



ASUN Operating Procedure – Donor Communication

Operating Procedure Synopsis

Title: Donor Communication

Approval Date:

Revised: n/a

Responsible Officer: Ike Wheeler

Responsible Operating Procedure Manager: Ike Wheeler

Responsible Department: Office of the Chancellor and Institutional Advancement

A. Purpose

In the process of crafting a support network of individuals, donor communication is pivotal. One of the tenets of effective fundraising or “friend-raising” is the assumption, supported by honest results, that individuals and more importantly potential donors are more likely to be active financial participants when they receive communication on a consistent basis. Communication has the propensity to take many different forms and may be virtual, literal or via the traditional methods. It may also be of a nature that simply informs without a call to action. Potential supporters are far more likely to assist in a variety of ways if they feel connected, through a consistently delivered information trail, to a cause and/or entity.

B. Definitions

N/A

C. Scope

Donors represent broad and far ranging entities. The scope for donor communications may be as simple as a phone call, card or invitation to a university gathering. It may be as complex as lists and data driven analytics about past contributions and planned giving statistics. Any member of the institutional community has the ability to communicate with donors, but the Office of the Chancellor and the Dean for Institutional Advancement take the lead in Donor Communications.

D. Statement of Authority

The authority for Donor Communications rests in the Office of the Chancellor as well as the Office of Institutional Advancement.

E. Procedures

Communication, as we have mentioned earlier, takes many forms and may be conducted in a variety of ways. Generally, lists of past donors are gathered and cross referenced to ensure that correct addresses are current and kept up to date. They are placed on master lists and are contacted throughout the year for a variety of purposes. These purposes include, but are not limited to, Patron Series Helping Hand’s

Receptions, Patron Series Performances, University functions and receptions, as well as specific Advisory Board Meetings.

F. Responsible Officer

Chancellor and Dean for Institutional Advancement

G. Related Information

N/A