



Long Distance Walkers Association

The **LDWA** is an Association of people with the common interest of walking long distances in rural, mountainous or moorland areas.

Dear Recipient,

PLEASE DO NOT REPLY TO THIS EMAIL.

IT IS FOR INFORMATION ONLY ALTHOUGH THERE ARE THREE ACTIONS AT THE BOTTOM WHICH YOU CAN TAKE TO HELP US TO HELP YOU.

I'm sorry to be adding yet another email to your inboxes.

I wanted to give all our Members a quick and hopefully final update on the status of bulk emails being sent to you from @ldwa.org.uk addresses.

You will probably be aware that we have been experiencing repeated problems with our emails being treated by some email systems as spam. In the last few weeks, these have affected Plusnet and TalkTalk accounts, but there have been others.

If one of our emails to you is treated as spam, it can be:

- **EITHER:** rejected completely by your incoming mail server, so you never knew that it had been sent. In this case, it gets bounced straight back to LDWA and we can see that it was rejected
- **OR:** accepted by your mail server, but directed to your junk email folder. In this case, you can find it if you look in your junk email folder, but LDWA cannot tell that this has happened.

Over the past several months, we have been adding various “tags” to our emails to identify @ldwa.org.uk as “not a spammer”, and these have gone some way to correcting both problems. But we have been running to stand still, and as soon as one problem is corrected, another pops up.

So we have decided to stop trying to solve the spam problems ourselves, and are trialling the outsourcing of our mail delivery to a third party. The third party will maintain all our spam settings and keep them updated more effectively than we could.

We tested this new system yesterday, and this bulk email will constitute a second trial.

Yesterday’s trial was partially successful in that it showed:

1. the “server level” rejection rate has fallen from about 5% to about 1%. This means that whereas in the past, 400 members would never know that LDWA had sent them an email (because it was sent straight back to us by the mail server), now that will only happen to fewer than 100
2. some “client level redirections” are still happening (i.e. messages are being delivered but are going straight to members’ junk email folders). We only know

about these when people tell us - we have no way of telling from our side when this happens or how many there are

How you can help

There are three ways you can help:

- Checking spam folders

Please regularly check your “spam” or “junk” email folders to check that there isn’t anything in there from LDWA. To do this, it is best if you log on to your email through a web browser, rather than through desktop software like Microsoft Outlook.

If you do find something from us in there, please “*mark it as not junk*”. The way you do this depends on which email system you are using, but it is important to “*mark it as not junk*” rather than just moving it into your inbox. Marking it as not junk will BOTH move it to your inbox AND tell your email system that all future emails from @ldwa.org.uk are not to go into the spam/junk folder.

Unfortunately you might have to do this several times as emails systems are slow to learn and sometimes they can start classifying things as spam when only days earlier they were OK. This seems to happen at random and affects everyone who sends bulk emails - not just LDWA.

So it is a good idea to get into the habit of ALWAYS checking your spam/junk folder every few days – and you will probably also find some other vital emails in there; not just from LDWA .

- Tell a friend

If you receive a bulk email from LDWA and become aware that another LDWA member hasn’t received the same email, **please ask them to check their junk / spam email folders, as above**

- Be ready to change

For those 1% or so of members whose email systems repeatedly reject all our incoming messages no matter what we do, the only solution might, unfortunately, be to change the email which is used for LDWA business. Luckily, there are a few email providers, like gmail, that work reliably and are free. If you are one of that 1%, then obviously you won’t be reading this(!) but we will be contacting you (from a non-LDWA email address) and advising you what to do. **But you might have to change your email address.**

I very much hope that this will effect a structural solution to our problem, but I suspect there will always be residual issues which never go away. If we become aware of specific glitches in the future, we will keep you posted via website newsflashes and if necessary also via Social Media.

Note that using a third party like this to manage email delivery does have a cost implication. So we will be monitoring it carefully for a few months and if we conclude it is not improving the situation significantly, we will discontinue it and revert to our old system.

Thank you for your forbearance. I recognise it's a nuisance and we will continue to do our best to keep it under control

Adam Dawson

LDWA IT and Internet

The Long Distance Walkers Association - www.ldwa.org.uk