

Topic: Email Notification for Annual Biennial Reports

Question by: Laurie J. Harrigan

Jurisdiction: New Hampshire

Date: April 26, 2012

Jurisdiction	Question(s)	
	If via MS exchange, are there certain configuration settings that work best?	If via a bulk mail tool, which are you using?
<b>Manitoba</b>		
<b>Corporations Canada</b>		
<b>Alabama</b>		
<b>Alaska</b>		
<b>Arizona</b>		
<b>Arkansas</b>		
<b>California</b>		
<b>Colorado</b>		
<b>Connecticut</b>		
<b>Delaware</b>		
<b>District of Columbia</b>		
<b>Florida</b>		
<b>Georgia</b>		
<b>Hawaii</b>	n/a	eCampaign
<b>Idaho</b>		
<b>Illinois</b>		
<b>Indiana</b>		
<b>Iowa</b>		

Jurisdiction	Question(s)	
	If via MS exchange, are there certain configuration settings that work best?	If via a bulk mail tool, which are you using?
Kansas		
Kentucky		
Louisiana		
Maine		
Maryland		
Massachusetts		
Michigan		
Minnesota		
Mississippi		
Missouri	Missouri uses the US mail also.	
Montana	See additional comments below	
Nebraska	We still send via the US mail our notifications in Nebraska.	
Nevada		
New Hampshire		
New Jersey		
New Mexico		
New York		
North Carolina		
North Dakota		
Ohio		
Oklahoma		
Oregon		
Pennsylvania		

Jurisdiction	Question(s)	
	If via MS exchange, are there certain configuration settings that work best?	If via a bulk mail tool, which are you using?
<b>Rhode Island</b>	At this time, Rhode Island does not issue email notifications.	
<b>South Carolina</b>		
<b>South Dakota</b>		
<b>Tennessee</b>		
<b>Texas</b>		
<b>Utah</b>	Utah does not have this form of notice in place at this time but are working towards that option	
<b>Vermont</b>		
<b>Virginia</b>		
<b>Washington</b>	<p>Washington has an “opt in” email renewal notice and we allow more than one email address. Our webmaster (who I think is a genius) wrote a simple Windows program that sends the bulk email from an SMTP server, although it is not MS Exchange. We are not sending anywhere near 70,000 at a time, however.</p> <p>As we are building a new system over the next year (or more), we anticipate this coming directly out of our system in the future.</p>	
<b>West Virginia</b>		
<b>Wisconsin</b>		
<b>Wyoming</b>		

**Additional comments:**

**MONTANA:**

Montana is using a commercially available mailing package from InterSpire.

The software is great for handling a variety of mailings and managing email addresses in terms of automated subscription management and bounce management.

We created a separate domain name for these types of mailings. The state of Montana had an enterprise Lyris option available for bulk mailings, but we found Lyris to be unsuitable for our purposes and we found out that a product like InterSpire was not supported in the MT state environment.

This year, Montana had over 95,000 entities where we had email addresses that were subject to renewal this year.

We found that we could consolidate those into approximately 52,000 emails. Montana has an April 15 deadline for this renewal and this year we sent an email notice out in January, February, and March. Additionally in March we also mailed paper notices via USPS to those who had not yet filed.

The email has all the needed information and links to easily allow our customers to file and pay their renewal online. We found that by emailing our overall costs for the renewal process are reduced.

As to your concerns of black listing, if your customers have opted in and in particular, that they have opted in via a link on an email from your agency then you would have a reasonably fresh and 'known to be good list' so long as all it is reasonably current.

We find that as time passes email addresses are easily abandoned by the customers. While we are in the mailing process we do find useful information concerning email address changes in the autoreplies which is something that we keep track of as well. By updating those addresses and managing bounces prior to an email you will find that you can keep your bounce rates low.

If you need more information, please let us know.

Dana Corson

Office of Montana Secretary of State

406.444.4775

[dcorson@mt.gov](mailto:dcorson@mt.gov)

**Full text of email:**

As an interim step in our movement from paper-based mailings to email notifications, we are contemplating sending approximately 70,000 reminder notices using a simple MS Word mail merge via Outlook through our Exchange server. The primary concern is that:

1. Our server may not be able to handle the load and it will impact server performance, and
2. The email may appear as a mass emailing of spam and our domain will end up on a blacklist.

Regarding issue #2, the recipients will all have “opted-in” to receiving email, only one recipient email address will appear in the “To” field, and the email will include no attachments.

Our long-term goal is to have our administrative system kick-off an email job that interfaces with our Exchange server, so I would be grateful to learn from those of you who are successfully utilizing MS Exchange in the process.

Thanking you in advance,

Laurie

