



ASUN Operating Procedure – 10,002

Operating Procedure Synopsis

Title: Donor Communications

Approval Date/Revision Date(s): 1/2020

Review Date(s): 12/2018, 1/2021, 1/2022, 1/2023

Executive Cabinet Liaison: Vice Chancellor for Leadership and Community Engagement

Responsible Manager: Advancement Officer

A. Purpose and Scope

The intention of this process is to standardize the procedure of Donor Communication and to cultivate, sustain and nurture positive relationships with each current and potential donor, thereby ensuring continued connection, charitable intent and investment. All ASUN employees are involved in the fulfillment of this operating procedure.

B. Definitions

Cultivation-- Building relationships, engaging the prospect and preparing the conversation leading up to philanthropic discussions.

Solicitation—The process of asking for a donation.

Stewardship—Donor recognition and continued engagement.

Relationship Manager-- An individual who has been designated by the Advancement Officer to communicate gratitude for a particular gift on behalf of ASUN. A relationship manager may be someone who has an established relationship with the donor or has directly benefitted from a specific gift of the assigned donor. (*ex. A Dean who has benefitted from a particular gift of equipment to their department.*)

C. Procedures

Effective communication involves ensuring donors feel good about their financial investment in Arkansas State University-Newport (ASUN). The main areas of donor communication for ASUN are Cultivation, Solicitation, Gift Acknowledgement and Stewardship.

- A. **Cultivation:** Cultivation is not always planned and can occur at any time. Typically, cultivation of a donor relationship is done by the Advancement Officer, however, all employees and students of Arkansas State University-Newport have the capability and authority to build relationships with potential donors. When a relationship has been established with a prospective donor, the agent of the institution who has initiated that relationship should provide the Advancement Officer with the contact information and the financial interests of the prospect. The Advancement Officer will

*All ASUN students, faculty, staff and administrators are expected to adhere to operating procedures.

store the provided information into the fundraising database and determine the next steps of communication.

- B. **Solicitation:** All Solicitations should be made directly by the Advancement Officer or the Chancellor unless otherwise designated. This includes both solicitations of monetary donations and solicitations of in-kind donations (i.e. program materials, supplies, etc.). This rule applies regardless of the size of the gift and regardless of any preexisting relationships. Always contact the Advancement Officer before soliciting a gift on behalf of ASUN.

- **Phone-A-Thons:** At the discretion of the Office of Institutional Advancement, the College may hold up to two (2) Phone-A-Thons per year whereby a specific constituency (Students, faculty, volunteers, etc.) make calls to existing and potential donors to ask for a contribution for a specific fund, scholarship, program or cause. All Phone-A-Thons will be organized by the Office of Institutional Advancement and will include training on how to properly engage in philanthropic discussion.

- C. **Gift Acknowledgement:** Once any gift bearing a tax credit has been accepted by ASUN, and submitted to the ASU Foundation, an acknowledgement tax receipt letter is generated and mailed to the donor within 48 hours of deposit. A “Thank You” note will be generated by the office of Institutional Advancement within one week of any gift acceptance.

- **Specific Gift Acknowledgement Procedures:**

---Donors making a gift up to - \$4,999:

- An automatically generated and mailed acknowledgement tax receipt letter from the ASU Foundation within 48 hours of deposit.
- As appropriate, a ‘Thank You’ note from either the Director of Advancement,
- (And/Or) As appropriate, a ‘Thank You’ note /phone call from an interested party to show appreciation (e.g., Assigned Relationship Manager, Dean of a College, Advancement Staff, etc.).

---Donors making a gift of \$5,000 or more will receive:

- An automatically generated and mailed acknowledgement tax receipt letter from the ASU Foundation within 48 hours of deposit.
- As appropriate, a ‘Thank You’ note from either the Advancement Officer, and/or
- As appropriate, a ‘Thank You’ note /phone call from an interested party to show appreciation (e.g., Assigned Relationship Manager, Dean of a College, Advancement Staff, etc.).
- A ‘Thank You’ letter from the Office of the Chancellor and/or Vice Chancellor for Leadership and Engagement.

- D. **Stewardship:** Stewardship, by its nature, is a collaborative effort, thus the Office of Institutional Advancement recognizes many key partners in ASUN’s community, and other constituent groups throughout the institution.

- **Individual Stewardship Plans:** At the discretion of the Office of Institutional Advancement, individual stewardship plans will be written for specific donors. These plans articulate the specific activities associated with recognizing and stewarding the specific donor.
- **Letters from Students:** Occasionally, individual students will be asked to write letters or notes of appreciation to specific donors. Often this occurs when a donor establishes a scholarship, and the recipient of the scholarship sends a thank you response.

- **Thank-A-Thons:** At the discretion of the Office of Institutional Advancement, the College may host a Thank-A-Thon whereby a specific constituency (Students, faculty, volunteers etc.) make calls to donors to thank them for their ongoing support.

D. Related Information
