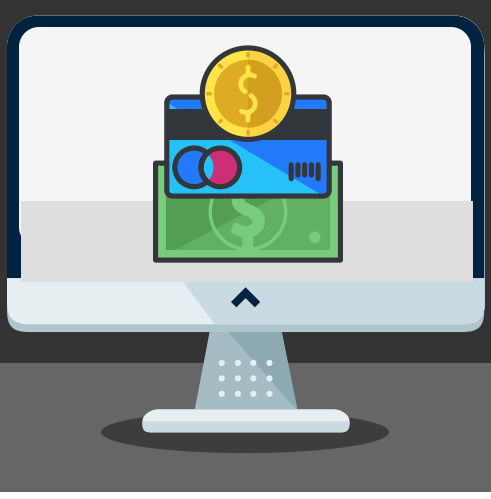


Create Cvent Fundraising Events in Four Steps

Creating fundraising events in Cvent involves working with multiple teams across CU: your eComm Specialist, CU Advancement, and the Office of the University Controller.

This guide provides the basic steps you should follow to be successful.
For detailed instructions, visit www.cu.edu/blog/ecomm-wiki/creating-fundraising-events.

Create a fundraising event: step by step

Step 1: CONNECT

Multiple teams are involved in creating fundraising events. Connect with them at least three to four weeks prior to launching your event registration form.

Connect early to maximize shared knowledge

User connects with eComm Specialist about fundraising event

eComm Specialist connects with System Advancement

eComm Specialist connects user with Office of University Controller

Step 2: BUILD

Refer to the eComm wiki post "Creating Fundraising Events" for more information.

User works with eComm Specialist to build event

eComm Specialist assists using the Cvent Donation Guide

User requests Cvent designation code from eComm Specialist

eComm Specialist requests creation of designation code

Step 3: REVIEW

The review process involves key fundraising event teams across CU.

User notifies eComm Specialist that event is ready for review

eComm Specialist alerts System Advancement to begin review

System Advancement works with user and Office of the Controller to test

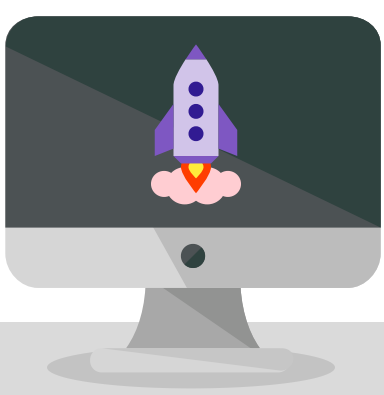
System Advancement provides feedback to user and copies eComm Specialist

Step 4: APPROVE AND LAUNCH

Post-launch, rely on your eComm Specialist for ongoing event support.

System Advancement approves event

System Advancement notifies eComm Specialist and user of event approval



User launches event and begins accepting registrations

User works with eComm Specialist for ongoing support