



Policy – CADENCE Events

Procedure Title:	CADENCE Event Policy		
Responsible Department:	DAR Special Events	Effective Date:	August 27, 2021
Approved by:	Data Governance Executive Committee	Cross Reference:	Dir. of Events Development & Alumni Relations

1. Purpose

The purpose of this policy is to define what is an event, when is it placed in CADENCE and who is responsible for the data integrity of the event information.

2. Definitions

- a. An **Event** is defined as:
 - Any occurrence where an invite is mailed or emailed
 - Any online or virtual meeting where an agenda is planned in advance
 - A public event where registration and/or check-in is required
- b. An **Owner** of an event is defined as the person who manages the constituents' registration information. This includes but is not limited to adding constituents to the invitation, marking the constituent's record of invite, managing RSVPs, & marking the constituent's final event attendance.

3. Policy

- a. If any of the above qualifications are met, an event in CADENCE must be created by the event owner.
- b. It is required by the event owner to follow all procedures outlined in the subsequent CADENCE Event process documents including but not limited to: adding an event, sending (mailed or emailed) invitations, abiding by Solicitation and Confidentiality Codes and marking constituent records for invitation purposes and their final registration status.
- c. This policy and accompanying procedures are part of the Marketing, Communications, & Events Policies to manage the fundraising database and applies to all users of the database as contemplated within the One Clemson Data Collaboration Agreement. Nothing within this statement shall preclude any other policy or procedure from applying to all entities and individuals that are users of the fundraising database.

4. Approval

This policy was submitted to the Data Governance Leadership on (August 27, 2021) and each entity stakeholder approved as written.