CANADA'S ANTI-SPAM LAW (CASL) COMMUNICATIONS INVENTORY ANALYSIS

- Ask yourselves the following questions:
 - What is the purpose of your message? (i.e. are you sending it to raise money? Promote your event? ...)
 - What do you hope to get out of it? (i.e. are you hoping to sell tickets? Make people aware of what you do? ...)
 - Who are the people on your distribution list?
 - How did you obtain their contact information?

BUSINESS SECTION (the individual or organization sending the message)	DESCRIPTION OF CORRESPONDENCE & RECIPIENT (what is content, purpose of your correspondence and who is on your recipient list?)	Is this a CEM? (Y/N)	Do you have a form of EXEMPT OR IMPLIED CONSENT?	Have you included your unsubscribe and necessary optouts? MESSAGE CONTENT? (Y/N)	Do you have a form of EXISTING EXPRESS CONSENT (Y/N)