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 Assistant Director of Advancement Communications, Monica Culter at monica.cutler@ucdenver.edu.

1. Data Request Form is submitted or Donor and Alumni Engagement (DAE) 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 (or EIDs) to Advancement Communications (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

6. eComm Specialist uploads the EID list to Salesforce, applies the appropriate email communication preferences, and notifies AC when completed. Please allow 1-5 days for completion.

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 records@cufund.org. The feed from Advance to Salesforce updates nightly.

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

8. At least one week after email deployment, AC requests an "email delivered" report from the eComm Specialist.

9. eComm Specialist pulls the "delivered" report including Advance IDs and sends to AC.

10. AC packages information for a mass contact report including the Advance ID list of delivered emails and a PDF of the email communication and sends to dasupport@ucdenver.edu.

11. Development Officers submit a mass contact upload request to Records.

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