



# ActiveNet Email Communication Guidelines



We take our patrons' communication preferences seriously, ensuring they don't receive unwanted promotions that clutter their inboxes. While you might think a new class announcement or discount offer is exactly what a patron needs, sending emails to those who haven't opted-in can be counterproductive. Not only is it frustrating for them, but it can also damage our reputation and potentially violate anti-spam laws.

## ActiveNet 'From' Address

- Use a valid email address that is actively monitored. This could be your Park District email address, or a dedicated email address created specifically for your facility or program.
- Do not use the 'donotreply@gepark.org' email address for patron communication.
- "Do not reply" addresses hurt deliverability, create a poor customer experience, discourage two-way communication, and can cause legal issues.

## What You Can't Send

Promotional emails to patrons who haven't opted in to receive marketing emails violate the CAN-SPAM Act's regulations on unsolicited commercial emails. Violations can result in significant fines, up to \$51,744 per email. To ensure you're not sending to unsubscribed users when using ActiveNet, make sure the 'Include No Promotional Email Customers' box is unchecked when creating your Customer Listing.

## What You Can Send

Transactional emails are essential for business communication and don't require prior opt-in. Examples include:

- Registration confirmations
- Payment receipts
- Booking confirmations and updates
- Password reset instructions
- Important service announcements (e.g., schedule changes, facility closures)

## Help Patrons Stay Informed

Encourage patrons to opt-in to our email list for updates about exciting programs, special events, and important news from the Glen Ellyn Park District. This will increase the reach of your activities to a wider audience. Patrons can easily sign up through their ActiveNet account, by visiting [gepark.org/enews](http://gepark.org/enews), or by using the Email Signup box on the homepages of [gepark.org](http://gepark.org) and [ackermansfc.com](http://ackermansfc.com).

## Questions?

For questions about email communication practices, please contact the Superintendent of Marketing & Communications. Questions regarding email accounts should be directed to IT.