Policy 3.3
Exclusion of Prospects and Donors from Office of Annual Giving Solicitations

Responsible Official: VP for Development & University Relations
Administering Division/Department: Office of Annual Giving
Effective Date: May 08, 2006
Last Revision: July 16, 2018

Policy Sections:

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

Overview

The main objective of every Office of Annual Giving (OAG) solicitation is to maximize dollar support and donor participation, while also creating a history of giving that most often serves as the foundation for future major or planned gifts. Moreover, OAG solicitations are often seen as distinct from major or planned gifts, which should be “over and above” the prospect’s annual support. Therefore, in order for the OAG to contribute effectively to the overall fundraising success of Emory and its schools and units, it is necessary that all prospects and donors be available for solicitation throughout the calendar and fiscal year.

In order to ensure that all donors are solicited on a regular basis, prospect and donor records must not under normal circumstances be excluded from the existing prospect pool via special handling or other means. In light of this, no prospects or donors may be excluded from any OAG solicitations – including but not necessarily limited to Telemarketing, direct mail, e-mail and other forms of mass solicitation – for any purpose except in an instance in which the donor expressly requests to be removed.

Policy Details

In the event that a donor or prospect actively requests to be excluded from OAG and school/unit-specific solicitations, his or her record will be coded with the appropriate special handling notation by a member of the Office of Development Records.

Since the OAG has a standing purpose as the primary solicitation contact for Emory University as a whole, all exclusionary special handling requests will be reviewed on a case by case basis by a senior staff member of the OAG prior to dissemination to Development Records for a special handling code and/or update.

In the case of grateful patients, because these donors are a distinctly different pool than alumni, parents and other friends, Health Sciences Development will be the primary contact for grateful patient solicitations. Health Sciences Development will work together with the OAG to develop appropriate acquisition, renewal and retention strategies for grateful patients.

If a development officer would like to make a request to remove a prospect from any solicitation pool, that request must be sent first to the appropriate head of development (Health Sciences or University Programs). If that leader approves the request, he or she will forward it to the OAG for review and approval.

Upon approval of the exclusion request by the aforementioned senior staff member, the corresponding donor record will be coded with the appropriate special handling code that excludes it from OAG and school/unit-specific solicitation.
licitations.

Only under very special circumstances will a special handling or exclusion request not actively reque
sted by the donor or prospect be honored.

**EXCEPTIONS**

Three times per fiscal year, Relationship Managers will receive automatic notification of the prospects in their portfolio
s who are scheduled to receive upcoming Wise Heart Society solicitations. Relationship Managers are given the opport
unity to review and temporarily suppress (if needed) any prospects for whom there are time-sensitive personal solicita
tions planned during that time frame. In order to assure all prospects are solicited at critical times of year, no remov
als are made from Wise Heart Society calendar and fiscal year-end solicitations.

Any individual for whom there is a major gift proposal under development or an active proposal (any type) under co
nsideration for the current fiscal year will be suppressed from all mass solicitations until the proposal status is updat
ed.

**Definitions**

Annual giving: any gift $25,000 and below received from any source over the course of a fiscal year in the form o
f cash and cash equivalents, excluding bequests, deferred gifts, and OSP gifts.

**Related Links**

- Current Version of This Policy: [http://policies.emory.edu/3.3](http://policies.emory.edu/3.3)

**Contact Information**

<table>
<thead>
<tr>
<th>Subject</th>
<th>Contact</th>
<th>Phone</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clarification of Policy</td>
<td>Office of Annual Giving</td>
<td>404.727.6200</td>
<td><a href="mailto:annualgiving@emory.edu">annualgiving@emory.edu</a></td>
</tr>
</tbody>
</table>

**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.*