

**OUR
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OUR
FUTURE**
A CAMPAIGN FOR EXCELLENCE

LIFECYCLE OF A GIFT

Presented by Karen Hurst and Nichole Farella
Rutgers University Foundation

March 16, 2012

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INTRODUCTIONS

Nichole Farella and Karen Hurst both joined the Rutgers University Foundation in October 2007.

Nichole manages 2 acknowledgment writers, 1 acknowledging coordinator and 1 recognition coordinator. She oversees the acknowledging process as well as all efforts to recognize high level donors to the foundation.

Karen manages a team of 3 Data Quality Analysts, 9 Gift Entry Clerks, 1 Matching Gift Coordinator, and 5 Part Time Data Entry Clerks. She has implemented accuracy standards for Gift Entry Staff, created process for pre-processing QC and Receipts Quality Review.

Once they came on board, it was clear that Nichole and Karen would become friends...there was a lot to do!

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AGENDA

How Did We Get Here?

Life Cycle of a Gift

- Types of gifts accepted
- Gift submission requirements
- Functions of Accounting, Gift Processing and Donor Relations
- Points of Contact

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HOW DID WE GET HERE ?

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We created this presentation in response to a number of issues we encountered in our areas:

- Lack of communication and coordination between Accounting, Gift Processing and Donor Relations departments
- Staff members who were firmly rooted in the past who had become resistant to changing or updating processes

Using lots and lots and lots of paper & POST-ITS

- Gifts were being submitted with partial or omitted information. Although submission forms were used, there were various outdated versions in circulation that were being photocopied and completed by hand.
- Gift Processing staff had to interpret handwritten submission forms. Often important information was omitted from the form, which resulted in gift modifications and receipt corrections, which also affected the acknowledgment work flow.
- Donor Relations was WAY behind in acknowledging...acknowledgment letters were taking up to three months to be sent out.
- No one in the foundation knew who to contact for what, or how to go about getting issues fixed, which resulted in numerous fire drills and a lot of miscommunication.

So, we created this presentation for all staff members that would include who to contact, workflow charts, accountability, and frequently asked questions and answers, and with the support of Human Resources, we made it MANDATORY for all administrative staff to attend.

This presentation allowed for us to share information, communicate submission requirements and demonstrate the impact of not submitting timely and complete information with each gift.

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HOW DID WE GET HERE ?

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The presentation evolved over time and is now part of the required Professional Development curriculum for all Foundation Development and Support Staff.

We encourage everyone to attend. In some cases we have staff attend more than once.

We updated and re-issued forms with submission contact information in the form footer and color coded the forms for quick identification. We created color coded work flow charts as a quick reference tool. All forms are accessible for use by staff on our Collaboration Center powered by SharePoint.

These same forms also capture Proposal Information and Gift Credits for Development Staff that are tied to their performance metrics.

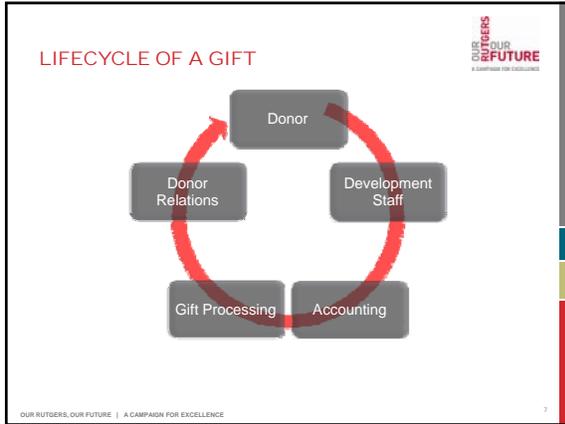
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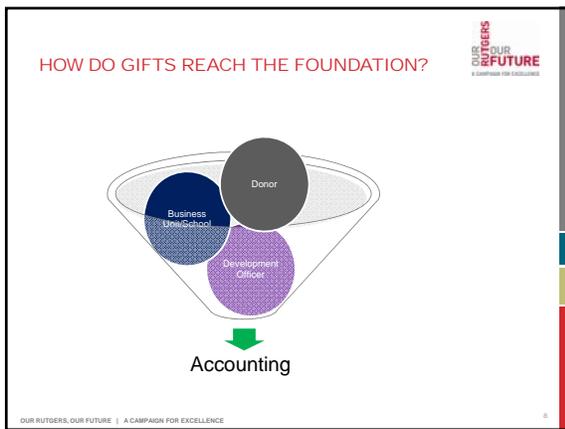
SUMMARY

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We will discuss the full lifecycle of processing a gift at the Rutgers University Foundation, beginning with the acceptance of the gift by the development officer, then follow the gift through accounting, processing, receipting, acknowledging and stewardship.

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- ### WHAT TYPE OF GIFTS ARE PROCESSED?
- | | |
|--------------------|-----------------------|
| Cash | Securities |
| Credit Cards | Real Estate |
| Payroll Deductions | Life Insurance |
| Wire Transfers | Collectibles |
| Matching Gifts | Intellectual Property |
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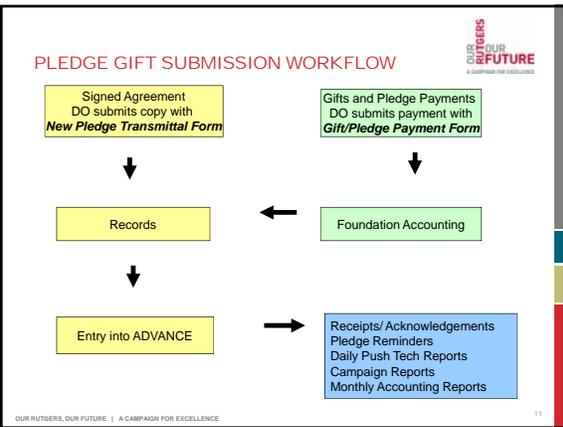
SUBMISSION REQUIREMENTS

Submission Forms are completed by development officers/business units/schools and are submitted to Accounting with the gift.

Staff are encouraged to submit all related gift correspondence with the submission. Emails, notes, mailing envelope, etc.

All Submission Forms can be downloaded from the RUF Collaboration Center:
New Pledge Transmittal
Gift/Pledge Payment Form

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NEW PLEDGE TRANSMITTAL FORM PAGE 1

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**FUNCTIONS OF
ACCOUNTING, GIFT PROCESSING, & DONOR
RELATIONS**

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ACCOUNTING

Create and maintain gift accounts in Advance

Deposit gifts in Foundation bank account

Batch and scan all gift transactions in quantities of 1-25 pieces for data entry.

Process fund transfers to university accounts at the end of every month.

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ACCOUNTING

Funds are transferred monthly from permanent Foundation Account to matching University Account .

Funds designated to temporary accounts stay at the Foundation until a permanent University Account is provided.

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GIFT PROCESSING

Gift processing staff review each gift, accompanied documentation and enter gift details in Advance.

Completed gift submission forms provide vital information related to the gift, including donor information, gift account, special instructions, proposal and gift credits.

Accuracy is critical. Gift transactions entered in Advance are processed nightly. Gift reports, pledge reminders, and receipts are generated from this data.

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GIFT PROCESSING

Obstacles that will impact gift entry workflow:

- Forwarding gift to Accounting without submission form
- Omitting vital gift data with submission
 - account allocation
 - signed pledge agreement
 - corporate contact name
 - contact information for new donors

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GIFT PROCESSING

Acknowledgement Reports identify donor gifts coded for special handling (VIP treatment). Receipts for VIP gifts and/or \$10,000 + giving value are sent to Donor Relations for review and mailing.

All other receipts are reviewed and mailed to donors by Gift Processing.

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TAX RECEIPTS

Tax Receipts are many times the first official way to thank a donor.

At RUF tax receipts are sent out for all gifts of \$1 and up.

The receipt contains:

- The logo, address, and foundation contact information.
- A message of thanks with general information i.e.; current capital campaign information
- Donors name, address, gift amount, date of gift, and allocation
- If recognition, memorial, or honorary credit is placed on the gift
- If anonymity is requested, it is contained on the receipt.
- Bullet points, legal tax disclosures which vary from state to state
- Quid Pro Quo language if gift is for an event or has other benefit to the donor.
- Description of gift (no value) and date physically received at University for gift-in-kind contributions
- Details of security gifts which includes stock issue, number of shares, high/low values, FMV value per share and total FMV value

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Our receipts have changed a bit through the years...from this:

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ACKNOWLEDGEMENT LETTERS

All donors \$10,000 - \$99,999

- Receive an acknowledgment letter signed by the University President.
- A boilerplate letter is used for these donors and contains:
 - Gift information, including amount and allocation.
 - Specific Rutgers language, not school or unit specific.
 - We encourage schools/units to write a personal acknowledgment letter with information more relevant to the gift, and will assist in writing if needed

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Here is a sample of a standard acknowledgement:

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VIP ACKNOWLEDGEMENT LETTERS

All donors \$100,000 + or "Special" Donors (large donors, members of the Boards of Governor's and Trustee's or other University VIP's)

- Receive a custom, personalized letter.
 - This letter is reviewed by the Prospect Manager prior to mailing.
 - Special coding is indicated in the Biographic tab of a donor's AWA/Advance record.
 - Preferences are kept for first name salutations and/or other relevant information.
 - Copies of all donor correspondence are given to the Development officers on a monthly basis.

We provide copies of all donor correspondence to the Development officers on a monthly basis.

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Here is a sample of a special/VIP acknowledgement :

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ACKNOWLEDGEMENT LETTERS

Other Gift Type Acknowledgements

- Signed by the Assistant Director of Stewardship for the following:
 - Receipt of Matching Gift: Tells donor that we received the gift from their company. (We do not list amount)
 - Issuance of Recognition Credit
 - Notification of a gift received in Honor: Includes donor name and address but NOT amount.
 - Notification to next of kin for a gift received in memory: Include donor name and address but NOT amount.
 - Correction of a misallocated gift or other error: More communication is better than less in cases where a donor feels that something is incorrect. Please let us know!

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Here is a sample of matching gift notification letter:

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Here is a sample of a recognition credit notification letter:



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Here is a sample of an honorary notification letter:



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Here is a sample of a memorial notification letter:



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Here is a sample of a letter addressing a misallocated gift:



The sample letter is dated March 3, 2012, and is addressed to Mr. and Mrs. Alan Tomlin. It explains that a recent gift of \$2,000.00 had been allocated incorrectly and that the funds have been reallocated to their appropriate department. It also provides contact information for Nichole Farella, Assistant Director of Development.

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SUMMARY

ALL GIFTS COME THROUGH THE FOUNDATION AND ARE RECEIVED

PERTINENT, COMPLETE INFORMATION IS VITAL

FEEL FREE TO CONTACT US WITH ANY QUESTIONS

Karen Hurst khurst@winants.rutgers.edu
 Nichole Farella nfarella@winants.rutgers.edu

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YOUR QUESTIONS



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