Prospect Assignment System

Area: University Advancement	Number:
Subject: Prospect Assignment System	Issued:
Applies To: Advancement Major Gift Officers	Revised:
Sources:	Updated:
Responsible Party: Vice President for University Advancement	Page(s): Page **1** of **4**

I. Purpose

The Prospect Assignment System (PAS) was approved to facilitate and coordinate all private and major gift fundraising efforts for Georgia Southern University. All fundraising efforts are to be donor driven and represent the approved priorities of the University and its respective colleges/ units.

PAS will:

- Develop an organized system to assign prospects to staff and volunteers for cultivation and solicitation
- Ensure that all programs, departments, and projects are properly represented in development efforts
- Establish and maintain a rating system of major gift potential
- Provide a way to track cultivation efforts in order to monitor progress
- Ensure that no prospect is solicited by more than one area of Georgia Southern University at a time

II. Policy Statement

Authority

The President of Georgia Southern University endorses the Prospect Assignment System. The responsibility for monitoring and maintaining the PAS procedures is delegated to the Vice President for University Advancement in coordination with the Director of Advancement IT/Research Services.

Primary Solicitor

All prospects identified with a **$25,000** or more potential will be assigned a primary solicitor within field officer portfolio limits. The primary solicitor supervises all interaction with the prospect. Any contact with the prospect must be coordinated through the primary solicitor. The primary solicitor will create a strategic cultivation plan for each prospect.

Assignment Guidelines

The following will be used as guidelines for assignment of prospects to primary solicitors. Every attempt will be made to follow a logical system of assignment, however, the Prospect Assignment System is donor driven. Most important to the system are the needs of the donor.

- Donor's history of giving
- Donor's history of involvement
- Department or degree of study (if prospect is an alumnus)
- Self-identification by donor to a program
- Personal and business interests or relationships
- Defined Georgia Southern University priorities

Appeal

In the event that the assignment of a prospect to a solicitor is in question, a staff member can request an appeal. The Office of the Vice President for University Advancement will review assignments as requested and make final determinations.

Honest Broker

Often a prospect has more than one area of interest. The Vice President for University Advancement can decide to send an honest broker to meet with the prospect to determine the primary area of interest. The honest broker would be selected by the Vice President for University Advancement and would report back after meeting with the prospect.

III. Exclusions (if applicable)

None.

IV. Procedures (if applicable)

Prospect Management

The following are the steps that will be taken in identifying and researching prospects; cultivating, soliciting, and stewarding prospects; and creating reports to monitor the progress.

i. Identification of new prospects

Donor prospects are identified by volunteers, faculty, staff, peer review, wealth screening/predictive analytics and proactive research. Suggestions of new donor prospects should include the following information:

- Name (as complete as possible: First, Middle, Last, Nickname)
- Location (exact address if available; city/state if not)
- Connection with Georgia Southern (Alumnus, Friend, Donor, etc.)
- Reason they are a prospect (prosperous business, family wealth, industry leader, history of giving, etc.)
- Other relevant information (background, relationships, areas of interest, etc.)

All suggestions for new prospects should be submitted to the Research office of University Advancement. Once research is completed and the suggestion is found to be viable, the prospect will be entered into the PAS system as a pending (i.e. unassigned) prospect unless a solicitor requests assignment for that prospect. **The prospect will be assigned as an active prospect to the solicitor requesting the assignment unless they are already an active prospect for another solicitor. If the prospect is already assigned, the requestor will be assigned as a secondary solicitor if the primary solicitor agrees.**

Pending prospects are not assigned to a solicitor and are available for active assignment to any solicitor. If a solicitor requests a prospect assignment, they will be coded as active and will count toward the goal of no more than 130 active prospects in their portfolio. Spouses of prospects will have a status of "F" (family) and will be assigned to the same solicitor but will not count toward the portfolio total.

Prospects will have a status of:
P – Pending – Not assigned to a primary solicitor; Research begins
A – Active – Assigned to a primary solicitor; Cultivation begins
F- Family – Spouse or other relative to be included in the cultivation.
AO – Associated organization – Similar function as Family but used as a way to link a closely held company to an individual so that the company and individual are assigned to the same solicitor. This does not count toward the portfolio total.
S – Secured – Commitment is secured; Stewardship begins
D – Declined – Proposal declined
I – Inactive – Not a major gift prospect at this time
N – Not a major gift prospect

ii. Research

Prospect research information is entered into Banner. Sources include public and fee based databases, existing files, periodicals, staff interviews, contact reports, etc. Information from friends and Georgia Southern staff is invaluable in collecting important development data. Personal and financial information from public sources is limited; therefore, personal contact is often the only way to gain this knowledge.

Research data is available online through Banner, **the Affiliate Search** and in a hard copy Prospect Research Report. Special reports can be developed upon request.

iii. Assigned Prospects

A. Strategy

Once a prospect is assigned, the primary solicitor should develop a strategy for the appropriate cultivation and solicitation steps. A basic strategy plan will be set up in Banner when the prospect is assigned to a solicitor. The solicitor will then need to add the specific moves in Banner. Development Officers are responsible for formulating and following through with strategies for each of their assigned prospects.

B. Contact Reports

Contact reports are created as a way to record information that is important in understanding the progression of the relationship and the stage of development. Solicitors are asked to record only those contacts that result in significant steps in the development process. Significant steps are defined as actions or activities that:

- bring the prospect closer to Georgia Southern University
- result in a better understanding of the prospect's interests and giving capacity
- bring the prospect closer to making a gift
- need to be available as part of this history in the event of a solicitor's absence

Contact Reports should include the following information:

- Originator: Name of solicitor or volunteer who made the contact
- Project: Specific area of interest or project that the prospect plans to support and/or was discussed during the contact (if known; otherwise use UNK for Unknown)
- Ask Amount: Amount of gift expected from prospect (if known; otherwise leave this field blank)
- Contact: Type of contact made (personal visit, phone call, group event, etc.)
    - "RSE" indicates Research – this is to be used if no direct contact was made, but new information was discovered that needs to be documented. The Research office will enter this information in the appropriate area in Banner.
- Date: Date contact was made
- Description: Short description of contact
- Call Report: Detailed documentation of contact
- Move: Stage of development (THIS IS VERY IMPORTANT; this refers to the overall stage of development, not the specific contact)

    - QUAL – Research Qualified – This code will be used by the research staff to indicate that preliminary qualification of the prospect resources has been completed.
    - DISC – Discovery/Field Research – Stage in which solicitor seeks to learn initial information and giving potential of prospect
    - CULT – Cultivation – Stage in which solicitor cultivates prospect to learn of their interests and plans for giving
    - ACUL – Advanced Cultivation – Stage in which proposal has been prepared.
    - SOLT – Solicitation Made – Stage in which solicitor has presented proposal to prospect
    - STEW – Stewardship – Stage in which proposal has been accepted and solicitor stewards the donor through a continued relationship
- Assignee: Name of solicitor or volunteer responsible for next action

- Action: Next step in strategy
- Action Date: Date next step should occur

While every contact report does not need to be linked to a move in a strategy plan, a contact report must be entered into Banner and linked to a specific move code in a strategy plan to "complete" the move.

It is crucial that Contact Reports be created to record significant steps. These reports allow the Office of the Vice President for University Advancement to monitor the progress of cultivation and solicitation. The reports also provide that office with a way to measure the overall status.

Once a contact report records that a proposal has been accepted or declined, the move code for stewardship (STEW) should be used for future contacts unless and until a new cultivation cycle begins. The research staff will change the prospect status to either "Secured" or "Declined" based on the content of the contact report. If the prospect declined a specific proposal but the solicitor plans to continue cultivating them, the contact report must note that so that the status can be left as "Active." In this case, the move code will remain either "CULT" or "ACUL" depending on the solicitor's assessment of the stage of cultivation.

IV. Solicitation Process

A. Proposals

Once a solicitor determines it is time to ask for a gift, a signed pledge agreement or a specific proposal for the prospect should be completed. All proposals and any ensuing fund agreements or memorandums of understanding shall be written by the staff proposal writer in the Office of University Advancement.

Research staff will record the proposal or signed pledge form in Banner. The proposal writer will forward a copy of all proposals to research to initiate that process. Officers will keep a copy of the signed proposals or pledge forms and send the originals to the Director of IT/Research Services.

B. Pledges and Fund Agreements

Once a prospect has accepted a proposal and made a financial commitment, a pledge form and/or fund agreement should be secured. If an endowment is to be established, the proposal writer will work with the Major Gift Officer and the Office of Donor Relations to create a fund agreement. The Major Gift Officer will secure the signature of the donor and Donor Relations will obtain signatures of the parties responsible for seeing that the funds are spent as directed in the fund agreement. An original should be signed for each responsible party and distributed as such from the Office of Donor Relations once all signatures are obtained.

C. Solicitor Credit

It is the responsibility of the solicitor to insure that the accounting staff are notified of any gifts or pledge for which they should receive solicitor credit. **Annual credit** will be given for gifts/pledges of $1,200 but less than $25,000 with approval of the Associate Vice President of Development. **Major gift credit** will be given for gift/pledges of $25,000 or more.