

1. Gift Processing

Issue	Ref.	#	Policy & Procedure	Action to be taken	Related issues
Gift records with discrepancies. Since pledges were put into the system for the capital campaign, pledges/gifts were recorded by a minimum of 7 different individuals with no written policies/procedure or knowledge of standard fundraising recording. There are individuals who made gifts that were recorded to the annual fund instead of the capital campaign.	GIFT 1		<ul style="list-style-type: none"> ◆ in-depth instructions on entering a pledge; payment; matching gift; soft crediting; adding new accounts; editing transactions; journal entries; honorary & memory transactions; billing information; daily reporting; writing off pledges; deposits; reporting proper gifts to vice president, president and department heads, etc. 	<ul style="list-style-type: none"> ◆ print outstanding pledge reports ◆ research gifts/payments on pledges ◆ write-off pledges as necessary ◆ combine duplicate corporate/ individual records after researching and transferring gift information 	<ul style="list-style-type: none"> ◆ consistency of data entry staff ◆ need for policies and procedures to be followed ◆ staff training/supervision ◆ staff monitoring ◆ importance of solicitation tracking codes ◆ ability to properly report fundraising activities; analyze strengths/weakness ◆ cultivation of prospects
Acknowledgment letters -- we currently only have 2 versions of letters. We need to review/revise and add new ones for proper stewardship.			<ul style="list-style-type: none"> ◆ step-by-by instructions on issuing various receipts/acknowledgement letters 	<ul style="list-style-type: none"> ◆ new acknowledgment letters need to be written and assigned signatories for various levels of giving ◆ married alumni need to have both names on the acknowledgment (gifts should be linked for hard/soft credit) 	<ul style="list-style-type: none"> ◆ staffing -- proper stewardship requires acknowledgment be sent out within 48 hours of receiving the gift
Deductibility field data is not reliable because it has never been utilized. (EXAMPLE: golf tournament deductible amount per individual)			<ul style="list-style-type: none"> ◆ when/how to record 	<ul style="list-style-type: none"> ◆ acknowledgment letters need to be redone to reflect deductible amount ◆ past golf tournament entries need to be fixed 	<ul style="list-style-type: none"> ◆ staff training/monitoring ◆ acknowledgment ◆ gift reporting ◆ AF gifts from alumni
Bequest crediting -- bequests are currently showing up in reports twice...as bequest and alumni gifts	GIFT 2		<ul style="list-style-type: none"> ◆ decision to be made as to whether or not we add a new record for bequests (in addition to the deceased alumni record). ◆ instructions on adding, follow-up, etc. 	<ul style="list-style-type: none"> ◆ fix other records/entries per policy determined 	<ul style="list-style-type: none"> ◆ staff training/monitoring ◆ planned gift tracking ◆ gift reporting

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Unpaid Annual Fund & Capital Campaign pledges	GIFT 3		<ul style="list-style-type: none"> ◆ need policy on writing off pledges ◆ step-by-step instructions to inputting, editing, writing off pledges 	<ul style="list-style-type: none"> ◆ Many Annual Fund pledges can be written off, but there are some larger ones that need to be investigated and not written off. ◆ Open Capital Campaign pledges all need to be reviewed. We've found quite a few where the donor says he/ she owes less than what our records show. Some appear to have been inaccurately (or unknowingly) recorded as Annual Fund gifts. 	<ul style="list-style-type: none"> ◆ staff training/monitoring ◆ gift reporting ◆ inaccurate analysis from year to year ◆ proper solicitation code use and follow-up
Solicitation code table needs to be refined/condensed/ cleaned-up. This table is used to track where gifts came from to help us better analyze our fundraising program.	GIFT 4		<ul style="list-style-type: none"> ◆ instructions on how/when to add solicitation codes (when solicitation type attributes are globally/manually added after a segmented solicitation goes out, a mirror solicitation code must be added to the gift recording screen) ◆ proper usage of the codes. ◆ maintenance of the codes. 	<ul style="list-style-type: none"> ◆ standardize codes by type, fund, campaign. ◆ globally change records as necessary 	<ul style="list-style-type: none"> ◆ staff training/monitoring ◆ gift reporting ◆ accuracy of segmentation analysis
Gift errors from the FUNDAL conversion. Gift transactions were not properly transferred to individual's records from the old system and are now added to one big FUNDAL ERROR record.	GIFT 5		<ul style="list-style-type: none"> ◆ step-by-step instructions on cleaning up gift records, properly transferring/deleting, etc. 	<ul style="list-style-type: none"> ◆ transfer each error to the appropriate individual/ corporation. 	<ul style="list-style-type: none"> ◆ each transaction has links that are not seen by the user, therefore simply deleting gifts cannot be done without possible further errors to each record and overall reporting.

2. Lost Constituents

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<p>Our alumni degree information was not dumped from SIS until 1984/85, therefore, anyone graduating prior to 1985 had to be researched in the Registrar's Office/microfiche by the database specialist. Data integrity is a problem, and one related example of incomplete information obtained is that Prof. XXX indicated his brother XXX had a BS, whereas we only had XXX as having an Associates.</p>	<p>LOST 1</p>	<ul style="list-style-type: none"> ◆ detailed instructions on entering accurate degree information by utilizing sources for verification of alumni status, pros/cons of these sources (i.e. commencement books should not be used exclusively for graduation information -- need to also verify with the Registrar's Office) ◆ flow and prioritization of projects 	<ul style="list-style-type: none"> ◆ run a report of all alumni degree information we have for alums prior to 1984 and verify in the registrar's office 	<ul style="list-style-type: none"> ◆ staff training/ supervision/monitoring ◆ hinders our ability to accurately pull class lists
<p>We receive a large number of returns from the Post Office (coded as no such address/FOE expired/insufficient address, etc.), many of which are inaccurately returned. EXAMPLE: A piece of mail to XXXX '49 was returned as undeliverable, that same address was "found" and verified by the alumnus.</p> <p>We also lose people if we have a good/business addressed checked off as preferred mailing address. The company is linked to the address screen for the individual (so we are able to keep track of all employees within a certain company), but the does not appear on the mailing label, residential address rather than commercial address.</p>	<p>LOST 2</p>	<ul style="list-style-type: none"> ◆ research to be done before recording someone as lost ◆ where to put business name; redo all reports to utilize linked company name or add company name to every 1st line in business address for each individual (more laborious) 	<ul style="list-style-type: none"> ◆ listing of all "lost" where there's a good/business ◆ mailing of bio profile to all lost home, but good/business 	<ul style="list-style-type: none"> ◆ staff training ◆ staff supervision/ monitoring for accuracy ◆ recording media references

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<p>Individuals/Companies (117) marked as lost due to labels being cut off after 28 characters</p>	<p>LOST 3</p>	<ul style="list-style-type: none"> ◆ research and steps to take before recording as lost ◆ when to resend a piece of returned mail. 	<ul style="list-style-type: none"> ◆ letter w/bio profile to these individuals assumed lost by the post office ◆ checking labels before they are sent to the mail house for errors ◆ thoroughly checking returned labels/mailings to see if there's a reason it came back as undeliverable (i.e. address running off the label, checking other parts of the record to find tips that it may not actually be a bad address) 	<ul style="list-style-type: none"> ◆ staff training ◆ supervision/review
<p>Acceptable/standard rate of lost alumni for most institutions is 10% or less. We have 33% lost (10,682). Very little (if any) activity has occurred to find out WHY we have so many lost alumni and HOW we can find them. 807 past donors are marked as lost (\$73,764).</p>	<p>LOST 4</p>	<ul style="list-style-type: none"> ◆ indication of what sites to use ◆ responsibility for website maintenance ◆ detailed instructions for registrar search ◆ research to be done before marking as lost ◆ alternate ways of reaching people before marking as lost (i.e. call/mail to business address) ◆ special handling of lost donors 	<ul style="list-style-type: none"> ◆ outsource search for those where we have SS# (1,956) ◆ research SS in Registrars Office (8,726) ◆ Alumni website -- place for Lost Leopards ◆ listing of past donors/research and verify with bio profile ◆ internet research 	<ul style="list-style-type: none"> ◆ staffing ◆ staff training ◆ supervision/monitoring ◆ comparison of lost alumni percentages with other schools (and the staff they have to locate lost) ◆ lost donors = missing \$\$ potential

3. Individual Records

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Duplicate records Example: XXXX	IND 1	<ul style="list-style-type: none"> ◆ step-by-step instructions on adding individuals, maintenance, use of all data screens, gathering and verification of information 	<ul style="list-style-type: none"> ◆ report of all possible duplicates (where name/address are same) ◆ research & combine information and delete duplicates 	<ul style="list-style-type: none"> ◆ staff training/supervision ◆ staff monitoring
Basic data screen needs to be cleaned up to ensure all records have proper CFAE category and constituency type	IND 2	<ul style="list-style-type: none"> ◆ step-by-step instructions on adding and correcting individual records 	<ul style="list-style-type: none"> ◆ report listing anyone w/o a constituent type AND CFAE code and correct these ◆ need to add faculty/staff for solicitation 	<ul style="list-style-type: none"> ◆ staff training/supervision ◆ staff monitoring ◆ hinders ability to run reports on giving efficiently ◆ hinders ability to segment solicitation properly
Name screen clean-up (duplicates, maiden name listings incorrect, name table refined)	IND 3	<ul style="list-style-type: none"> ◆ step-by-step instructions on adding/deleting name types ◆ assigning name types appropriately ◆ utilizing name types appropriately ◆ when to include more than one name look-up per person (i.e. XXXX had two records because he was consistently referred to as XXX, when his real name is XXX. He should have 1 record with both names in look-up screen. ◆ how married names should appear 	<ul style="list-style-type: none"> ◆ refine name types table ◆ long-term project of printing every name type screen and standardize when eliminating additional name look-ups, we need to make sure people are linked. EXAMPLE: XXX (see example in IND 3) ◆ middle names need to be added to records (as they appear in the commencement books) ◆ maiden names are not properly recorded 	<ul style="list-style-type: none"> ◆ staff training/supervision ◆ staff monitoring ◆ affect on personalization of mailings ◆ maiden names for mailings/event nametags inaccurate

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Married alumni couples Example: Tracey (31584) and Jeff (9858) XXXX	IND 4	<ul style="list-style-type: none"> ◆ linking couples ◆ mailings to couples (eliminate duplicates) ◆ AF phoning combined 	<ul style="list-style-type: none"> ◆ report of all alumni couples, changing name types to reflect status and code to receive one copy of magazine 	<ul style="list-style-type: none"> ◆ irritating alumni w/duplicate calls/mailings ◆ proper solicitation/salutation
Address screen clean-up/maintenance. The maintenance of address screens has been shoddy and haphazard.	IND 5	<ul style="list-style-type: none"> ◆ standardization of adding/changing addresses ◆ step-by-step instructions when adding/changing/deleting information ◆ step-by-step instructions on research to be done before marking as lost, tracking the source of the change for follow-up ◆ process to obtaining phone numbers for those address that have been changed ◆ employer name linked to print out on labels 	<ul style="list-style-type: none"> ◆ report listing records with lost home addresses, but who have a good/business address; mail letter/bio profile to these individuals ◆ link employer name to individual's business address for mailing ◆ computerize the bio profile to insure duplicates aren't sent; efficiency in mailing (rather than hand write the information/envelope being sent) ◆ report of all good/home addresses without phone #s; have either a student research or outside source (Telematch) ◆ report of all individuals with seasonal address but not both marked as preferred ◆ report of records where there are 2 preferred that should not be (non seasonal) ◆ consistency of data from other sources (SIS/ Admissions) in terms of the way things are written (St vs Street, Ln Lane) 	<ul style="list-style-type: none"> ◆ lost constituent records ◆ lost donor records ◆ duplicate records ◆ staff training/supervision ◆ staff monitoring ◆ information gathering on constituents (relations, legacies, e-mail, employer, etc.) ◆ proper mailing to seasonal/ preferred addresses ◆ our database is affected by data dumped from SIS, which then needs to be cleaned up (i.e. no abbreviations in mailing address)

