

We have recently received multiple requests from chapters and districts to add CNAME records to the **itedsc.org** domain in order to connect with external marketing platforms such as Mailchimp. I want to provide clarity on this topic and outline ITE's official policy moving forward.

Why We Cannot Add CNAME Records

The **itedsc.org** domain is shared by every district, section, and chapter. DNS (Domain Name System) records for this domain apply to **all** accounts equally. Unfortunately, DNS only allows a finite number of certain records, such as CNAMEs for DKIM. That means if we add records for one chapter's Mailchimp account, we may not be able to accommodate others. Allowing some groups to connect while not being able to support others would be unfair and unsustainable.

In addition, misuse of any single Mailchimp account tied to itedsc.org could damage the **email reputation for all DSCs using @itedsc.org**. In practice, this means if one DSC's campaigns are flagged for spam, other DSCs' communications could also end up in junk folders.

Intended Use of @itedsc.org Email

The **@itedsc.org** accounts were provided to DSCs for:

- Internal communication within each DSC's leadership,
- Communication between DSCs, and
- Small-group communication within each DSC.

They were **not intended for mass marketing campaigns**.

Why Marketing Emails Struggle from @itedsc.org

Many of you may have already noticed that emails sent from @itedsc.org through third-party platforms like Mailchimp are not always delivered reliably. This is because those emails are missing the "deliverability trifecta" — **SPF, DKIM, and DMARC**.

Think of these as ID checks at the email post office:

- **SPF** is like a guest list — it says which servers are allowed to send mail for your domain.
- **DKIM** is like a wax seal — it proves the email hasn't been tampered with.
- **DMARC** is the bouncer — it makes sure SPF and DKIM are working together and tells other servers what to do if they fail.

When you send through Microsoft 365 (Outlook portal or Outlook apps signed into your @itedsc.org account), all three protections are applied and your emails are trusted. When you send through Mailchimp or another service without DNS updates, you lose that protection, which is why those emails have higher spam rates.

Recommended Path Forward for Marketing

If your DSC wishes to run newsletters or marketing campaigns, the best solution is to have your **own domain**. Many DSCs already do. For those who don't, domains are inexpensive — as little as **\$7/year** from a full-service registrar such as GoDaddy. A dedicated email license tied to that domain (Google Workspace or Microsoft 365 Email Only) is also inexpensive — generally **under \$40/year**, often less than **\$75 total per year** for both the domain and a professional mailbox, with discounts available for multi-year purchases.

Owning your own domain ensures you have full control over DNS, the ability to configure SPF/DKIM/DMARC properly, and the freedom to use any email marketing platform you choose — without impacting other DSCs.

Policy Summary

- ITE will **not add DNS records** (such as CNAMEs for Mailchimp) to the **itedsc.org** domain for DSCs.
- The **@itedsc.org accounts** are for DSC leadership communication, communication between DSCs, and small internal groups. They are **not for marketing campaigns**.
- For marketing campaigns, DSCs should use their own domains and email accounts purchased from a registrar or email provider.

We will review this policy on the next DSC Leadership Call to ensure alignment across all groups.

Thank you for your cooperation in helping us keep the **itedsc.org** domain secure, fair, and effective for every DSC.