
INTER

OFFICE

MEMO

To: Cabinet Members
From: John Taylor
Subject: Communication Controls For Donors
Date: November 3, 2006

I am sure that you have run into situations when donors wish to limit the amount of information they receive from Duke University. They might also request varying levels of anonymity. Sometimes donors want all phone solicitations to stop. They may also stipulate that they do not want to hear from certain areas of the University. And once in a great while, they simply want to stop hearing from Duke University completely.

Our office has the ability to accommodate these requests. This memorandum will outline our various "Communication Control Code" options and how they can be used. It is important to understand the purpose and meaning of the codes to ensure our donor's wishes are met.

"No Contact"

The "No Contact" code is used at the highest level to identify alumni who NEVER want to hear from Duke University. It is rarely assigned. Alumni who have requested this code want to formally disassociate themselves from Duke. Only the Director of Alumni & Development Records can place this code on the records of alumni. Approximately once every 3 years, the Director of Alumni Affairs sends a letter (copy attached) to these individuals affirming their status and offering them the opportunity to come back to the fold. This should be the only communication they receive from Duke.

This code causes the individual to be removed from all mailings and telethon calls initiated through requests made of the office of Alumni & Development Systems. All programs run by A&DS have logic that exclude people with this code. We count on users who create their own mailings and telethon lists to look for and recognize this code.

To draw attention to the significance of this code, end-users are warned of the code when attempting to access the record on Advance.

Anonymity

We can assign one of three levels of anonymity. Only the Office of Alumni & Development Records can accommodate requests for any one of these options, although all development officers and staff members may work with the donor in determining which option should be assigned. Care should be taken when speaking with the donor to make sure that the correct coding, if any, is selected. We also need to make sure that the donor understands the possible permanent implication of selecting any of these options. In order of the least to most commonly used anonymity codes, the available options are:

1. Completely Anonymous. This is used no more than once or twice per year for selected gifts. In fact, since March 1999, we have recorded only two alumni gifts in this way. The gift is not entered on a person's record but, instead, on a generic record. Only the donor, this office, and perhaps the development officer working directly with the donor know who actually made the gift. The only indications of the gift on any report generated using Advance data is that a gift was made by an "Anonymous Alumni," "Anonymous Faculty/Staff," etc.
2. Code the actual donor record as an "Anonymous Record." With this option gifts and pledges continue to be entered on the record of an individual; however, their record is flagged as anonymous. These donors do not want **any** publicity regarding their donations, or any mention of their gifts outside the University community. They usually do not want personal thank you letters, other than the standard gift acknowledgement sent by this office. They do not want to see their names on honor rolls, wall plaques, etc. This coding remains permanent until otherwise requested by the donor. With such a request, the donor is informed that removing the code will result in all prior, and future, gifts being made available for publicity (unless individual gifts are coded as anonymous – see below). When accessing the record via Advance you are warned of the anonymous status. Standard gift reports generated by Alumni & Development Systems do not show the donor's name or address – just the fact that a gift was made by someone requesting anonymity. Individuals performing their own "drops" or data extracts **must** be aware of, and understand, the significance of this record status.
3. Anonymous Gift. Occasionally a donor will make a single gift that they do not want acknowledged outside the University community. We have found that this typically happens when someone does not want their spouse, or someone being honored, to know they made the gift. On standard gift reports generated through Alumni & Development Records, you will be able to identify who made the gift but the report will also indicate that the gift was made anonymously. If considering some type of publicity for the gift, the staff member should communicate with the donor to determine what might be appropriate.

Communication Control Codes

Within the last few years we have developed the capability to add informational communication control codes to records of folk who want communications from Duke University to be limited. The Office of Alumni & Development Records can assign “high order” codes that are recognized automatically by programs initiated through Alumni & Development Systems. Those codes are:

- AAA01 No Contact (see above)
- AAA02 Anonymous Donor (see above)
- AAA10 Do not solicit by any means
- AAA11 Do not solicit by phone
- AAA12 Do not solicit by US Mail
- AAA13 Do not solicit by E-Mail
- AAA20 Do not send any US Mail
- AAA21 Do not send any E-Mail
- AAA30 No Receipts for Gifts and Pledges

There are an additional 60+ communication control codes that are much more specific. They are created and “owned” by various schools and departments throughout the University. Examples include:

- ALM22 Do Not Send the Alumni Magazine
- DIV01 No Divinity School News or Notes
- ENV01 Do Not Solicit for NSOE
- LSP21 Do Not Place Home Info on Law School Web Site
- UDVA1-8 Central Annual Fund non-solicitation request for X years

All individuals initiating mailings, telethons, and the like should make sure that none of their selected individuals has a “high order” communication control code that would preclude the individual from that activity. They also need to look for any other of the codes that pertain to their area of the University. This is the only way we can ensure that donor’s wishes are honored.

We hope that you will distribute this document to all staff members in your area, and include it in any orientation packet given to new employees. Should you or any of your employees have questions regarding the use of any of the codes outlined in this memorandum, please contact me.