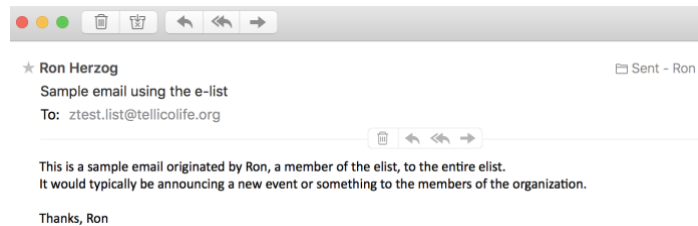


Why do we use generic emails as the “From” for E-Lists?

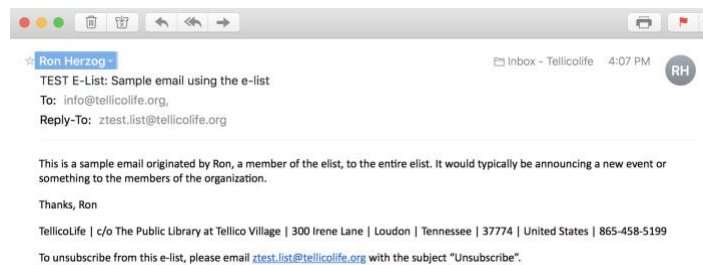
The short answer is so that the recipient’s e-mail client does not confuse you – your personal email – with the group email name for your club. When this confusion gets set up, and at a later time, the recipient want to email you, he/she is highly likely to send the email to the entire distribution list by accident. This is also the same reason we recommend moderating e-lists.

Here is the story in pictures.

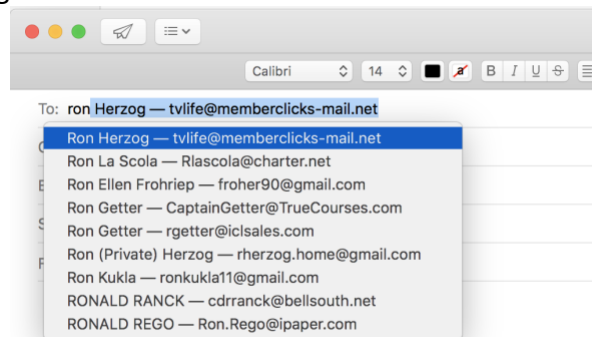
- 1) Ron is a member of the test e-list and initiates a message to the group.



- 2) Jack is a member of the group, and receives the message from Ron.



- 3) Later on, Jack composes a NEW and unrelated message to Ron. His email client is trying to be helpful in suggesting that Ron’s new email address is associated with TellicoLife



If Jack doesn’t catch this, he will initiate a message to tvlife@memberclicks.net when he intended to send it to only Ron. This mistake has caused both no message to be delivered, or in another instance, sent an email to everyone on the e-list. Neither are good outcomes, and both take a LONG time to explain. Using generic email avoids the whole situation!