Published on *University of Colorado* (https://www.cu.edu)

Emailing Donors with eComm [1]

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Advancement communications are intended to be sent through eComm - and there are processes in place to achieve this. In order to capture your desired audience, you will have to work with both Advancement Reporting and your eComm specialist [3]. Follow these four steps to reach your objective:

SOLICITATIONS Ensure your ecomm specialist notifies the Central Advancement eComm team [4] that you're planning to send an email to donors.

1 | Define Audience

Define your audience. This might include:

- First time donors
- $5K+ donors

2 | Submit Request to Advancement

Submit a request for an EID (Advance ID) list, with the complete audience definition, to advancement.reporting@cu.edu [5]

IMPORTANT While physical mailing reports can be pulled through Advance, email addresses cannot. However, the Electronic Communications (eComm) Program is able to assist with email requests. They have a robust set of tools to ensure compliance to federal legislation like CAN-SPAM as well as branded template options and current email address information for CU constituents, including donors.

3 | Provide EID (Advance ID) List to eComm

Send the EID (Advance ID) list to your eComm specialist [3] with a request to create an email audience list. They have access to upload this list to Salesforce, which allows you to email the audience via Marketing Cloud.

Columns should include:

- First Name

- Last Name
- EID (Advance ID)

4 | Send Marketing Cloud Email

Send your Marketing Cloud email to the Report or Data Extension that your eComm specialist created.

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