



## Policy 3.11 Appeal Fundraising

**Responsible Official:** VP for Development & University Relations

**Administering Division/Department:** Annual Fund

**Effective Date:** July 01, 2005

**Last Revision:** March 29, 2007

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### Overview

All fundraising efforts that are external to major gift prospect programs should be coordinated with the Emory Annual Fund (with the exception of Health Sciences patient appeals) to assist with effectively managing and tracking fundraising efforts in which multiple donors are contacted using direct mail, e-mail or telephone contact.

### Policy Details

The Emory Annual Fund should be contacted during the appeal planning process to coordinate release dates, assist with establishing appeal codes in the development database ("ACE"), and to assist with tracking and post-appeal reporting. This procedure applies to *all units* except Health Sciences, which should contact the Office of Alumni and Development Records ("ADR") during the appeal planning process.

#### **3.11.1 EAF Coordinated Appeals (excluding Health Sciences)**

1. The Development Office releasing the appeal should contact the EAF, requesting the establishment of an appeal code using an Appeal Code Request Form. The completed form should be sent via e-mail to [emoryaf@emory.edu](mailto:emoryaf@emory.edu) and to [gary.schroeder@emory.edu](mailto:gary.schroeder@emory.edu).
2. EAF will create the appeal code in ACE. The appeal code is limited to 5 characters (alpha and/or numeric). The following fields must be completed:
  - Description
  - Group<sup>1</sup>
  - Type
  - Start Date
  - Program
  - Contact ID
3. EAF will forward the completed Appeal Code Request Form to the Office of Alumni and Development Records so that gift processors can be notified about appeal code, allocation and any other special handling information.
4. EAF will notify the requesting school or unit when the code is established and will communicate the following guidelines:
  - a. **ACE Appeal Code and Entity Id Number** - The requesting school or unit will print the appeal code with the ACE Entity ID number on the pledge cards underneath the name/address block so that the Office of Alumni & Development

Records can process the gifts with the proper appeal code.

b. **ACE Clipboard** – Within 6 weeks of EAF notification of appeal creation the requesting school or unit will provide EAF with the name of their clipboard(s) so that EAF can apply the appeal code to all individual entity records in ACE for future analysis purposes.

c. **Postage Cost** – Postage cost should be provided for mailings produced externally at a mail house and for all in-house mailings using non-profit or first class postage.

d. **Vendor Costs** – Vendor Cost is printing costs for materials or for mail house cost. Within 6 weeks of EAF notification of appeal creation the requesting school or unit will provide EAF with copies of invoices for letterhead, envelopes, brochures, etc.; EAF can calculate the “cost per piece” and add that information into ACE for future analysis purposes. Printing costs for all mailings produced in-house is also required for analysis purposes.

5. All business reply envelopes released with direct mail appeals should be addressed to:

The Office of Alumni and Development Records  
Emory University  
1762 Clifton Road  
Plaza 1000  
Atlanta, GA 30322

6. To make appeal codes meaningful, the following schema should be applied when establishing appeal codes in ACE.

#### **Schema for Annual Fund Appeal Codes**

First Character: Type of solicitation (D = Direct Mail, T = Telefund, E = Email, Z = Test Files)

Second Character: Fiscal Year

Third Character: School or Division

Fourth Character: Segment (LYBUNTS, PYBUNTS)

Fifth Character: Optional

#### **Schema for Memorial or Honor Appeal Codes**

First Character: First initial of endowment name

Second Character: Second initial of endowment name

Third Character: M or H for memorial or honor

Third Character: F for fund

7. EAF will apply the appeal code to a clipboard of all entities solicited for the appeal by using the Apply Appeal Code report under Print Other in ACE.

#### **3.11.2 Health Sciences Coordinated Appeals**

1. The Health Sciences Development office will complete Appeal Code Request Form and request that EAF establish the appeal code in ACE using the appeal code schema below in step 6. All appeal code requests from Health Sciences must be directed to Molly Smith, who will forward them to EAF.

2. EAF will create the Health Sciences Development appeal code in ACE. The appeal code is limited to 5 characters (alpha and/or numeric). The following fields must be completed:

- Description
- Group (All Healthcare appeals need a group code of HCA for Healthcare Appeal Type)
- Start Date
- Program
- Contact ID

3. EAF will forward the completed Appeal Code Request Form to the Office of Alumni and Development Records so that gift processors can be notified about appeal code, allocation and any other special handling information.

4. EAF will notify Health Sciences Development when the code has been established. Health Sciences Development will

notify the requesting health sciences school or unit when the code is established and will communicate the following guidelines:

a. **ACE Appeal Code and Entity Id Number** - The requesting health sciences school or unit will print the appeal code with the ACE Entity ID number on the pledge cards underneath the name/address block so that the Office of Alumni & Development Records can process the gifts with the proper appeal code.

b. **ACE Clipboard** - Within 6 weeks of notification of appeal creation the requesting health sciences school or unit will provide EAF with the name of their clipboard(s) so that EAF can apply the appeal code to all individual entity records in ACE for future analysis purposes.

c. **Postage Costs** - Postage cost should be provided for mailings produced externally at a mail house and for all in-house mailings using non-profit or first class postage.

d. **Vendor Costs** - Vendor Cost is printing costs for materials or for mail house cost. Within 6 weeks of EAF notification of appeal creation the requesting health sciences school or unit will provide EAF with copies of invoices for letterhead, envelopes, brochures, etc.; EAF can calculate the "cost per piece" and add that information into ACE for future analysis purposes. Printing costs for all mailings produced in-house is also required for analysis purposes.

6. All business reply envelopes released with direct mail appeals should be addressed to:

The Office of Alumni and Development Records

Emory University

1762 Clifton Road

Plaza 1000

Atlanta, GA 30322

7. To make appeal codes meaningful, the attached schema should be applied when establishing appeal codes in ACE (please see file under Forms and Attachments).

## Definitions

**Appeal:** Any fundraising effort in which multiple individuals or organizations are contacted via direct mail, e-mail, or telephone for the purposes of raising funds for Emory University. The purpose of an appeal is to raise funds for Emory University by using broad-reach fundraising efforts to reach as many constituents as possible.

## Related Links

- Current Version of This Policy: <http://policies.emory.edu/3.11>
- [DUR ACE Website](https://www.ace.emory.edu/forms/DUR%20Policy%20Appeal%20Fundraising.pdf) (https://www.ace.emory.edu/forms/DUR%20Policy%20Appeal%20Fundraising.pdf)

## Forms and Attachments

Health Sciences Coding Structure : [download](#)

## Contact Information

Subject	Contact	Phone	Email
Clarification of Policy	Francine Cronin	404.727.4245	francine.a.cronin@emory.edu

## Revision History

**No previous versions of this policy were found.**

*Emory University policies are subject to change at any time. If you are reading this policy in paper or PDF format, you are strongly encouraged to visit [policies.emory.edu](https://policies.emory.edu) to ensure that you are relying on the current version.*