

Email Deliverability Issues

Having Trouble Getting New Summit's Emails?

The emails may have been accidentally filtered out of your inbox. Email filters are smart and learn how you interact with the emails in your inbox. For example, if you delete emails from New Summit without reading them first, or if you click mute, filter, or spam, then the filter learns these preferences and does the same thing to all future emails from New Summit.

Unfortunately, this is not something we can stop from happening. In order to make sure you receive our emails, please put "New Summit Charter Academy," "New Summit," "newsummitcharter.org," and "asd20.org" on your whitelist, safe, or permitted sender list.

Continue reading to understand why this happens and how you can fix it below!

Why Do Emails Go to Spam Instead of My Inbox?

One of the reasons it is hard to avoid emails going to spam is that spam filtering has become much better than it used to. Email providers are cracking down harder on spam, but they aren't 100% accurate so they filter out some emails that *should not* be in spam.

One's engagement with their emails (reading, deleting, not opening, etc) plays a huge role in whether or not an email gets delivered and gets delivered correctly. Email providers look at your engagement levels and behavior with your emails in order to figure out which ones make into your inbox.

1. **A Sending Server's IP Address Was Used for Spam.** Even if New Summit Charter Academy never sends spam, our emails could get flagged as spam if one of the sending server's IP addresses was used by someone else for spam. For example, New Summit uses an email campaign service such as MailChimp. The email is delivered through that service's servers. If one of MailChimp's other customer sends spam, it could affect the emails New Summit sends you too. (Note: MailChimp is very vigilant about keeping their sending reputation intact, and they have very strict procedures and regulations in place to prevent this, but nothing is perfect.)
2. **Low Open Rates.** Top email providers have stated that they look at how many emails are opened and how many are deleted without being opened as a determining factor in filtering emails to spam. This is one of the top reasons our families don't receive our emails and they get marked as spam. You can help fix this by making sure you open and read all of the emails sent by New Summit Charter Academy.
3. **Subscriber Flags.** Another reason some emails never come to your inbox is because of spam complaints. Every time someone marks an email as spam, even if it's not spam, it gets recorded by the email provider (Gmail, Hotmail, Yahoo, etc). Once they receive a certain amount of complaints, all future emails get sent directly to spam. So why would someone mark an email as spam if it isn't spam? Probably because people don't either remember or recognize the emails as from New Summit. Even if you gave permission for us to email you, you may not remember doing so and may think the email is spam.
4. **Low Mailbox Usage.** The fourth cause of not getting emails is low mailbox usage. In the spam filtering algorithms, email providers look at the ratio of active to inactive email accounts on a recipient list. An inactive email account is an account that hasn't been used for a long time or is rarely ever used. If New Summit is emailing to a large number of addresses that rarely or never used, that is a red flag to spam filters. Please keep your contact info updated with New Summit Charter Academy so we can remove any addresses that are no longer used.

Email Deliverability Issues

3 Ways to Avoid Emails Going to Spam

- **Step 1. Whitelist New Summit's Emails.** Adding New Summit to your list of accepted email senders. This is sometimes referred to as a "whitelist", "safe list", or "list of permitted senders" and will make sure that you receive our emails. Doing this will also help increase New Summit's sender reputation and improve our inbox delivery rates.

How to Whitelist an Email Address with Gmail:

Open an email from New Summit Charter Academy. Click on the drop-down arrow next to the "Reply" button. Select "Add New Summit Charter Academy to Contacts list." Click on the "More" button above the email header. Select "Filter messages like these." At the bottom of the search window, click the "Create filter with this search" hyperlink. Check the box that says "Never send it to Spam", you may also want to select, "Also apply filter to x matching conversations", if this option exists for you. Select the "Create filter" button.

How to Whitelist an Email Address with Outlook, Hotmail, MSN, and Live:

Click on quick settings (gear icon in the upper right corner). Click on "View full settings" hyperlink at the bottom of the Quick settings menu. Click on "Junk email" in the list. Scroll down to the "Safe senders" heading and select the box that reads "Add a sender or domain here." Type "New Summit Charter Academy" and click "Add." Type "newsummitcharter.org" and click "Add." Type "asd20.org" and click "Add." Click "Save" at the top right. Find an email from New Summit Charter Academy. Right-click the email and select "Create rule." In the "Create a rule" box, select the drop-down, and choose "Inbox."

How to Whitelist an Email Address with Yahoo! Mail:

Find an email from New Summit Charter Academy. Right-click the email and select "Add Sender to Contacts." Click the gear icon (upper right-hand corner) and select "Settings." Click "Filters" in the Settings list and click the "Add" button. Assign a name for this filter: "New Summit Charter Academy" or "NSCA". Underneath the heading "If an incoming message meets all of these conditions," go to the top row labeled "From". Next to this, you will see a drop-down menu. Make sure to select "contains", that "match case" is NOT selected, and type "@newsummitcharter.org" in the text box. At the bottom, where it says, "Then move the messages to this folder", select "Inbox" from the dropdown menu before clicking "Save."

- **Step 2. Make Sure the Emails are Going to the Primary or Focused Inbox.**

For Gmail users - "Drag" Emails from Promotions Tab to Primary Inbox:

First, look for the email inside the Promotions tab. Then left-click and drag and drop it into the Primary tab. Next, a message may appear asking if you would like to do this for future messages from this sender. Select "Yes".

For Outlook.com, Hotmail, MSN, and Live - Always move to Focused inbox:

First, look for the email in the focused inbox. Then right-click and select "Always move to Focused inbox."

This page was re-written and adapted from:

- http://www.cscharter.org/UserFiles/Servers/Server_209974/File/News/CSCA%20-%20Email%20Deliverability%20Issues.pdf
- <https://optimonster.com/11-reasons-why-your-emails-go-in-the-spam-box-and-how-to-make-surethey-dont>
- <http://spie.org/email-deliverability-issues?SSO=1>