

GEORGIA STATE UNIVERSITY FOUNDATION, INC.

Procedure number/name: 2.1a Annual Programs Counting and Reporting Procedure

Issuing date: _____ **Effective date:** 7/1/2008

Related policy number/name: 2.1 Gift Acceptance Policy Title I, Principles and Definitions

Procedures Approved by: President of foundation/vice president for development

I. Introduction

The Gift Acceptance Policy, Title I, Principles and Definitions authorizes counting and reporting rules based on the provisions of the policy. This procedure addresses counting and reporting for Annual Programs.

II. Revision history

Initially adopted as Procedure for Counting and Reporting Annual Giving, approved 9/13/2006.

III. Definitions

Annual Program is the principal way of generating gifts for operating support of the university and reaching donors below the special/major gifts level. Solicitations are conducted by telephone outreach, direct mail, internet/e-mail and – on a limited basis – personal solicitation. Annual Programs adds strategic value to the total development effort by broadening the donor base and advancing donors to higher levels of giving.

IV. Persons affected

Primarily Annual Programs staff. Secondly all Development staff.

V. Roles and responsibilities

The senior director, Annual Programs and Annual Programs staff as he or she may designate are responsible for administering this procedure. The senior director, Annual Programs shall annually review this procedure and make recommendations, if any, for improving the procedure.

VI. Procedures

The effectiveness of Annual Programs will be evaluated by measures of funds raised and new gifts and pledge payments generated by solicitations originating

from Annual Programs. Annual Programs will assign appeal codes and/or other Raiser's Edge codes to its solicitations. Annual Programs will generate reports for the Development Division management team (the vice president and the assistant/associate vice presidents for development).

HELP

People to contact

Position Title	Campus Location	Phone Number	Email Address
Senior director, Annual Programs	742 1PP	3-3422	gknedler@gsu.edu

Additional information and resources

None at this time.