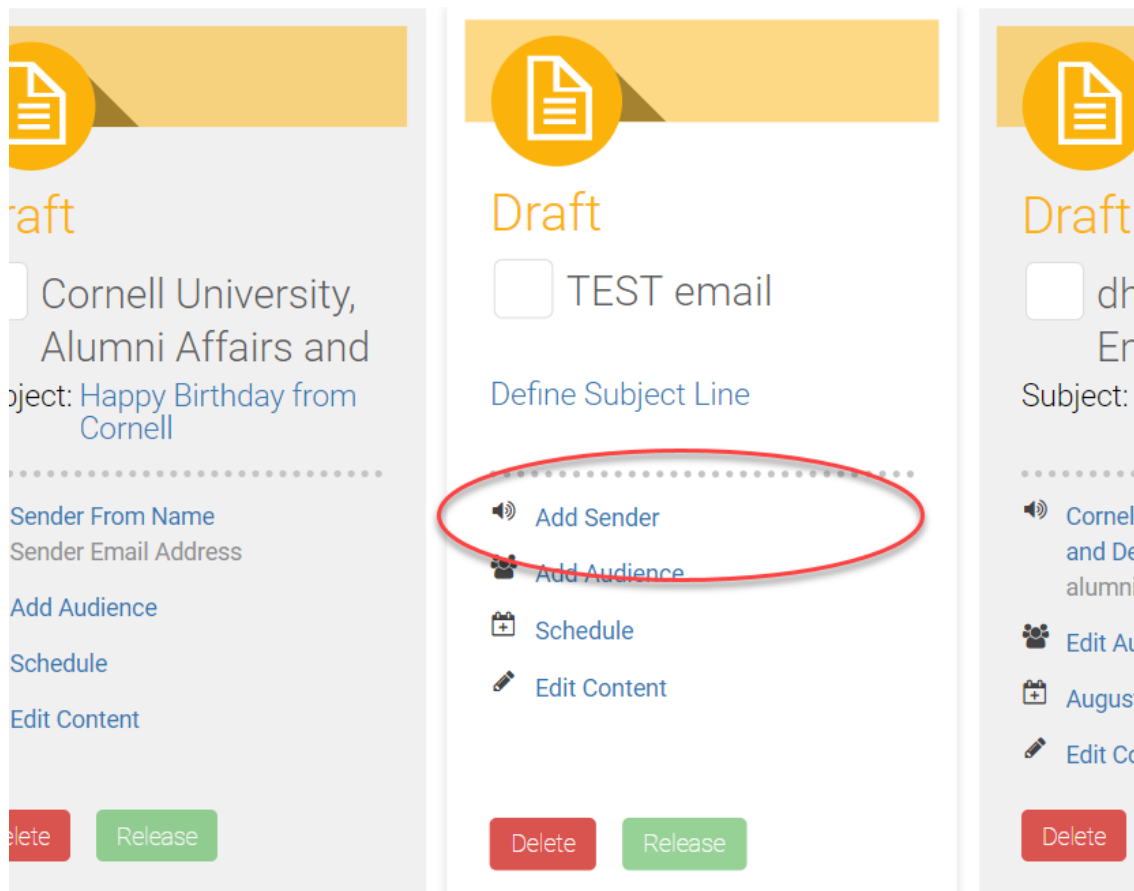
Are you sure you want to delete sender "Business School"?

Close

Delete Sender

G. Attach to an email

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:

```
##Sender_Org##  
##Sender_Address##  
##Sender_City##, ##Sender_State## ##Sender_Postal##  
http://alumni.cornell.edu
```

Cornell University, Alumni Affairs and Development
130 E. Seneca Street, Suite 400
Ithaca, New York 14850-4353
<http://alumni.cornell.edu>

