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Enhancing Data-Based Outreach to Alumni & Donors [1]



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Since the beginning of the eComm program, our Advancement colleagues throughout the CU system have been critical partners. Yet despite this partnership, many of the ways in which they can engage with alumni and donors have been limited due to manual processes and restricted data insights since core giving and engagement data for those constituent groups is housed in CU Ascend, the Advancement Salesforce CRM. To address this challenge and benefit from enriched data for personalized outreach, **the Advancement team is in the process of connecting CU Ascend to CU System Marketing Cloud**.

CU Advancement's technical team and their partners are completing this work in phases to address the complexity and change management associated with the launch of actionable constituent data in Marketing Cloud. This effort will unlock Advancement communicators' ability to use data to engage the critical alumni and donor audience in more personalized ways.

- **Triggered Sends**: Emails can be triggered based on data changes in CU Ascend (such as a graduate's first gift to CU)
- **Journeys**: Journeys can be launched to automatically engage constituents at the right time based on engagement and other data points (such as a giving day or annual giving campaign)
- **Dynamic Content**: Emails can be further personalized with dynamic content based on data in CU Ascend to encourage ongoing engagement (such as information about previous giving history and recommended renewals)

The eComm team is working closely with the Advancement team to support this work and associated planning. If you are an Advancement employee and are interested in learning more about this project, be on the lookout for outreach from Advancement leadership as this effort continues.

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