



International Affairs Program

UNIVERSITY OF COLORADO **BOULDER**

Events, Emails, and Website/Social Media

Events

- Events often require reserving a space, ordering catering, advertising, and more. To plan a great event, we have an [IAFS Google Event Form](https://forms.gle/5sn6YyzsC9EcXZ2K8) (<https://forms.gle/5sn6YyzsC9EcXZ2K8>) that should be filled out as completely as possible.
- In-Person Events – Please provide **detailed** information at least **2-3 months in advance**.
 - Space on campus is *limited*. Popular and large event spaces are often reserved 6+ months in advance.
- Virtual Events – Please provide detailed information **one month in advance**.
 - For virtual events with more than 300 attendees, IAFS must request and be approved for Zoom's Large Meeting or Webinar license through campus IT.

Alumni/Donor Emails

- Emails to Alumni and Donors are created and sent through eComm, a marketing program that is connected to Salesforce to access private donor and alumni contact information.
- To create an email to alumni and donors, IAFS Program Staff should be provided with details **one week before the send date** so the email can be created, edited, and proofed before being sent.
- IAFS sends out approximately nine to ten [Alumni Newsletters](#) each year. Content for the Alumni Newsletter is needed by the **15th of the month** (for the next month's newsletter).

Student Emails

- The primary way to communicate to students is through the bi-weekly "IAFS Student Digest." Email content to IAFS@colorado.edu **well in advance** to ensure it is included in the next digest.
- Sending targeted emails to a specific subset of students (ex: only Juniors or Global Grant recipients) requires running data reports and/or combining lists from a variety of sources. Please allow **two business days' notice** for those sorts of emails to be sent.

Websites and Social Media

- Please allow at least **two business days' notice** to post simple or already prepared content for websites and social media.
- Please allow at least **one week's notice** to create and post content for websites and social media that requires content development (drafting text, creating visuals/graphics, etc.).