

Emailing Donors with eComm ^[1]

September 16, 2019 by [Melanie Jones](#) ^[2]

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.

Related Content

- [How do I select my audience?](#) ^[6]
- [How can I email my audience using their campus email addresses?](#) ^[7]
- [Why are my audience report names so complicated?](#) ^[8]
- [How do I add a new audience for my communications?](#) ^[9]

Display Title:

Emailing Donors with eComm

Send email when Published:

No

Source URL:<https://www.cu.edu/blog/ecommerce-wiki/emailing-donors-ecommerce>

Links

[1] <https://www.cu.edu/blog/ecommerce-wiki/emailing-donors-ecommerce> [2] <https://www.cu.edu/blog/ecommerce-wiki/author/39> [3] <https://www.cu.edu/ecommerce/strategy/leadership> [4] <mailto:caroline.fetterolf@cu.edu> [5] <mailto:advancement.reporting@cu.edu> [6] <https://www.cu.edu/blog/ecommerce-wiki/tips-tricks-selecting-your-audience> [7] <https://www.cu.edu/blog/ecommerce-wiki/marketing-cloud-data-extension> [8] <https://www.cu.edu/blog/ecommerce-wiki/naming-conventions> [9] <https://www.cu.edu/blog/ecommerce-wiki/add-account>