

## **Emailing Donors with eComm** <sup>[1]</sup>

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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](#) <sup>[3]</sup>. Follow these four steps to reach your objective:

**SOLICITATIONS** Ensure your ecomm specialist notifies the [Central Advancement eComm team](#) <sup>[4]</sup> 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](mailto:advancement.reporting@cu.edu) <sup>[5]</sup>

**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](#) <sup>[3]</sup> 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?](#) <sup>[6]</sup>
- [How can I email my audience using their campus email addresses?](#) <sup>[7]</sup>
- [Why are my audience report names so complicated?](#) <sup>[8]</sup>
- [How do I add a new audience for my communications?](#) <sup>[9]</sup>

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