Lifecycle of a Donor or Highly Customized Alumni Email List

The process outlined below is the journey data takes in order to send an email to CU Denver donors or a highly customized list of CU Denver alumni.

If you have questions, please contact the Associate Director of Advancement Communications, Monica Culter at monica.cutler@ucdenver.edu.

1. Data Request Form is submitted or the Donor or Alumni Engagement areas may originate the list.

2. Data Request Form submissions automatically route to dasupport@ucdenver.edu where a development assistant will pull a report and send to requester.

3. Requester reviews data list and circulates with relevant stakeholders for final changes.

4. Requester emails finalized list of Advance IDs to AC or the communicator responsible for sending the final email.

5. Advancement Communications submits a ticket to an eComm Specialist via WorkFront (donor lists) or eComm (alumni lists) in the following format:
   - Column 1: First Name
   - Column 2: Last Name
   - Column 3: 10-Digit Advance ID
   - Column 4: Email (if CFR)

6. eComm Specialist uploads the Advance ID list (or email list if CFR audience) to Salesforce, applies the appropriate email communication preferences, and notifies AC when completed. Please allow 1-5 days for completion. For CFR contacts who don’t match to an existing contact in Salesforce will create one.

7. AC verifies data is present in the Salesforce report and schedules the email to send.

8. Within 90 days of email deployment, AC pulls delivered report and packages information for a mass contact report including the Advance ID, full name, delivered date, and a PDF of the email communication to Advancement. ProspectManagement@cu.edu

9. Records adds the email communication as contact reports to the appropriate records.

Number of Emailable Records:
This number will vary depending on the applied communication preference and data hygiene. If there is no email in Advance, there is no email in Salesforce and they cannot be emailed until an email update is sent to advancement.records@cu.edu. A nightly feed from Advance to Salesforce captures updates.