

Using Airstream Club Membership Directory Downloads with MailChimp/Constant Contact

When a membership directory is downloaded from airstreamclub.org to use as a current mailing list for local club communication, there is a significant issue (and solution).

The membership directory will contain many “placeholders” for partner emails until each partner enters a unique email (different from the primary member’s.) The placeholder is a clone of the primary email, but with a “1” or “+” added before the @. These are not valid emails so they will bounce back and be regarded as Spam by Mail Chimp / Constant Contact

F	G	H
bership-directory (1)		
	Primary Email	Partner Email
AIRSTREAM CLUB	mickeymouse@verizon.net	minniemouse@verizon.net
AIRSTREAM CLUB	regionwebmaster@gmail.com	regionwebmaster1@gmail.com
AIRSTREAM CLUB	vicepresident1@airstreamclub.net	vicepresident11@airstreamclub.net
AIRSTREAM CLUB	treasurer42@gmail.com	treasurer421@gmail.com
AIRSTREAM CLUB	newsletter@sbcglobal.net	membership@sbcglobal.net
AIRSTREAM CLUB		

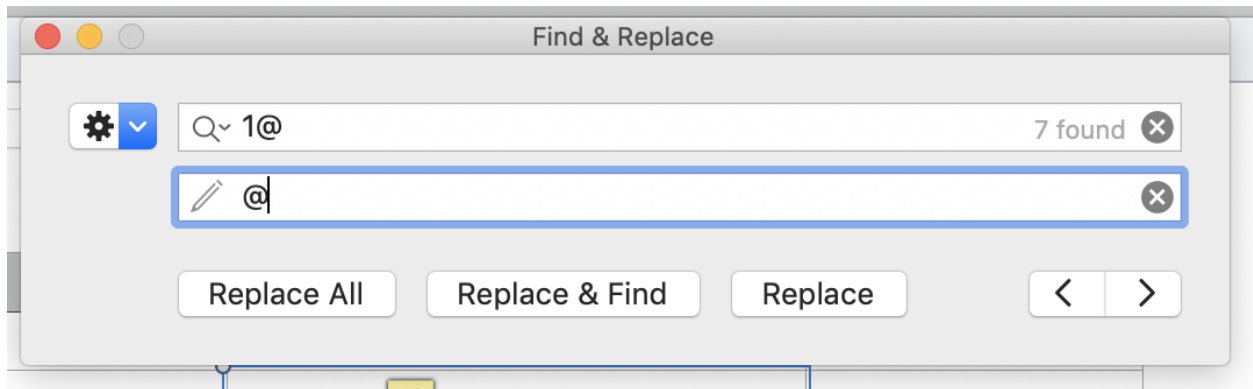
Why is that a problem?

A large number of bounce backs (usually 30%) appears to the provider that you are sending a lot of Spam. They will send you a warning that “if you continue to send Spam, we will cancel your account.”

The solution is not terribly easy, but manageable.

In your spreadsheet (csv, Excel, Numbers) select ONLY the PARTNER EMAIL column. Usually column 'H.'" Do_not_“find and replace” ALL instances of 1@ because many actual mail addresses do contain “1@” and they would become invalid.

Do a ‘find” for the combination “1@” or “+@” and “replace all” with just “@”. The partner email will then be a duplicate of the primary email and the email sender will ignore the duplicate.



You should also search for Partner Emails that contain “noemail” or “missing....” These must be deleted as well.

Now you have a clean, current list of your membership that MailChimp or Constant Contact will accept.

	G	H
o-directory (1)		
	Primary Email	Partner Email
REAM CLUB	mickeymouse@verizon.net	minniemouse@verizon.net
REAM CLUB	regionwebmaster@gmail.com	regionwebmaster@gmail.com
REAM CLUB	vicepresident1@airstreamclub.net	vicepresident1@airstreamclub.net
REAM CLUB	treasurer42@gmail.com	treasurer42@gmail.com
REAM CLUB	newsletter@sbcglobal.net	membership@sbcglobal.net
REAM CLUB		

Note: The membership directory downloaded from airstreamclub.org is sorted by FIRST NAME. The first and last name can be separated into different fields using the “Text to Column” feature in Excel. For further instruction, please email itc@airstreamclub.net.