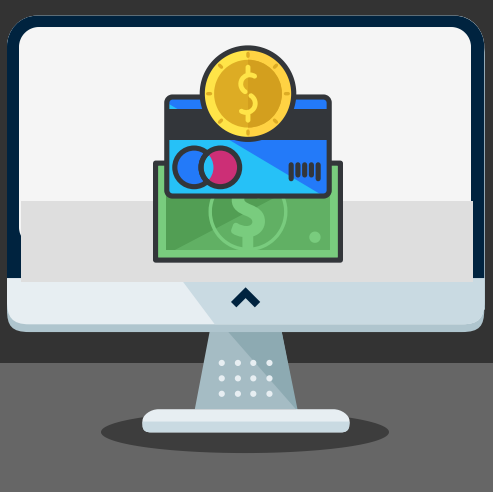


Create Cvent Fundraising Events in Four Steps

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 and search for "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 Caroline Fetterolf

eComm Specialist connects user with Karen Ichiba

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 allocation code from eComm Specialist

eComm Specialist requests creation of allocation 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 Caroline Fetterolf to begin review

Caroline Fetterholf works with user and Karen Ichiba to test

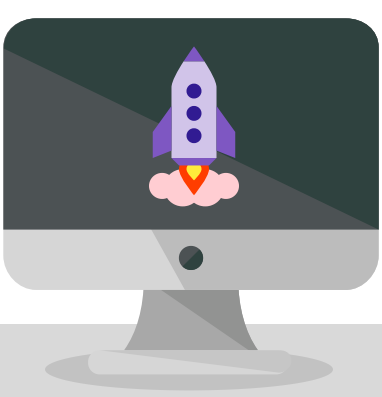
Caroline Fetterolf provides feedback to user and copies eComm Specialist

Step 4: APPROVE AND LAUNCH

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

Caroline Fetterolf approves event

Caroline Fetterolf notifies eComm Specialist and user of event approval



User launches event and begins accepting registrations

User works with eComm Specialist for ongoing support