



Policy 3.11 Appeal Fundraising

Responsible Official: VP for Development & University Relations

Administering Division/Department: Office of Annual Giving

Effective Date: July 01, 2005

Last Revision: July 16, 2018

Policy Sections:

- I. Overview
- II. Policy Details
- III. Definitions
- IV. Related Links
- V. Contact Information
- VI. Revision History

Overview

All fundraising efforts that are external to major gift prospect programs should be coordinated with the Office of Annual Giving (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 Office of Annual Giving should be contacted during the appeal planning process to coordinate release dates, assist with establishing appeal codes in the development database ("AWA"), and to assist with tracking and post-appeal reporting. This procedure applies to all units except Health Sciences, which should contact the direct mail office in Health Sciences during the appeal planning process.

OAG Coordinated Appeals (excluding Health Sciences)

1) The Development Office releasing the appeal should contact the OAG, requesting the establishment of an appeal code using an Appeal Code Request Form. The completed form should be sent via e-mail to annualgiving@emory.edu at least four (4) weeks before the requested send date.

2) Once the send date and audience has been approved, OAG will create the appeal code in AWA based on information provided on the Appeal Code Request Form. The appeal code is limited to 5 characters (alpha and/or numeric). The following fields must be completed:

- Description
- Group₁
- Type
- Start Date
- Program
- Department
- Contact ID

3) OAG will forward the completed Appeal Code Request Form to the Office of Gift Records so that gift processors can be notified about appeal code, allocation and an

y other special handling information.

- 4) OAG will notify the requesting school or unit when the code is established and will communicate the following guidelines:
 - a. AWA Appeal Code and Entity Id Number - The requesting school or unit will print the appeal code with the AWA Entity ID number on the pledge cards underneath the name/address block so that the Office of Gift Records can process the gifts with the proper appeal code.
 - b. AWA Clipboard - Within 6 weeks of OAG notification of appeal creation the requesting school or unit will provide OAG with the name of their clipboard(s) so that OAG can apply the appeal code to all individual entity records in AWA 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 OAG notification of appeal creation the requesting school or unit will provide OAG with copies of invoices for letterhead, envelopes, brochures, etc.; OAG can calculate the "cost per piece" and add that information into AWA for future analysis purposes. Printing costs for all mailings produced in-house is also required for analysis purposes.
- 5) The requesting School or Unit is required to print the proper AQ2 scan line and coupon codes on all merged solicitation pledge card forms underneath the name/address block. This process will ensure that the Office of Gift Records can process gifts and pledges in the most efficient manner using AQ2 scan line software technology.

AQ2 Scan Line Code (requirements below)

- a. The scan line font must be at least 12 point and in OCR-A type
- b. There must be at least .5 inches of white space around the scan line in all four directions (this minimum distance also applies to tear-off folds)
- c. There must be a form designation (ex-EAF001) somewhere on the form
- d. The position of the scan line and the form designation cannot change once the form layout has been agreed upon by the unit, OAG, and IS&T
- e. It is strongly preferred that the entity ID and the appeal code be printed separately in a more legible font (not OCR-A) for visual check by OGR in process
- f. The scan line itself must be 16 characters. This field can be generated automatically via the OAG Data Extract by Appeal report in AWA.
 - 1) The first ten are the entity ID or relevant acquisition file unique ID (more on this later)
 - 2) The next five are the appeal code
 - 3) The last digit is the check digit which is the second digit of the sum of the entity ID numerals (ex-the check digit for ID 0000167061 is 1 since the numerals add up to 21)
- g. The paper the coupon is printed on must be white or the area where the scanline is present must have a white background

See the attached example coupon for sample positions of the above elements.

Please work with your mail house to proof pledge cards to ensure the AQ2 coding is correct prior to being mailed. Please also arrange for the delivery of at least 25 clean samples of any new coupons including printed scan lines to IS&T for scanning training before the mailing occurs so that the system is prepared for the new layout before replies begin arriving. If you are implementing AQ2 Scan Line Coding for the first time or for a new layout, please factor in additional time on your mailing production schedule.

If you are not using the standard OAG pledge cards for AQ2 Coupon Code EAF001, please request a new Coupon Code and provide the OAG with a PDF sample of your pledge card. Please e-mail your new

AQ2 Coupon Code request and sample to the Office of Annual Giving at annualgiving@emory.edu. If you have any questions or need technical assistance with implementing AQ2 Scan Line Coding please e-mail the Office of Annual Giving.

- 6) All business reply envelopes released with direct mail appeals should be addressed to: MSC 0970-001-8AA

OFFICE OF GIFT RECORDS
EMORY UNIVERSITY
1762 CLIFTON RD NE STE 1400
ATLANTA GA 30322-4001

To ensure that all reply envelopes adhere to the most up to date USPS barcode regulations, artwork must be reviewed and approved by OAG prior to printing. Alternatively, reply envelopes can be purchased at cost from the Office of Annual Giving.

- 7) To make appeal codes meaningful, the following schema should be applied when establishing appeal codes in AWA.

Schema for Annual Giving 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, SYBUNTS)
Fifth Character:	

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 of honor
Third Character:	F for fund

- 7) OAG 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 AWA.

Health Sciences Coordinated Appeals

- 1) The Health Sciences Development office will complete Appeal Code Request Form and request that OAG establish the appeal code in AWA 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 OAG.
- 2) OAG will create the Health Sciences Development appeal code in AWA. 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
 - Department
 - Contact ID
- 3) OAG will forward the completed Appeal Code Request Form to the Office of Gift Records so that gift

processors can be notified about appeal code, allocation and any other special handling information.

- 4) OAG 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. AWA Appeal Code and Entity Id Number - The requesting health sciences school or unit will print the appeal code with the AWA 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. AWA Clipboard - Within 6 weeks of notification of appeal creation the requesting health sciences school or unit will provide OAG with the name of their clipboard(s) so that OAG can apply the appeal code to all individual entity records in AWA 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 OAG notification of appeal creation the requesting health sciences school or unit will provide

OAG with copies of invoices for letterhead, envelopes, brochures, etc.; OAG can calculate the

“cost per piece” and add that information into AWA for future analysis purposes. Printing costs for all mailings produced in-house is also required for analysis purposes.

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Data Extract by Appeal report in AWA.

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- 7) To make appeal codes meaningful, the following schema should be applied when establishing appeal codes in AWA.
- 5) All business reply envelopes released with direct mail appeals should be addressed to:
- 6) Office of Gift Records

1762 Clifton Road NE
Suite 1400, MS:0970-001-8AA
Atlanta, GA 30322-4001

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>

Contact Information

Subject	Contact	Phone	Email
Clarification of Policy	Office of Annual Giving	404-727-6200	annualgiving@emory.edu

Revision History

- Version Published on: Mar 29, 2007
- Version Published on: Mar 29, 2007 (*Original Publication*)

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 to ensure that you are relying on the current version.