University of Illinois
Development Processes and Procedures
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Section 1: Associating Revenue with Opportunities

1.1. Opportunities with a Status of “Accepted”
An Accepted opportunity includes those with the status of Accepted, regardless of whether revenue has been associated. Opportunities with a Status of “Accepted” with no Associated Revenue is the equivalent of “Accepted—Not Booked”. Gift officers have the ability to mark an Opportunity as “Accepted” once the prospect has said, “Yes.”

1.2. Opportunities with Associated Revenue
Opportunities with Associated Revenue are the equivalent of “Accepted—Booked”. Only the Foundation will have the ability to associate revenue with Opportunities in TED. This provides a separation of duties and ensures that gift officers cannot claim “credit” for gifts which are not truly associated with that Opportunity. For an opportunity to be linked to revenue, the associated plan must have a site and plan participants, the Opportunity must contain a designation and the amount being applied to each designation, and the opportunity status must be “Accepted.”

Responsibility for associating revenue within the Foundation is as follows:

<table>
<thead>
<tr>
<th>Type of Revenue</th>
<th>Responsibility</th>
<th>Timing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Documented Pledges where the Opportunity is known at the time of processing</td>
<td>Gift Administration</td>
<td>When Pledges are processed</td>
</tr>
<tr>
<td>Planned Gifts</td>
<td>Trust Services</td>
<td>When Planned Gifts are processed</td>
</tr>
<tr>
<td>Gifts received through the Gift Transmittal form, where the Opportunity is noted on the transmittal</td>
<td>Gift Processing</td>
<td>When Gifts are processed</td>
</tr>
<tr>
<td>All others</td>
<td>Research and Portfolio Management</td>
<td>Subsequent to processing</td>
</tr>
</tbody>
</table>

Responsibility for correcting errors in Associated Revenue resides with Gift Processing, as the revenue transaction itself has to be modified.

1.2.1. Associated Revenue Types
Credit will be given for New Business Calculations revenue only. In other words, the associated revenue on a $1M opportunity will be the $1M pledge, and not the $200K annual pledge payments.

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1.2.2. Opportunity “Windows” for Associating Revenue
Opportunity Actual Ask Dates must fall within the window of time allotted within the Plan & Prospect Management Procedures and Processes, plus a buffer period of six months. If major gift revenue is processed today, for example, the Actual Ask Date must be within two years + six months of today. Similarly, leadership annual giving Actual Ask Dates must be within one year + six months of today.

1.3. Opportunity and Plan Maintenance
Gift Officers or their delegates are responsible for maintaining the accuracy of Plans and Opportunities in TED. Nuances in Plan and Opportunity entry could prevent potential matches for Associated Revenue from appearing on audit lists (ex. the Family Foundation is not listed as a Plan Participant or vice versa). Foundation staff responsible for associating revenue to specific Opportunities will not create Opportunities or Plans or adjust Opportunity or Plan details (secondary solicitors, plan participants, designations, etc.) manually during the process of associating revenue to those Opportunities.

1.4. Limits of Associated Revenue
There are several limitations to linking revenue that are important to understand when requesting the link be made between revenue and a plan’s Opportunity:

- Before revenue can be linked to an Opportunity, the revenue must be committed in TED.
- The same revenue cannot be linked to more than one Opportunity. If revenue has already been linked to another Opportunity please contact the Primary Plan Manager of the plan that has the associated revenue and then consult with both of your supervisors to determine which plan should have the associated revenue linked to it. The supervisors should send an email stating the required information for linking revenue to your plan.
- The following revenue types cannot be associated to Opportunities in TED:
  - Individual payments for pledges – Revenue must be linked to the full pledge commitment. You cannot link separate payments to an Opportunity; you must link the full commitment, which will apply the payments as received.
  - Matching gift claim – The promise of a matching gift, added when a donor applies for a matching gift from his/her company.
  - Matching gifts – The money that comes from the company and for which the donor receives Matching recognition credit.
  - Recurring commitment – The entry, similar to a pledge, which outlines the commitment the donor has made to give, by credit card over a period of time, or routinely (recurring) on a particular schedule. Either for a specified period of time or ongoing until the donor requests cancellation.
  - Recurring gifts – The money that is paid toward a recurring commitment (UIF only has credit card recurring commitments/gifts).
  - Plans with No Steps – The plan associated with the Opportunity has no steps (i.e it does not represent the actual work that led to the Opportunity).
  - Plan was added after the revenue was received – The plan added date is after the date the revenue was received. This indicates that an actual ask was not made.–

1.5. Handling Multiple Opportunities on one Prospect
An Opportunity can have multiple revenue transactions associated with it in TED (outright gifts, for example, where a documented pledge does not exist and the donor is making a gift in multiple installments). However, a revenue transaction can only be associated with one Opportunity in TED. As
such, when Opportunities and Plans are not coordinated among gift officers, only one officer’s Opportunity can receive “credit” for a transaction. The most closely related Opportunity (designations match, donors match, amounts are similar, etc.) will receive Associated Revenue.

### 1.6. Conflict Resolution

In the event of a disagreement over which Opportunity should have been credited, the involved staff members are instructed to notify their respective supervisors to discuss an alternate approach and inform the next level leadership (i.e. senior advancement officer, Associate Vice Chancellor, Vice Chancellor, University of Illinois Foundation President) until resolved. Once resolved, Research and Portfolio Management will modify the link between the Associated Revenue and Opportunity.

### Administrative Detail

Governing Body: Executive Operations Team  Term: Ongoing | Review Schedule: Annually

Direct Questions to: UIF Policies

Presented: May 2016 | Status: Approved |

Approved: June 2016

### Revision History

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<td>6/20/2018</td>
<td>Revisions</td>
<td>Approved</td>
<td>Revised Opportunities with Associated Revenue. Added 4. Limits of Associated Revenue to section</td>
<td>Diana PJ</td>
</tr>
<tr>
<td>3/29/2018</td>
<td>Revision</td>
<td>Approved</td>
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<td>Kristin C</td>
</tr>
<tr>
<td>3/23/2018</td>
<td>Addition</td>
<td>Approved</td>
<td>Added Administrative Detail and Revision History subsections</td>
<td>Katie B</td>
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## Section 2: Affiliation Scores

### Giving

<table>
<thead>
<tr>
<th>Points</th>
<th>Calculation</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 point</td>
<td>to unit per dollar</td>
<td>Within the current year and five most recent fiscal years, with no maximum number of points</td>
</tr>
<tr>
<td>0.33 points</td>
<td>to unit per dollar</td>
<td>For all years before the most recent five fiscal years, with no maximum number of points</td>
</tr>
</tbody>
</table>

Points are awarded using household giving; therefore, each household member’s affiliation points will be the same and reflective of giving for the entire household. This is the only affiliation calculation that is not individually calculated.

### Degree

<table>
<thead>
<tr>
<th>Points</th>
<th>Calculation</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>500 points</td>
<td>to unit per major</td>
<td>Awarded upon graduation to the site and to the current advancement unit, not the granting advancement unit when a department or college has moved; this also includes 500 points to each major within a double major</td>
</tr>
<tr>
<td>250 points</td>
<td>to unit per degree</td>
<td>Awarded to the UIC Honors College, for Honors College participants</td>
</tr>
</tbody>
</table>
| 250 points | to unit per degree | Awarded to the relevant advancement unit for unit-based honors programs; 

**Note:**
Currently departmental honors programs will only be awarded points at the unit level, as there is no current way to tag a particular honors program participation in TED with a departmental level site |
| 250 points | to unit per degree | Awarded to the UIC Graduate College, for all 2G (Graduate) and 2P (Professional) programs. Medicine, MBA, MEng, MPH, and MSW degrees are not awarded Graduate College points. |
| 100 points | to unit per degree | Awarded for current students with a status of Currently Attending |
| 100 points | to unit per degree | Awarded to all previous attendees with a status of Incomplete |
| 0 points | per minor | Minor data in TED does not include a site to which to award affiliation points. Should data becomes available, the Affiliations team will revisit awarding points to units where the minors are offered. |
2.3. Employment

<table>
<thead>
<tr>
<th>Points</th>
<th>Frequency</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>500</td>
<td>once per site</td>
<td>For all Residents/Interns per site with the following classifications: House Staff (Medical Residents and Interns). The point total for Residents is intended to equal that of a degree</td>
</tr>
<tr>
<td>500</td>
<td>once per site</td>
<td>For all Fellows (postdoctoral) per site with the following classifications: Fellow, Postdoctoral; Postdoctoral Intern. The point total for Fellows (postdoc) is intended to equal that of a degree</td>
</tr>
<tr>
<td>100</td>
<td>per fiscal year per site</td>
<td>For all Faculty/staff per site, including 0% appointments with the following classifications: Academic Hourly; Academic Professional; Academic Unpaid; Administrator, Other; Department Head; Faculty, Other; Faculty, Tenured; Faculty, Tenure-track; Library Faculty, Other; Library Faculty, Tenured; Library Faculty, Tenure-track; Nonacademic, Established; Nonacademic, Negotiated; Nonacademic Open-range; Nonacademic, Prevailing; RAMP Administrator.</td>
</tr>
<tr>
<td>50</td>
<td>per fiscal year per site</td>
<td>For all Student employment, per site with the following classifications: Fellow, Predoctoral; Fellow, Trainee; Graduate Assistant, Pre-professional; Graduate Clinical Assistant; Graduate Teaching Assistant; Graduate/Undergraduate Other; Undergraduate Student Employee, Part-time Hourly; Graduate Teaching Assistant, Required.</td>
</tr>
<tr>
<td>0</td>
<td>per appointment</td>
<td>For any employees with the following classifications: Retirees/Annuitants; Special Pay Employee; Day Worker</td>
</tr>
</tbody>
</table>

Points are awarded for University Appointments in the units in which the appointments are held. NOTE: Foundation employees have incomplete information in University Appointments, due to incomplete information in Banner. As such, the Employee column on Affiliations screens in TED for Foundation employees will not be an accurate representation of a constituent’s affinity with UIF.

2.4. Events

<table>
<thead>
<tr>
<th>Points</th>
<th>Frequency</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>25</td>
<td>per event attended</td>
<td>For the current fiscal year, plus the previous five fiscal years</td>
</tr>
<tr>
<td>8.33</td>
<td>per event attended</td>
<td>For all years before the most recent five fiscal years, with no maximum number of points. Past events (similar to past giving), are worth one-third the points of recent events.</td>
</tr>
</tbody>
</table>

2.5. Engagement

<table>
<thead>
<tr>
<th>Points</th>
<th>Frequency</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>200</td>
<td>per fiscal year</td>
<td>For each year of participation in any of the following boards; UI Board of Trustees, UI Foundation Board, UI Alumni Alliance Board.</td>
</tr>
<tr>
<td>100</td>
<td>per fiscal year</td>
<td>For each year of participation in a University of Illinois campaign committee or alumni association/alliance alumni club leadership role</td>
</tr>
<tr>
<td>75</td>
<td>per fiscal year</td>
<td>For each year of participation in a University unit board or committee</td>
</tr>
<tr>
<td>100</td>
<td>per award</td>
<td>For each University faculty/staff award received</td>
</tr>
<tr>
<td>100</td>
<td>per award</td>
<td>For each University constituent award received, beyond faculty/staff or student awards</td>
</tr>
<tr>
<td>20</td>
<td>per hour</td>
<td>Of individual volunteer activity with the University</td>
</tr>
</tbody>
</table>

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2.6. Student Involvement

<table>
<thead>
<tr>
<th>Points</th>
<th>Frequency</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>100</td>
<td>per fiscal year</td>
<td>For each year of participation in a University of Illinois varsity athletics team, awarded to Athletics</td>
</tr>
<tr>
<td>100</td>
<td>per award</td>
<td>For each University student award received. This is not to be confused with financial awards or scholarships</td>
</tr>
<tr>
<td>100</td>
<td>per fiscal year</td>
<td>For each year of participation in a University marching/pep band, awarded to the unit where band activity is managed, typically within the music department at the university.</td>
</tr>
<tr>
<td>50</td>
<td>per fiscal year</td>
<td>For each year of participation in a University performing arts program.</td>
</tr>
<tr>
<td>50</td>
<td>per fiscal year</td>
<td>For each year of participation in a service offered by the University.</td>
</tr>
<tr>
<td>50</td>
<td>per fiscal year</td>
<td>For each year of participation in a University advancement or leadership committee/program</td>
</tr>
<tr>
<td>50</td>
<td>per fiscal year</td>
<td>For each year of participation in any other University registered or official student organization</td>
</tr>
<tr>
<td>25</td>
<td>per fiscal year</td>
<td>For each year of participation in any other University registered or official student organization</td>
</tr>
</tbody>
</table>

2.7. Interests

<table>
<thead>
<tr>
<th>Points</th>
<th>Frequency</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>once</td>
<td>For each opt-in a constituent has completed, including annual purchases of tickets or utilizing an Urbana Vet Med clinic. In TED these are referred to as mail preferences. NOTE: Ticket buyer and client data is being addressed in other projects and once housed/structured can be readdressed to more accurately award affiliation points for things like repeat client visits, single ticket buyers vs. season ticket buyers, two-seat purchases vs. 10-seat purchases, etc.</td>
</tr>
<tr>
<td>5</td>
<td>once</td>
<td>For each survey to which a constituent has responded</td>
</tr>
<tr>
<td>1</td>
<td>once</td>
<td>For each opt-in a unit has added to a constituent’s record to move him/her into that unit’s “pool”</td>
</tr>
<tr>
<td>10</td>
<td>per interest</td>
<td>For each personal info interest where the affiliated university has at least 500 points in another area.</td>
</tr>
<tr>
<td>10</td>
<td>per category</td>
<td>For each philanthropic gift category to other organizations (philanthropic giving to others) where the affiliated university has at least 500 points in another area.</td>
</tr>
</tbody>
</table>

Affiliation Score Updates

Affiliation Scores are updated nightly when new data is added to TED (event registrations, gifts, etc.). All Affiliation Scores are recalculated weekly.

Multi-University Prospects

For Portfolio Management purposes (and noted as such on the Affiliations tab in TED), prospects are defined as “multi-university” when the top-ranked university represents less than or equal to 65% of the total affiliation points.
for the prospect. For more information about Portfolio Management purposes, please see the Plan & Prospect Management Procedure.

For Annual Giving segmentation purposes, multi-university prospects are defined as those with giving, degrees, or affinity with more than one university.

**Multi-Unit Prospects**

For Portfolio Management purposes (and noted as such on the Affiliations tab in the TED), prospects are defined as “multi-unit” when the top-ranked unit per university represents less than or equal to 65% of the total affiliation points to that university for the prospect. For more information about Portfolio Management purposes, please see the Plan & Prospect Management Procedure.

For Annual Giving segmentation purposes, multi-unit prospects are defined as those with giving, degrees, or affinity with more than one unit at a particular university.

**Administrative Detail**

**Governing Body:** Executive Operations Team  
**Presented:** February 9, 2015 | **Status:** Approved | **Approved:** August 11, 2015  
**Direct Questions to:** UIF Policies  
**Term:** Ongoing | **Review Schedule:** Annually

**Revision History**

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<tr>
<td>5/8/2019</td>
<td>Revision</td>
<td>Approved</td>
<td>Updated event and multi-unit prospect Sections</td>
<td>Kim B</td>
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<tr>
<td>5/8/2019</td>
<td>Addition</td>
<td>Approved</td>
<td>Added additional points for Student Involvement and Interests sections</td>
<td>Kim B</td>
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<td>10/5/2018</td>
<td>Revision</td>
<td>Approved</td>
<td>Entire content updated and restructured for readability</td>
<td>Katie B</td>
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Section 3: Anonymous Commitments

3.1. Processing of Anonymous Gifts, Pledges and Deferred Gifts

Options for recording commitments and gifts as anonymous are twofold: Publication, Recognition, or Reference Anonymity and Comprehensive Anonymity.

3.1.1. Publication, Recognition, or Reference Anonymity

If the donor wishes the gift, pledge or deferred commitment to remain anonymous for publication, recognition or reference, the gift or pledge will be credited to the donor’s record and a Contact Publicity code of Anonymous will be added to the transaction. No publication, recognition or reference to the gift, pledge or deferred commitment should be made. These gifts, pledges and deferred commitments will be included in the donor’s total household giving, but will not be included in the donor’s total giving for any honor rolls or recognition. Please continue to utilize the No Publicity/No Contact field on the gift transmittal to indicate a donor’s preference that a gift should be recorded as anonymous.

3.1.2. Comprehensive Anonymity

If the donor wishes to remain anonymous to everyone, the gift will be credited to the Main Anonymous record. If it is a gift, and the donor is known, a tax receipt will be provided. In this situation, no one can look at the database and know the origin of the gift, pledge or deferred commitment. No individual donor credit is issued using this method. In this situation, the anonymous gift, pledge or deferred commitment will not be included in honor rolls or household giving totals. For gifts, please continue to indicate on the gift transmittal, in the comments section, if the donor wishes to remain completely anonymous to everyone for a particular gift. For pledges and deferred commitments, please make this information clear when transmitting the documentation to the UIF.

Administrative Detail

Governing Body: Executive Operations Team
Direct Questions to: UIF Policies

Term: Ongoing | Review Schedule: As Needed
Effective: July 1, 2015 | Status: Revisions
Approved: August 11, 2015

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Section 4: Annual Giving Counting & Reporting

4.1. Annual Giving Definition Calculations
Annual Giving calculations are based on all gift revenue under $25,000 from individuals and organizations.

4.1.1. Planned/Deferred Gift Exclusions
Planned/Deferred gifts are excluded from Annual Giving Definition calculations.

4.1.2. Major Gift Pledge Payment Exclusions
Payments made toward a major gift pledge will be excluded from Annual Giving Definition calculations.

4.1.3. Constituent Exclusions
The constituent records which aggregate unknown donor gifts (collection boxes canning, etc.) are excluded from Annual Giving Definition Calculations.
Constituent records with one total fiscal year of lifetime giving, whose only gift(s) are those with tributes, are excluded from the Annual Giving Definition calculation.

4.1.4. Unit, Designation, and Marketing Effort Exclusions
Certain units or designations, for which donor or dollar counts are highly variable from year to year and can skew trend lines are excluded from the Annual Giving Definitions calculations.
Those include:
• Urbana-Champaign
  • Orange Krush Designations
  • Cooperative Extensions
  • Cooperative Extensions/4H County Foundations
  • Japan Disaster Relief designation(s)
• Chicago
  • N/A
• Springfield
  • N/A
• Alumni Association
  • No UIAA designations count toward the Annual Giving Definitions calculations (i.e., Membership designation(s) and Non-Membership designation(s), in which the gift was made in direct response to an Alumni Association marketing effort)
Administrative Detail

**Governing Body:** Executive Operations Team  
**Direct Questions to:** [UIF Policies](#)  
**Term:** Ongoing  
**Review Schedule:** Annually  
**Effective:** Blackbaud Go-Live, November 2015  
**Status:** Approved  
**Approved:** July 15, 2015  
**Revised:** December 22, 2016  
**Revised By:** Katie B

Revision History

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<td>Kristin C</td>
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<td>3/23/2018</td>
<td>Addition</td>
<td>Approved</td>
<td>Added Administrative Detail and Revision History subsections</td>
<td>Katie B</td>
</tr>
</tbody>
</table>
Section 5: Enterprise Crowdfunding Use

5.1. Application Process

Parties interested in launching a Crowdfunding campaign benefiting the University of Illinois must complete an application process that includes, at minimum, the following information:

5.1.1. Campaign / Project Leader Determination/Initiating User

Campaigns or projects that use the UI Crowdfunding Platform must designate a project manager/campaign leader responsible for seeking the approvals set forth in these procedures and the Campus-Wide Crowdfunding Policy (“Crowdfunding Policy”).

5.1.2. Timing

Campaign must be requested/initiated 30 days in advance of the when they are to be published to, or go live on, the UI Crowdfunding Platform.

5.1.3. Project Plan

Campaigns/projects that use the UI Crowdfunding Platform must have a project plan associated with it. The project plan must include a campaign/project description, funding level sought, a clear overview of the budget identifying the use of funds, the project timeline, the designation to which gifts will be made, and any other needs.

5.1.4. Campaign/Project Donations

All projects must provide clear information to potential donors as to whether the donors will receive a receipt for tax deduction purposes. For projects/campaigns that are approved to use UI resources, or UI’s campus-wide crowdfunding platform, determining whether donations are tax deductible must be done in consultation with the Vice Chancellor for Advancement or designee and the University of Illinois Foundation. Determining whether donations are tax deductible is a responsibility of the project manager and not UI for any projects that do not use UI resources and are hosted on third-party platforms.

5.1.5. Project Rewards and Perks

Any gifts, perks, or benefits associated with projects launched or hosted on any third-party crowdfunding site (and not the UI Crowdfunding Platform) are wholly the responsibility of the campaign/project leader and not UI. Campaign/Project leaders are cautioned that providing gifts or benefits in exchange for donations may alter the tax-deductible status of a donation; campaign/project leaders should consult the University of Illinois Foundation with any questions regarding this issue.

Each Vice Chancellor for Advancement may require additional application criteria, as outlined in the respective. For more information, see Business and Financial Policies and Procedures.

5.2. Approval Process

5.2.1. Representative Unit/University Approval

Initial approval for a campaign/project must come from the highest-level official (or designee) in the UI unit sponsoring or most closely affiliated with the campaign/project.

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Example: If the project seeks to crowdfund an aspect of research being conducted in the physics department, then the appropriate approving official is the department chair or designee.

5.2.2. Advancement Approval

All projects must be approved by the Vice Chancellor for Advancement or designee. Each Vice Chancellor for Advancement may require additional approval criteria, as defined in the respective. For more information, see Business and Financial Policies and Procedures.

Administrative Detail

Governing Body: Executive Operations Team
Direct Questions to: UIF Policies
Status: Approved | Approved: July 25, 2016

Revision History

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<td>Added Revision History subsection</td>
<td>Katie B</td>
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Section 6:  Enterprise Metrics

<table>
<thead>
<tr>
<th>Alumni of Record</th>
<th>New Business</th>
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<tbody>
<tr>
<td>Alumni Participation Rate (US News)</td>
<td>Opportunities (All Periods)</td>
</tr>
<tr>
<td>Annual Giving Cash</td>
<td>Solicited</td>
</tr>
<tr>
<td>Assists</td>
<td>Total Donors</td>
</tr>
<tr>
<td>Cash</td>
<td>Total Plan Management</td>
</tr>
<tr>
<td>Chancellor Circle Donors</td>
<td>Visits</td>
</tr>
<tr>
<td>Gift Transactions</td>
<td>Administrative Detail</td>
</tr>
<tr>
<td>MG Opportunities (Current Period)</td>
<td>Revision History</td>
</tr>
</tbody>
</table>

6.1. Alumni of Record

6.2. Alumni Participation Rate (US News)
Calculates the percentage of alumni donors of solicitable alumni of that Site, who made outright gifts—of any size or type—to the institution in the given timeframe. Donors and solicitable alumni must have Affiliated Institution undergraduate education records with a Status of Graduated from that Site.

6.3. Annual Giving Cash
Calculates the total dollar value of gift revenue that meets the criteria of the Annual Giving Definition in the given timeframe.

6.4. Assists
Calculates the total number of Opportunities, for which the gift officer was a Secondary Solicitor on the Plan with the Ask Date in the given timeframe and a Status of Response Pending, Accepted, or Rejected.

6.5. Cash
Cash is defined in the Revenue Counting and Reporting Procedures.

6.6. Chancellor Circle Donors
Calculates the total number of households with giving to that Site who are members of the Chancellor’s Circle.

6.7. Gift Transactions

6.8. MG Opportunities (Current Period)
Calculates the total number of MG Opportunities made by a gift officer with the Ask Date in the given timeframe and a status of Response Pending, Accepted, or Rejected as primary plan manager or secondary solicitor.

6.9. New Business
New Business is defined in the Revenue Counting and Reporting Procedures.
6.9.1. New Business from Pipeline (Commitments)
Calculates the total number of Opportunities made as primary plan manager or secondary solicitor with the Response Date in the given timeframe, a Status of Accepted and with revenue associated with that Opportunity. Additional views of this metric, i.e. $25K+, may also be utilized.

6.9.2. New Business from Pipeline (Dollar Value)
Calculates the total dollar value of Opportunities made as primary plan manager or secondary solicitor with the Response Date in the given timeframe, a Status of Accepted and with revenue associated with that Opportunity. Additional views of this metric, i.e. $25K+, may also be utilized.

6.10. Opportunities (All Periods)
Calculates the total number or the total dollar value of Opportunities made by a gift officer with the Ask Date in the given timeframe or within the two previous fiscal years and a status of Response Pending, Accepted, or Rejected as primary plan manager or secondary solicitor. Additional views of this metric, i.e. $25K+, may also be utilized.

6.10.1. Opportunities (Current Period)
Calculates the total number of Opportunities made by a gift officer with the Ask Date in the given timeframe and a status of Response Pending, Accepted, or Rejected as primary plan manager or secondary solicitor. Additional views of this metric, i.e. $25K+, may also be utilized. Opportunities Accepted with Revenue associated with that Opportunity, received in the current period, is consider New Business from Pipeline.

6.10.2. Opportunities (Prior Periods)
Calculates the total number of Opportunities made by a gift officer with the Ask Date in the two fiscal years prior to the given timeframe and a status of Response Pending, Accepted, or Rejected as primary plan manager or secondary solicitor. Additional views of this metric, i.e. $25K+, may also be utilized. Opportunities Accepted with Revenue associated with that Opportunity, received in the current period, is consider New Business from Pipeline.

6.10.3. Opportunities (Current Period: Dollar Value)
Calculates the total dollar value of Opportunities made by a gift officer with the Ask Date in the given timeframe and a Status of Response Pending, Accepted, or Rejected. Additional views of this metric, i.e. $25K+, may also be utilized.

6.11. Solicited

6.12. Total Donors
Calculates the total number of donors who have any recognition credit in the given timeframe.

6.12.1. $1K-$24,999 Donors (Annual Giving)
Calculates the total number of donors who have made gifts totaling between $1,000 and $24,999.99 to that site in the given timeframe, where the gifts meet the criteria of the Annual Giving Definition.

6.12.2. Alumni Donors
Calculates the total number of donors, who have Affiliated Institution education records with a Status of Graduated or Incomplete from that Site, or who have Resident/Intern faculty/staff instances (once data is available), who have any recognition credit to that Site in the given timeframe.
6.12.2.1. Alumni Donors (Annual Giving)
Calculates the total number of donors, who have Affiliated Institution education records with a Status of Graduated or Incomplete from that Site, or who have Resident/Intern faculty/staff instances (once data is available), who have any recognition credit to that Site in the given timeframe, where the gifts meet the criteria of the Annual Giving Definition.

6.12.3. New/First-Time Donors
Calculates the total number of donors who have made gifts in the given timeframe, where the donors previously have never made gifts to that Site.

6.13. Total Plan Management
Calculates the total number of Plans—of any Plan Type—for which the gift officer is Primary Manager or Secondary Solicitor.

6.13.1. Plan Management (Major Gift)
Calculates the total number of Plans, with a Plan Type of Major Gift, for which the gift officer is the Primary Plan Manager or Secondary Solicitor (UIC includes C-CFR plan types @ $25K+).

Calculates the total number of Plans, with a Plan Type of Major Gift, for which the gift officer is the Primary Plan Manager or Secondary Solicitor and the plan’s Start Date is within the given timeframe.

6.13.2. Plan Management (Leadership Annual Gift)
Calculates the total number of Plans, with a Plan Type of Leadership Annual Gift, for which the gift officer is the Primary Plan Manager or Secondary Solicitor.

6.13.3. Plan Management (Qualification)
Calculates the total number of Plans, with a Plan Type of Qualification, for which the gift officer is the Primary Plan Manager.

6.13.4. Plan Management (Stewardship)
Calculates the total number of Plans, with a Plan Type of MG-Donor Stewardship, or Stewardship and Donor Relations, for which the gift officer is the Primary Plan Manager or Secondary Solicitor. (UIC includes C-CFR plan types).

6.14. Visits
Calculates the total number of substantive face-to-face Interactions on a Plan conducted by a gift officer, counted when a Contact Report has been filed with a Contact Method of Personal Visit or Campus Visit and an Actual Date within the given timeframe. Additional views of this metric, i.e. Qualification Visits, may also be utilized.

Administrative Detail

**Governing Body:** Executive Operations Team  
**Term:** Ongoing | **Review Schedule:** Annual  
**Direct Questions to:** UIF Policies  
**Effective:** Blackbaud Go-Live, November 2015  
**Status:** Approved | **Approved:** July 15, 2015

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## Revision History

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<td>Added Administrative Detail and Revision History subsections</td>
<td>Katie B</td>
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Section 7: Giving Recognition Programs

### Giving Recognition Program Opt-Outs

#### 7.1. Transaction-level Opt-Outs

Any commitments/gifts with attributes indicating no publicity will be excluded from recognition and any commitments/gifts with attributes indicating anonymous will be excluded from all programs.

#### 7.1.2. Constituent-level Opt-Outs

Any constituent who has requested no recognition institutionally or for a specific recognition program will be excluded from all or specified program(s).

### Annual Giving Recognition Program Calculation

Annual Giving Recognition Programs will include philanthropic behavior that the University of Illinois Development Program (UIDP) would like to encourage on an annual basis including outright donations, pledge payments, recurring gift payments, membership payments, membership installment plan payments and matching gifts. Annual Giving Recognition Programs will include all gifts-in-kind at the value at which they are recorded as revenue/recognition. Cash legacy giving such as irrevocable deferred gifts and unrealized commitments like pledges will not be included in annual giving program recognition.

### Lifetime Giving Recognition Program Calculation

Lifetime Giving Recognition Programs will be designed to highlight lifetime impact by recognizing cumulative payments (excluding irrevocable cash gifts) and pledged support (major pledge/document). Pledged support (major pledge/document only) will be counted at the full amount of the commitment when it is made rather than as the payments arrive. Gifts-in-kind will be counted at the value at which they are recorded as revenue/recognition. All non-major gift pledges (telemarketing, Orange Krush, WUIS, etc.) will be counted as payments arrive. Matching gifts are counted when they are paid rather than when the claim is added to the transaction.

### Legacy Giving Recognition Program Calculation

Legacy Giving Recognition Programs enable University of Illinois Development Program (UIDP) to showcase donors who choose to give via deferred mechanisms. These programs are designed to celebrate deferred philanthropy separately from lifetime cumulative giving. Both irrevocable and revocable deferred commitments will be counted at the full value at which they are booked/committed. Life insurance policies that list UIF as beneficiary (revocable deferred) are also included.
In order to ensure Legacy Giving Programs remain as inclusive as possible, prospects who choose not to provide documentation necessary to book their deferred commitment, but who do share their intentions with University of Illinois Development Program (UIDP) can be recognized as Legacy Giving Program members. These prospects will be manually added to the programs.

7.5. **Honor Roll Standards**

Lists for annual honor rolls will follow the same rules used for annual giving recognition programs. Should a unit wish to publish a lifetime or legacy honor roll, the list will follow the definitions of the programs as outlined above.

7.6. **President’s Council Recognition Program**

**EFFECTIVE 07/01/16**

The President’s Council has long been known as the premier donor recognition program of the University of Illinois, which recognizes individuals who have made significant philanthropic investments in the institution, its three universities, and its alumni association.

The program was established to acknowledge and celebrate a donor’s full commitment to the University, and as such, its giving criteria includes both lifetime and legacy calculations as noted above.

The minimum household amount for membership increased from $25,000 to $50,000 on July 1, 2016, and advanced giving levels (i.e., Consular, Centuria, Pentad, etc.) were retired as a part of the program at that time.

**Administrative Detail**

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**Governing Body:** Executive Operations Team

**Direct Questions to:** [UID Policies](#)

**Status:** Approved | **Approved:** August 11, 2015

**Term:** Ongoing | **Review Schedule:** As Needed

**Effective:** Blackbaud Go-Live, November 2015

**Revision History**

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<td>Katie B</td>
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<td>2/1/2017</td>
<td>Revision</td>
<td>Approved</td>
<td>Revised Annual Giving Recognition Program Calculation, Lifetime Giving Recognition Program Calculation, and Legacy Giving Recognition Program Calculation</td>
<td>Katie H</td>
</tr>
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</table>

**Confidential information must be stored in a secure environment and should not be redistributed electronically except to persons authorized to receive such content.**
Section 8: Honorary & Memorial Gifts

8.1. Honorary and Memorial Gifts Processing

All commitments and gifts that are in honor or memory of a person will be processed in honor or memory of the person at the gift level. Weekly notifications of the names and addresses of contributors will continue to be sent to the honoree or to a family member of the deceased. And, as always, in accordance with donor privacy and confidentiality, no gift amounts are provided. Information regarding who should receive notifications should continue to be included on the gift transmittal or provided to UIF Gift Administration at giftadministration@uif.uillinois.edu or 217-333-0675.

Administrative Detail

Governing Body: Executive Operations Team

Direct Questions to: UIF Policies

Status: Approved

Revision History

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Section 9: Household Briefing Production

9.1. Briefing Formats / Templates

Briefings are requested for common reasons and are categorized into three typical briefing formats:

<table>
<thead>
<tr>
<th>Mini Briefings</th>
<th>Standard Briefing</th>
<th>Strategy Session Discussion Guide</th>
</tr>
</thead>
<tbody>
<tr>
<td>At-a-glance snapshot of all attendees for an event or for social events, like premium seating for athletic events</td>
<td>Single-page overview of constituent for small events, leader onboarding, and 1x1 meetings</td>
<td>Compilation of key advancement interactions and strategies also visible in TED</td>
</tr>
</tbody>
</table>

These formats are standardized across the development program (see sample Briefing).

9.2. Data in Briefings

Briefings are only as accurate as the data in TED. The Individual / Household Research Update Process outlines the proactive approach Research and Portfolio Management (RPM) takes to update records and the frequency with which records are updated. The most recent dates of Comprehensive Record Updates, Wealth Updates, or Contact Information Updates will be included on each briefing, for reference.

** Confidential information must be stored in a secure environment and should not be redistributed electronically except to persons authorized to receive such content. **
9.3. Briefing Production

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<th>Current (Merge) State</th>
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<tbody>
<tr>
<td><strong>Production Ownership</strong></td>
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<tr>
<td>RPM will create Mini, Standard, and Strategy Session briefings on non-advancement staff, unless they are being cultivated for a major gift, for the following audiences:</td>
</tr>
<tr>
<td>• The President of the University of Illinois System and his/her spouse/partner;</td>
</tr>
<tr>
<td>• The Chancellors of the three Universities and their spouses/partners;</td>
</tr>
<tr>
<td>• Deans/Directors for onboarding purposes or one-on-one meetings with prospects to help familiarize leadership with those key prospects.</td>
</tr>
<tr>
<td>• The Principal Gifts Office for strategy sessions.</td>
</tr>
<tr>
<td><strong>Timeline &amp; Process</strong></td>
</tr>
<tr>
<td>Briefings will be manually produced, via merge, when requested with two weeks’ notice, and will be posted to TED, via Hyland, for requestor to download and print, until such time as the View-on-Demand State is available.</td>
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</tbody>
</table>

<table>
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<th>Future (View-on-Demand) State</th>
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<tbody>
<tr>
<td><strong>Production Ownership</strong></td>
</tr>
<tr>
<td>Users can print / view briefings on-demand or produce selections of briefings in bulk.</td>
</tr>
<tr>
<td><strong>Timeline &amp; Process</strong></td>
</tr>
<tr>
<td>Mini briefings and standard briefings will be available, record-by-record, using TED data as is, to be run on demand by users.</td>
</tr>
<tr>
<td>Mini briefings will also be available to run on demand by advancement users for an entire set of event attendees, using TED data as is.</td>
</tr>
<tr>
<td>Standard briefings will be run, as requested, by RPM for sets of records for Dean/Director or new gift officer onboarding.</td>
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</table>

<table>
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<tr>
<th>Mobile-friendly</th>
<th>Print-ready</th>
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<tbody>
<tr>
<td>Delivery entirely on secured mobile platform on Android and iOS.</td>
<td>Delivery in print-ready format.</td>
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</table>
9.4. Business Assumptions

- These reports were designed to support the President and the three Chancellors and are reflective of requests for content made by the advancement staff who support those leaders.

- The two most critical questions a briefing should answer are, “Why was this prospect invited to this event? / Why am I meeting with this prospect?” and “What do I need to say (or avoid saying) to this prospect?” Additional information provided in briefings is context that—while helpful—is not imperative for a seasoned advancement officer or academic leader to begin or progress a conversation with a prospect.

- Briefings are most often skimmed briefly, just before an event or personal meeting. They are rarely read by executives cover-to-cover, unless the new leader is just being on-boarded to his/her new position. As such, briefings should be easily digestible in short snippets of relevant information. Sentence and paragraph formats, while perhaps utilizing white space more comprehensively, are not effective in quickly onboarding the reader to the prospect.

- Advancement officers should not regularly rely on formatted briefings to tell them information about a prospect that is otherwise available in the advancement database.

- Advancement officers should be assisting in briefing their academic leaders about key prospect relationships before an event or meeting and should not rely solely on a briefing to do so.

- View-on-demand briefings for print production should be editable in Word, in case there are last-minute changes to talking points or giving, or if additional prospects need to be added to the briefing pool for last minute event registrations.

- View-on-demand briefings should be produced with limited intervention from advancement personnel. Formatting should be addressed by the production process, not the user, and briefings should reflect data as it appears in TED and not be need to be transformed by the user in a Word document, except in short turnaround timeframes.

- Research on prospects is done in accordance with the Individual / Household Research Update Process. Therefore, wealth and comprehensive record updates are not required prior to the production of a view-on-demand briefing. Briefings will include reference to the last time research was conducted on a prospect and for what purpose.

- Users are expected to enter information into TED in the appropriate structured fields, where available. It is not a wise use of advancement resources to duplicate data as free text when the information is available elsewhere nor to add data as free text when first-class fields exist for that data. Similarly, it a not wise use of technical resources to interrogate text fields for information that otherwise has an appropriate home in the advancement database.

- Briefings should provide a system-wide view of a prospect’s relationship with the University of Illinois.

- Briefings should be viewable-on-demand one record at a time or over a set group of records, like event attendees, portfolios, or upcoming visits with the Dean.

Administrative Detail

** Governing Body:** Executive Operations Team  ** Term:** Ongoing | **Review Schedule:** Annually

** Direct Questions to:** UIF Policies  ** Effective:** October 21, 2017

** Presented:** June 2017  ** Status:** Approved | ** Approved:** August 14, 2017

** Confidential information must be stored in a secure environment and should not be redistributed electronically except to persons authorized to receive such content. **
## Revision History

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Section 10: Individual / Household Research Update Process

New Dual Record Update Strategy Tier III: Comprehensive Updates
Priority Categories of Alumni, Donors, and Administrative Detail
Prospects for Proactive Research Sequence of Record Updates Revision History

10.1. New Dual Record Update Strategy

Research and Portfolio Management (RPM) now updates records in two ways: 1) proactively and prioritized according to an overall update / cleanup plan, and 2) reactively, as users request updates. This approach ensures that targeted records are updated in conjunction with strategic priorities while also allowing for the update of records when new prospects are discovered by the RPM team, advancement officers and other advancement colleagues, university partners, other prospects, etc. It is also more anticipatory to programmatic and advancement officer needs.

10.2. Priority Categories of Alumni, Donors, and Prospects for Proactive Research

To assist in the prioritization of records to update / clean, individual constituents have been sorted into key alumni, donor, and prospect groups. The frequency and comprehensiveness of those updates vary depending on the priority category group. Some records will be updated biennially, others annually, and still others on demand. Record updates and cleanup fall into three primary categories: 1) Contact Information Updates, 2) Wealth Updates, and 3) Comprehensive Record Updates. Following bulk wealth screenings or in advance of comprehensive campaigns / major fundraising initiatives, priorities may shift in favor of newly identified prospects. Priority categories are as follows:

<table>
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<th>Market Segment</th>
<th>Frequency per Record</th>
<th>Timing of Updates</th>
<th>Liaison</th>
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<td>Tier I: Contact Information &amp; Solicit Code Updates</td>
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<td></td>
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<tr>
<td>What’s included: Personal information – Preferred name, current home address, business contact information, birthdate, marital status, name formats, and social media accounts</td>
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</tr>
<tr>
<td>NOTE: UIF AIMS is responsible for integration and update of contact information for the development enterprise. RPM will conduct Contact Information Updates in advance of Wealth Updates or after multiple Attempted—Not Reached attempts have been made by an advancement officer to reach a prospect.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Individuals with Matched Gifts but Otherwise no Relationship with that Organization</td>
<td>As new records are identified</td>
<td>Ongoing Estimated first-round completion: TBD</td>
<td>Varies, depending on capacity.</td>
</tr>
<tr>
<td>Market Segment</td>
<td>Frequency per Record</td>
<td>Timing of Updates</td>
<td>Liaison</td>
</tr>
<tr>
<td>----------------------------------------------------</td>
<td>-----------------------------------------------------------</td>
<td>--------------------------------------------------------</td>
<td>-----------------------------------</td>
</tr>
<tr>
<td><strong>Tier I: Contact Information &amp; Solicit Code Updates (Continued)</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Named to Lists</td>
<td>As lists are published, and subsequently once every 4 years</td>
<td>Ongoing Estimated first-round completion: TBD</td>
<td>RPM</td>
</tr>
<tr>
<td>Individuals who have been named to lists, like Forty Under 40, Forbes Top [    ] lists, Tech 50, etc.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Current Federal Legislators, Cabinet Positions, and Governors</td>
<td>Every 2 years, depending on term, or subsequent to election or appointment of new members and when constituent leaves office</td>
<td>November and April Estimated first-round completion: TBD</td>
<td>UIAA Illinois Connection representative</td>
</tr>
<tr>
<td>Members of the federal legislature and key cabinet positions.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Illinois State Legislators and Cabinet Positions</td>
<td>Every 2 years, depending on term, or subsequent to election or appointment of new members</td>
<td>November and April Estimated first-round completion: TBD</td>
<td>UIAA Illinois Connection representative</td>
</tr>
<tr>
<td>Members of the state legislature and key cabinet positions.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Current and Former University Leadership</td>
<td>Every 3 years, or as new leaders enter / exit the system</td>
<td>Summer for existing records Estimated first-round completion: FY2019, 1st Quarter</td>
<td>OVC(I)A at the appropriate University, Principal Gifts Office (PGO), prospect team (if applicable)</td>
</tr>
<tr>
<td>President of the University System, Chancellors, Foundation President, Athletic Directors</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Controversial</td>
<td>Every 3 years, or as new controversial constituents are identified</td>
<td>Summer for existing records Estimated first completion: FY2019, 3rd Quarter</td>
<td>Varies</td>
</tr>
<tr>
<td>Any alumni, donors, for former staff flagged in TED as having “legal troubles” or other controversial issues that could reflect badly on the University (terminations, scandals, etc.)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Former UI Trustees</td>
<td>Every 3 years, and as terms expire</td>
<td>February</td>
<td>PGO</td>
</tr>
<tr>
<td>Previous members of the UI Board of Trustees, including former student members.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Tier I: Contact Information & Solicit Code Updates (Continued)

<table>
<thead>
<tr>
<th>Market Segment</th>
<th>Frequency per Record</th>
<th>Timing of Updates</th>
<th>Liaison</th>
</tr>
</thead>
</table>
| **C-Suite & President Prospects w/o Wealth Indicators**  
Individuals in C-level and President / Chairman positions. 
NOTE: Quantities and criteria will be further refined as necessary to address top, medium, and lowest priority records. Anticipated completion of list: end of campaign | Every 4 years; once during the current campaigns until full volume has been updated | October—December  
Estimated first-round completion: FY2019, 2nd Quarter | RPM |
| **Owners & Founders w/o Wealth Indicators**  
Individuals with Owner and Foundation relationship types and/or titles. NOTE: Quantities and criteria will be further refined as necessary to address top, medium, and lowest priority records. Anticipated completion of list: end of campaign | Every 4 years; once during the current campaigns until full volume has been updated | January—March  
Estimated first-round completion: FY2019, 3rd Quarter | RPM to refer to advancement officer or unit pool |
| **Prospects being Referred to Advancement Officers**  
Individuals who Research and Portfolio Management have identified (or vetted, when referrals are made by other units, sources) which are being added to a unit pool or an officer’s portfolio. | As new referrals are identified | Ongoing | RPM to refer to advancement officer or unit pool |
| **Previous University Award Recipients**  
Constituents previously recognized by the university for outstanding philanthropy, impact, volunteerism, teaching, etc. who have not otherwise had updates conducted since the award. | Every 4 years. | April—June  
Estimated first-round completion: TBD | OVC(I)A at appropriate University or Chief Advancement Officer / Director of Advancement at appropriate unit |

## Tier II: Wealth Updates

| What’s included: Model scores – Estimated gift capacity; Giving – Major philanthropic gifts, including political donations; Assets – Real estate, securities, income/compensation, and other assets (luxury items, family foundation assets and income, pensions) |
|----------------|----------------|----------------|
| **Upcoming Expected Asks**  
Individuals / households currently in major gift management, with an expected ask date in the next year, no wealth update in the most recent two fiscal years | Ongoing | Within 1 year of Expected Ask Date for Major Gift Plans, when no Wealth Update has been completed in 2 years |
| **$1M Prospects and Donors**  
Individuals with either a household rating of at least $1M or $1M in lifetime household giving  
* A RelSci analysis will also be run on $1M+ prospects during a wealth update. | Every 2 years, or as new prospects are identified | Summer  
Estimated first-round completion: FY2019, 2nd Quarter | Appropriate OVC(I)A office, or RPM to refer to advancement officer or unit pool |

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<table>
<thead>
<tr>
<th>Market Segment</th>
<th>Frequency per Record</th>
<th>Timing of Updates</th>
<th>Liaison</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Tier II: Wealth Updates (Continued)</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Coordinated Management Prospects (Families and Related Entities)</strong></td>
<td>Every 2 years, or as new prospects are identified</td>
<td>Summer Estimated first-round completion: TBD</td>
<td>Prospect Team, or RPM to refer to advancement officer or unit pool</td>
</tr>
<tr>
<td>Households with at least two non-household related individual entities, plus other organizational entities with an aggregate rating of at least $5M or $5M in lifetime giving; also families with at least 10 members in one generation or 20 members across multiple generations</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>C-Suite &amp; President Prospects w/Wealth Indicators</strong></td>
<td>Every 4 years; once during the current campaigns until full volume has been updated</td>
<td>January—March</td>
<td>RPM to refer to advancement officer or unit pool</td>
</tr>
<tr>
<td>Individuals in C-level and President / Chairman positions.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>NOTE: Quantities and criteria will be further refined as necessary to address top, medium, and lowest priority records. Anticipated completion of list: end of campaign</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Owners &amp; Founders w/Wealth Indicators</strong></td>
<td>Every 4 years; once during the current campaigns until full volume has been updated</td>
<td>January—March</td>
<td>RPM to refer to advancement officer or unit pool</td>
</tr>
<tr>
<td>Individuals with Owner and Foundation relationship types and / or titles.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>NOTE: Quantities and criteria will be further refined as necessary to address top, medium, and lowest priority records. Anticipated completion of list: end of campaign</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>High-Income Occupations</strong></td>
<td>Every 4 years, and as new prospects are identified</td>
<td>April—June Estimated first-round completion: TBD</td>
<td>RPM to refer to advancement officer or unit pool</td>
</tr>
<tr>
<td>Individuals with known high-income occupations who are not otherwise in management.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>NOTE: List of high-income occupations to be reviewed annually.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Prospects with DAFs / Family Foundations</strong></td>
<td>Every 4 years, and as new prospects are identified</td>
<td>April—June Estimated first-round completion: FY2019, 2nd Quarter</td>
<td>RPM to refer to advancement officer or unit pool</td>
</tr>
<tr>
<td>Individuals who have made gifts through DAFs or Family Foundations who are not otherwise in management.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Prospects Previously “Qualified (Not a Prospect)”</strong></td>
<td>Every 3 years</td>
<td>Within one month of three-year qualification date</td>
<td>RPM to refer to advancement officer or unit pool</td>
</tr>
<tr>
<td>Households and organizations who were qualified as not current major gift prospects who are within the “second look” window.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Recently Screened Prospect Exceptions</strong></td>
<td>As records are screened—newly created records and 1/4/ database per year</td>
<td>Ongoing</td>
<td>RPM to refer to advancement officer or unit pool</td>
</tr>
<tr>
<td>Households recently screened where rating appears to be out of sync with other capacity data.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Tier II: Wealth Updates (Continued)

### Prospects Who Recently Requested Gift Planning Information
Households recently requesting gift planning information through Generations or other marketing vehicles, who are not otherwise rated or haven’t been qualified in the last three years.

- As requests are made, or once every 3 years
- Ongoing
- RPM to refer to advancement officer or unit pool

### Other Insufficiently Rated Prospects with Wealth Indicators
Individuals with no ratings or rated under $25K with wealth indicators; criteria include assets above a predetermined level (real estate, stock holdings, income, philanthropic giving, donor advised fund giving, political giving, etc.).

- Once, until additional requests are made by advancement officers (at most every two years)
- April—June
- Estimated first-round completion: FY2019, 4th Quarter
- RPM to refer to advancement officer or unit pool

### High-Profile Constituents
Individuals identified as high-profile constituents at the University System level (household names, prominent athletes/artists/businesspeople/politicians, other prominent alumni that most people would be aware of); not to include alumni prominent only in their field or geographic area.

- Every 2 years, or as new prospects are identified
- Summer
- Estimated first-round completion: FY2019, 3rd Quarter
- RPM to refer to PGO, advancement officer, or unit pool

### Current Alumni Association Club Leadership
Individuals who are serving in leadership positions within an alumni association club for one of the three university alumni associations.

- Every 2 years, or as new leaders are identified
- Summer
- RPM to refer to PGO, advancement officer, or unit pool

## Tier III: Comprehensive Record Updates

### Principal Gift Prospects
All individuals in Principal Gifts constituency, who have not been Qualified--Not a Prospect in the last 24 months.

- Every 2 years, or as new prospects are identified
- One month prior to scheduled strategy session, at request of the UIF Senior Vice President for Principal Gifts, Gift Planning, and Trust Services, or once every two years in the Summer.
- Estimated first-round completion: FY2019, 1st Quarter
- PGO and prospect team

### Pending Visits / Interactions with Top Leadership
Individuals identified as having pending (upcoming) or recent interactions with the UI President, Chancellors, Deans, and any member of the Executive Operations Team.

- Every 2 years, or as new prospects are identified
- Within one year of Pending Step date
- Estimated first-round completion: FY2019, 1st Quarter
- Appropriate EOT member

---

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<table>
<thead>
<tr>
<th>Market Segment</th>
<th>Frequency per Record</th>
<th>Timing of Updates</th>
<th>Liaison</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Foundation Board Members</strong></td>
<td>Every 2 years, or</td>
<td>One month prior to UIF Annual Meeting</td>
<td>UIF Board Secretary</td>
</tr>
<tr>
<td>Current UIF Directors and Life Directors</td>
<td>prior to election of new Board Members</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Board of Trustees</strong></td>
<td>Every 2 years, or</td>
<td>End of January following appointment of officers</td>
<td>PGO</td>
</tr>
<tr>
<td>Current UI Trustees (excluding students)</td>
<td>subsequent to</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>election of new</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Trustees</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Alumni Association Board</strong></td>
<td>Every 2 years, or</td>
<td>Following elections; UIAA representative responsible for updating TED with</td>
<td>UIAA representative</td>
</tr>
<tr>
<td>Current UIAA Directors (excluding ex-officio)</td>
<td>subsequent to</td>
<td>Board membership Estimated first-round completion: TBD</td>
<td></td>
</tr>
<tr>
<td></td>
<td>election of new</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Trustees</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Campaign Volunteer Leadership</strong></td>
<td>Every 2 years, or</td>
<td>Beginning of academic year</td>
<td>OVC(I)A at appropriate University or Chief</td>
</tr>
<tr>
<td>Members of University-wide and unit-based campaigns committee members</td>
<td>as new prospects are identified</td>
<td></td>
<td>Advancement Officer / Director of Advancement at appropriate unit</td>
</tr>
<tr>
<td><strong>Presidential Advisory Boards</strong></td>
<td>Every 2 years, or</td>
<td>Beginning of academic year Estimated first-round completion: FY2019, 1st Quarter</td>
<td>PGO</td>
</tr>
<tr>
<td>Members of enterprise-level advisory or engagement boards / committees</td>
<td>as new prospects are identified</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Chancellors' Advisory Boards</strong></td>
<td>Every 2 years, or</td>
<td>Beginning of academic year Estimated first-round completion: FY2019, 1st Quarter</td>
<td>OVC(I)A at appropriate University</td>
</tr>
<tr>
<td>Members of university-level advisory or engagement boards / committees</td>
<td>as new prospects are identified</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Upcoming University Award Recipients</strong></td>
<td>As award recipients are identified</td>
<td></td>
<td>OVC(I)A at appropriate University or Chief Advancement Officer / Director of Advancement at appropriate unit</td>
</tr>
</tbody>
</table>

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10.3. Sequence of Record Updates

When a user requests research on a prospect, or a potential lead is identified, the first course of action will be a Contact Information Update. This is critical to the establishment of a wealth rating. For the Proactive Research Priority Category Tier 1 records, RPM will partner with the Annual Giving Directors to ensure that solicit codes are appropriately added or removed. Research Requests for Contact Information Updates will typically be completed in 3 business days.

For records that fit the priority categories or upon request of a user, a Wealth Update will be performed. Wealth Updates are reliable for two years. Exceptions—sale of a company, bankruptcy, gift above rating, etc.—are audited regularly by the RPM team for review as necessary if those changes occur within the two-year range. Research Requests for Wealth Updates will typically be completed in one week. Emergency requests will move into the Tier 1 category, depending on the request-to-delivery window.

In advance of strategy sessions or one-on-one meetings with a University leadership, a Comprehensive Record Update will be performed. Other Comprehensive Record Updates will be performed once every two years, as noted above, or as new members of those categories are identified. RPM maintains alerts on records listed in each of the priority categories; any major life or professional changes should be caught through those alerts. Research Requests for Comprehensive Record Updates will typically be completed within two weeks. See below for additional details.

10.4. Tier III: Comprehensive Updates

What’s Included: An individual record that is described as being “Preliminary” means that contact information, current employment, family relationships, education, and philanthropic giving have been verified and/or updated.

Constituent view:

- Personal information – Preferred name, current home address, business contact information, birthdate, marital status, name formats, and social media accounts
- Relationships and Committees – Family relationships, including current spouse; current employment including primary business and SOC code, and schedules, career levels, departments, and divisions when appropriate; current and past corporate and nonprofit board memberships and roles; UI and external awards
- Education – Institutions, degrees, and concentrations
- Documentation and Interactions – Notes about children not in TED, including minor children

Wealth and Ratings screen:

- Model scores – Estimated gift capacity
- Giving – Major philanthropic gifts

A “Complete” record meets all of the above criteria, plus a thorough review of the entire record. This includes:
Constituent view:

- Personal information – Interests & hobbies, religious & political information
- Relationships – Career history with all applicable fields
- Documentation and Interactions – Free text notes and information gleaned from interactions and previous FACTS briefings moved to appropriate areas (e.g., Employment History, Awards, Interests, etc.) and relevant media links verified and updated

Wealth and Ratings screen:

- Assets – Real estate, securities, income/compensation, and other assets (luxury items, family foundation assets and income, pensions)
- Giving – All philanthropic information verified, including political donations

Requests for updates in a period of one week ahead of target completion date will receive a Preliminary record update within the requested timeframe, and the additional work to complete the comprehensive update will be moved into the prioritization queue. Emergency requests will fall into the Tier I or Tier II category, depending on the request-to-delivery window.

UNIVERSITY OF ILLINOIS DEVELOPMENT PROGRAM
Policy or Process Proposal

Administrative Detail

Governing Body: Research and Portfolio Management

Direct Questions to: UIF Policies

Effective: October 1, 2017 | Revised: February 23, 2018

Presented: June 2017 Status: Approved | Approved: September 2017

Revision History

<table>
<thead>
<tr>
<th>Date</th>
<th>Change</th>
<th>Status</th>
<th>Summary</th>
<th>User</th>
</tr>
</thead>
<tbody>
<tr>
<td>6/28/2018</td>
<td>Additions and Revisions</td>
<td>Approved</td>
<td>Added Previous University Award Recipients and Upcoming University Award Recipients to the Priority categories table and updated Priority categories table</td>
<td>Katie B</td>
</tr>
<tr>
<td>3/29/2018</td>
<td>Revision</td>
<td>Approved</td>
<td>Replaced Direct Questions to content with UIF Policies with email link</td>
<td>Kristin C</td>
</tr>
<tr>
<td>3/23/2018</td>
<td>Addition</td>
<td>Approved</td>
<td>Added Administrative Detail and Revision History subsections</td>
<td>Katie B</td>
</tr>
<tr>
<td>12/21/2017</td>
<td>Addition</td>
<td>Approved</td>
<td>Added Individual / Household Research Update Process section</td>
<td>Katie B</td>
</tr>
</tbody>
</table>
Section 11: Plan & Prospect Management

Portfolio/Plan Composition

Affiliations Process

Referral Process

Conflict Resolution Process

Exceptions

Portfolio Transfers

Administrative Detail

Revision History

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11.1. Portfolio/Plan Composition

Prospects are managed as households or organizations through plans. Portfolio size(s) is the total number of plans under which an advancement officer is a primary plan manager or secondary solicitor, by household or organization. Portfolio size and plan composition are determined and managed by the Vice Chancellors at each respective university.

<table>
<thead>
<tr>
<th>Plan Type</th>
<th>Plan Purpose</th>
<th>Active Plan Parameters</th>
<th>Corresponding Opportunity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Qualification Plan</td>
<td>To be used in determining whether a prospect is qualified as a major gift donor.</td>
<td>Qualification within 1 year</td>
<td>($1K - $24,999) gift ask may be made as part of qualification strategy.</td>
</tr>
<tr>
<td>Principal Gift Plan</td>
<td>To be used in soliciting donor prospects for gifts greater than or equal to $5Million.</td>
<td>Solicit a principal gift within 2 years</td>
<td>$5Million +</td>
</tr>
<tr>
<td>Major Gift Plan</td>
<td>To be used in soliciting donor prospects for gifts greater than or equal to $25,000.</td>
<td>Solicit a major gift within 2 years</td>
<td>Expected Ask Amount of minimum of $25K.</td>
</tr>
<tr>
<td>Major Gift Donor Stewardship Plan</td>
<td>To be used in stewarding donors during the length of their major gift commitment.</td>
<td>As appropriate, based on the type and length of the current commitment</td>
<td>No Opportunity</td>
</tr>
<tr>
<td>Leadership Annual Giving Plan</td>
<td>To be used in soliciting a donor prospect for gifts between $1,000 and $24,999.</td>
<td>Solicit leadership annual gift within 1 year</td>
<td>Expected Ask Amount of $1K-$24,999.</td>
</tr>
<tr>
<td>Plan Type</td>
<td>Plan Purpose</td>
<td>Active Plan Parameters</td>
<td>Corresponding Opportunity</td>
</tr>
<tr>
<td>------------------------------</td>
<td>-----------------------------------------------------------------------------</td>
<td>-----------------------------------------------------------------------------------------</td>
<td>---------------------------</td>
</tr>
<tr>
<td>LAG Donor Stewardship Plan</td>
<td>To be used in stewarding leadership annual gift donors, during a gift year.</td>
<td>As appropriate, based on the type and length of the current commitment</td>
<td>No Opportunity</td>
</tr>
<tr>
<td>Stewardship and Donor Relations Plan</td>
<td>To be used after a gift has been booked to ensure gift is properly administered and the impact of gift communicated back to the donor.</td>
<td>Recurring annually</td>
<td>No Opportunity</td>
</tr>
<tr>
<td>CFR Solicitation</td>
<td>To be used by gift officers in soliciting organizational gifts from organizations, corporations or foundations.</td>
<td>Solicit gift within 2 years</td>
<td>Expected Ask Amount of at least $1K</td>
</tr>
<tr>
<td>CFR Engagement</td>
<td>For the long-term strategic management of relationships with organizations, corporations or foundations.</td>
<td>Should be used for priority organization, corporate or foundation prospects.</td>
<td>No Opportunity</td>
</tr>
<tr>
<td>Campaign Ask Expectancy</td>
<td>To be used in determining the specific and total opportunities remaining for a prospect through the duration of the comprehensive campaign.</td>
<td>For top campaign prospects and beyond, as necessary. The Campaign Planning office will assist gift officers in this process.</td>
<td>Expected Ask Amounts are additive, beyond open major gift plan opportunities and other closed campaign gifts.</td>
</tr>
<tr>
<td>Engagement</td>
<td>To be used for engagement of volunteer prospects. To manage volunteer board &amp; committee activity.</td>
<td></td>
<td>No Opportunity</td>
</tr>
</tbody>
</table>

### 11.2. Affiliations Process

The affiliation score is derived from a calculated and pre-defined policy and procedure that is updated on a nightly basis. The affiliation scores are assigned to prospects and units/colleges are ranked accordingly. These affiliated scores are used as a preliminary guide in the make-up of a particular unit or college’s allocated pool of prospects. Prospects are allocated to the top ranked affiliation. Multi-unit prospects are
allocated to regional or central fundraising staff as determined by the Vice Chancellors for Advancement for each university. Multi-university prospects, where actively managed toward a major gift by more than one university, are assigned a prospect manager at the discretion of the UIF President, in consultation with the Executive Operations.

Advancement members may create a plan on a prospect from their allocated pool. If an advancement staff member would like to contact or create a plan on an entity outside of their allocated pool, the staff member must request permission to do so with the senior advancement officer of that pool. If an advancement staff member would like to contact or create a plan on an entity already in active management—within or outside of his/her allocated pool—the staff member must request permission from the existing plan manager in advance. If response is not made within five business days the request is considered approved. When a prospect is being actively managed by more than one unit, the Vice Chancellor, or his/her designee, determines the appropriate Prospect Manager. Conflicts will be addressed by the Conflict Resolution Process.

11.3. Referral Process

Referrals can and will be identified where appropriate in three methods:

1. Colleague to colleague: Assigned by colleague based on funding interest, alignment of prospect information, or other factors suited to the situation
2. Campus Central Unit and/or Research and Portfolio Management Department: Identification of new prospect lead made by the central managing units based on advancement officer portfolio and prospect information
3. Influencer: Identification of new prospect lead suggested by prospect peer

Following a referral method listed above, the process will continue by the creation of a qualification plan and the referrer will add the referring officer as the primary plan manager if they are known, or if unknown, assigned by site to the record “Referrals and Transfers” for central review. Upon advancement officer assignment, the qualification plan will follow the same plan steps to qualify a prospect. If the prospect is identified as not qualified, the qualification plan will be closed and the prospect removed from the advancement officer’s portfolio. If the prospect is identified as qualified, the advancement officer assigned will close the qualification plan and open a Major Giving Plan, Leadership Annual Giving Plan, or other appropriate plan.

Details on how to perform this process can be found in iLearn.

11.4. Conflict Resolution Process

In the event of a disagreement over plan management, the involved staff members are instructed to notify their respective supervisors to discuss an alternate approach and inform the next level leadership (i.e. senior advancement officer, Associate Vice Chancellor, Vice Chancellor, University of Illinois Foundation President) until resolved.

11.5. Exceptions

Exceptions to management decisions for certain prospects can be made at the discretion of the Vice Chancellor for Advancement.

11.6. Portfolio Transfers

EFFECTIVE 1/12/2017

11.6.1. Overview

A portfolio transfer happens when a gift officer leaves his/her position. The prospects this gift officer managed should now be managed by another gift officer. In TED, this means changing several Prospect Manager assignments, Plan Manager assignments, and other roles. The departing
11.6.2. Types of Portfolio Transfers

11.6.2.1. Gift Officer Leaving Illinois Advancement
When a gift officer is leaving the University of Illinois or moving to a role within the institution that no longer includes portfolio management, his/her viable prospects need to be transitioned to another gift officer. Until a portfolio review session occurs with Research and Portfolio Management, the departing officer, and relevant supervisors, the portfolio will remain assigned to the departing officer.

11.6.2.2. Gift Officer Moving to New Role in Illinois Advancement
When a gift officer is moving to a new unit within advancement and needs an empty (or near empty) portfolio to begin building a portfolio in the new unit, many or most of his/her prospects will need to be transitioned off of his portfolio in advance of his/her move to the new unit. These prospects will be assigned to a generic TED user, with indicators referencing the originating unit/officer until a portfolio review session occurs with Research and Portfolio Management, the departing officer, and relevant supervisors.

11.6.3. Advancement Leadership Involvement
Before a portfolio review session is scheduled, Research and Portfolio Management will first communicate with the relevant Associate Vice Chancellor or Vice Chancellor to determine which staff should be included in the review session. This request of the AVC should occur within three days of Research and Portfolio Management’s notification of an impending or immediate departure.

11.6.4. Preliminary Portfolio Review for Next Actions
Research and Portfolio Management will extract from TED the outgoing gift officer’s portfolio and related details (see SAMPLE attachment) in advance of the portfolio review session, make an initial attempt at identifying next steps, and add relevant details the gift officer or supervisor may need when reviewing the portfolio for transfer. This Excel document will be shared (with instructions; see SAMPLE instructions) with the outgoing gift officer within seven business days of his/her impending departure, where possible.

11.6.5. Portfolio Review Session
After the AVC or VC has made decisions regarding staff involvement in a portfolio transfer, Research and Portfolio Management will initiate a meeting with the departing gift officer, the CAO/DOA, and the AVC (where requested), ideally within three business days of the departing officer’s last day of service to review the portfolio and discuss and finalize transfer decisions.

11.6.6. Notification to Gift Officers / Units Inheriting Prospects
When the portfolio review process reveals prospects who should be transferred to units outside that of the departing officer, Research and Portfolio Management will contact the appropriate CAO/DOA to discuss next steps and/or assignment. In some cases, prospects will be inherited by a gift officer in the destination unit, and in other cases, those prospects may be moved to the destination unit’s allocated pool.
11.6.7. Portfolio Transfer
Research and Portfolio Management will make all changes in TED to transfer the portfolio. This includes changing or end-dating assignments, making plans historical, and creating new qualification plans where necessary. Ideally, Research and Portfolio Management should make all changes within 10 business days of the outgoing officer’s departure.

11.6.8. Conflict Resolution
Conflicts about management of multi-unit prospects or actively managed prospects where the departing officer does not represent the top-affiliated unit will be escalated to the next level leadership (i.e. senior advancement officer, Associate Vice Chancellor, Vice Chancellor, University of Illinois Foundation President) until resolved.

Administrative Detail

Governing Body: Executive Operations Team

Direct Questions to: UIF Policies

Status: Approved

Approved: September 15, 2015

Revision History

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### Section 12: Relationship Science (RelSci)

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#### Overview

Research and Portfolio Management will respond to requests from Foundation and University unit officers to produce relationship reports on key prospects and contacts using RelSci (Relationship Science) for the purpose of providing potential referrals and/or identifying key contacts to approach prospects for specific funding interests. These prospects must be capable of giving at a seven-figure level over the course of a campaign or have a scheduled strategy session, although exceptions may be made with the permission of the President of the Foundation. Additionally, Research and Portfolio Management regularly maintains lists on key constituencies with RelSci that are updated on a regular basis to ensure that relationship data is kept current. There are generally two scenarios in which requests for RelSci reports take place:

1. **One person:** who do we know among the people on the lists we maintain (see below) who knows that one person? That person may be an unengaged prospect (such as an alumnus, ticket buyer, long lapsed donor, etc.), or it could potentially be someone who isn’t even in TED (Bill Gates).
2. **Multiple people:** who do we know among the people on the lists we maintain who know people on another target list? Examples of such lists could include the world’s greatest philanthropists, CEOs of the largest Illinois companies, and peers of Foundation Board members we may wish to engage.

#### 12.1. Leads and Targets

Targets are defined as potential new prospects who have at least one first-degree connection to an alum or donor who is already engaged with the University of Illinois system, who are defined as leads. In some cases, leads can actually be targets and vice versa. For example, a potential target for specific funding opportunity could already be a lead by virtue of belonging to a certain constituency, such as a Foundation member or Principal Gift prospect. First-degree connections are defined as relationships where the lead and target individuals have personally interacted with each other, such as two co-directors of a corporate or nonprofit board whose tenures overlapped.

#### 12.2. Identifying Information

Requests should include as much information about the target(s) as possible. At minimum requests should include: last name, first name, and state where the target resides.

#### 12.3. Door Opening Leads

A set of standard lists are used to identify leads with existing constituents. These lists are used for all RelSci searches. Ad hoc lists based on specific criteria supplied by requesting gift officers can be used to identify other leads. When leads to potential targets are identified, the primary plan manager will add a plan step to contact those leads and discuss strategies to reach out to the targeted individual.
12.4. Format

Requests on individual targets, or lists consisting of five targets or fewer, can be submitted in any format, including the list process outlined below.

When requesting information on six targets or more, requests should accompanied by an Excel sheet with identifying information sorted by columns and saved in .csv file format. Below is an example of a RelSci list template. Bold columns must be included in requests; however, filling out additional columns will improve results.

<table>
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<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
<th>F</th>
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<td>Middle Name</td>
<td>Last Name</td>
<td>Email Address</td>
<td>Phone</td>
<td>Company</td>
<td>Position</td>
<td>City</td>
<td>State</td>
<td>Zip</td>
<td>Country</td>
<td>Website</td>
<td>Ticker Symbol</td>
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Requests not submitted with the accompanying Excel sheet can still be processed, but processing time may be slowed due to reformatting. RelSci requires lists to be uploaded using the above template and saved as a .csv file.

12.5. Plans and Steps

If a target is identified and is not currently under active management, the gift officer will create a qualification plan for the individual. If a connection with a current relationship to the University is identified, the primary plan manager will create a plan step on the qualification plan to contact that individual(s) to discuss strategies for reaching out to the referred prospect. Likewise, if the target is under active management, the plan step will be entered under the existing plan.

Leads Categories

Foundation Board Members (& spouses for all lists)

- Advance approval: UIF Secretary of the Board
- List refreshed annually, following UIF Annual Meeting and election of officers

Foundation Members

- Advance approval: UIF Secretary of the Board
- List refreshed annually, following UIF Annual Meeting

Principal Gift Prospects

- Advance approval: UIF Senior Vice President for Principal Gifts, Gift Planning, and Trust Services
- List refreshed annually and after major screenings
University of Illinois Board of Trustees

- Advance approval: UIF Senior Vice President for Principal Gifts, Gift Planning, and Trust Services
- List refreshed at the end of January after the appointment of officers or if others are appointed during separate times of the year

Alumni Association Board

- Advance approval: TBD
- List refreshed at the beginning of every academic year

Campaign Volunteer Leadership

- Definition: members of University-wide and unit-based current Campaigns Committee Members
- Advance approval: Vice Chancellors for Institutional Advancement at the appropriate University or the Chief Advancement Officer at the appropriate unit
- List refreshed quarterly

Presidents Council Members

- Advance approval: Vice President for Board & Donor Relations
- List refreshed at the beginning of every academic year
- Will only include PC members with giving in past two years, excluding donors to DIA, KCPA, and WILL

Prospects in Active Management

- Advance approval: primary plan manager or prospect manager (if applicable)
- List refreshed at beginning of every academic year

Administrative Detail

** Governing Body:** Executive Operations Team  
** Direct Questions to:** [UIF Policies]  
** Status:** Approved | **Approved:** 8/11/17

** Term:** Ongoing | **Review Schedule:** As Needed  
** Effective:** 10/13/2014  
** Revised:** 7/10/18

** Confidential information must be stored in a secure environment and should not be redistributed electronically except to persons authorized to receive such content. **
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Section 13: Revenue Counting and Reporting

New Business Calculations

13.1. New Business Calculations

Only gifts and commitments outlined by the University of Illinois and University of Illinois Foundation Gift Acceptance Policies, Procedures, and Guidelines are eligible for New Business counting. Eligible gifts and commitments are counted toward New Business as summarized below.

13.1.1. Outright Gifts

Counted at a fair market value in gift year
- Cash and credit cards
- Securities
- Real property, personal property, services, intellectual property

13.1.2. Pledges

Counted at pledge commitment amount in commitment year with a pledge length not to exceed five years
- Documented pledges (normal, non-legally-binding, or contingent must all be documented to be recorded.)
- Major pledges over $1,000
- Any pledge with payment term in excess of five years must be approved by the appropriate University Vice Chancellor for Advancement and Foundation CEO, or designee (currently SVP for Financial and Administrative Services/CFO.)
- Any documented exceptions are reported to the Executive Operations Team.

13.1.3. Irrevocable Deferred Commitments (Planned Gifts)

Counted at fair market value in commitment year
- Charitable remainder trusts, where the remainderman designation is irrevocable
- Charitable gift annuities
- Retained life estates
- Charitable lead trusts (recorded as a major pledge/documentated in TED)

13.1.4. Revocable Deferred Commitments (Planned Gifts)

Counted at face value in commitment year
- Bequests
- Beneficiary designations (i.e., retirement plans, life insurance, POD/TOD provisions, etc.)
- Life insurance (term insurance excluded)
- Amounts realized in excess of previously counted gift commitment
- Charitable remainder trusts, where the remainderman is revocable.

Cash Exclusions
Administrative Detail
Revision History
13.1.5. **Private Grant Awards**  
Counted at award value in award year

13.2. **New Business Exclusions**  
The following types of gifts will not be counted in New Business:
- Gifts and grant payments that are payments on pledges or awards counted previously
- Grants from Federal or State Government sources—sponsored research
- Contract awards
- Payment of contractual obligations from private sources
- Other Remaindermen
- Telemarketing pledges - WUIS, Orange Krush, Membership Installment Plans
- Non-Gift Revenue

13.3. **Cash Calculations**  
Only gifts and commitments outlined by the [University of Illinois and University of Illinois Foundation Gift Acceptance Policies, Procedures and Guidelines](#) are eligible for Cash counting. Eligible gifts and commitments are counted toward Cash as summarized below.

13.3.1. **Outright Gifts**  
Counted at a fair market value in gift year  
- Cash and credit cards  
- Securities  
- Real property, personal property, services, intellectual property

13.3.2. **Pledge Payments**  
Counted at fair market value in payment year

13.3.3. **Irrevocable Deferred Payments (Planned Gifts)**  
Counted at a fair market value in commitment year  
- Charitable remainder trusts, where the remainder designation is irrevocable  
- Charitable gift annuities  
- Retained life estates  
- Charitable lead trusts (recorded as a major pledge/document in TED)

13.3.4. **Estate Distributions**  
Counted at fair market value in the payment year, regardless of whether realized amount exceeds, is equal to, or is less than original commitment amount and regardless of whether prior commitment existed

13.3.5. **Life Insurance Premium Payments**  
Counted at payment amount in payment year

13.3.6. **Private Grant Payments**  
Counted at payment amount in payment year

13.4. **Cash Exclusions**  
The following types of gifts will not be counted in Cash:

** Confidential information must be stored in a secure environment and should not be redistributed electronically except to persons authorized to receive such content. **
• Commitments for which payments have not been received
• Grants from Federal or State Government sources—sponsored research
• Contract payments
• Payment of contractual obligations from private sources
• Non-Gift Revenue

**Administrative Detail**

**Governing Body:** Executive Operations Team

**Questions Directed to:** [UIF Policies](#)

**Term:** Ongoing  |  **Review Schedule:** As Needed

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**Presented:**  |  **Status:** Approved  |  **Approved:** November 9, 2015

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