

# PAGR-03.3 — Procedures for Advancement Constituents

## Policy PAGR-03: Constituent Relationship Management-Communications Policy

**Advancement:** Advancement is a strategic method of managing relationships to increase understanding and support among the University's key constituents, including but not limited to alumni and friends, members of the community and philanthropic entities of all types.

The primary core disciplines of educational advancement are alumni relations, communications, marketing and fundraising. Advancement professionals work on behalf of educational institutions to:

- Secure private financial support from potential donors
- Engage alumni in the life of the institution as volunteers, advocates and supporters
- Promote or market the institution to prospective students, their parents and others
- Communicate about the institution with constituents

See also:

- [Policy PAGR-03: Constituent Relationship Management Communications Policy \(Link\)](#)

## Procedures

### 1. Advancement Constituents Population

- a. A constituent will be an Advancement Constituent for purposes of communication when:
  1. The constituent has received a degree from a campus, school, unit or program
  2. The constituent has made a gift to a campus, school, unit or program
  3. The constituent is a member of a university-sanctioned club/activity/program
  4. The constituent has engaged in volunteer activities for a campus, school, unit or program
  5. The constituent has subscribed to a recurring communication or attended a recurring event sponsored by a campus, school, unit or program
  6. The Indiana University Foundation, Indiana University Alumni Association, or Indiana University determines, in special circumstances, that a relationship exists (e.g. spouse, friend, parent, etc.)

Advancement Constituents are members of the campus, school, unit, or program's advancement constituency for the purposes of communication when one or more of the above definitions apply. Appeals of a constituent's assignment to a particular constituency shall be handled by the President of the IU Foundation or designee and/or the CEO/Executive Director of the IU Alumni Association or designee.

b. Accessible Advancement Constituent Data

The following data is visible to users of the System with appropriate access:

- i. Constituent name and contact information
- ii. Instances of contact
- iii. Purposes of contact
- iv. Inclination and capacity rating
- v. Giving history
- vi. Volunteer engagement
- vii. Individual/unit with guardianship responsibility
- viii. Contact reports
- ix. Research profiles

## **2. Advancement Communications Generally**

As defined above, Advancement is a strategic method of managing relationships to increase understanding and support among the University's key constituents, including but not limited to alumni and friends, members of the community and philanthropic entities of all types.

Advancement includes alumni relations, communications, marketing and fundraising for the purposes of prospect identification, cultivation, stewardship, and alumni and donor relations.

Unrestricted access to the information in the System should not lead to "open season" on Advancement Constituents. All users must comply with the Indiana University Foundation Prospect Management Program Guidelines, as they may be revised from time to time. ("PMP Guidelines") <http://go.iu.edu/7j9>

The shared expectation is that all reasonable requests to engage constituents will be allowed, subject to the approvals below, or when an active cultivation or solicitation strategy is in process or there is another substantive reason.

## **3. Approvals for Advancement Communications**

- a. Any campus or unit that plans to contact a group of constituents, by methods including but not limited to, e-communications, letters, newsletters, notices, bulletins, solicitations or any other contacts, whether in electronic or hard copy form, must obtain approval for the contact from the appropriate authority listed in i through viii below.

Final approval for such contact shall be made as follows:

- i. To the entire donor or prospective donor population of the University, by the IUF President.

- ii. To the entire donor or prospective donor population of a campus, by the IUF President and the campus Chancellor or Provost.
- iii. To all donors in a particular geographical area, by the IUF President.
- iv. To the entire donor or prospective donor population of a school, department, program or activity, by the senior executive officer of the school dean, department or program, and the IUF President
- v. To the entire alumni population of the University, by the IUAA CEO/Executive Director.
- vi. To all alumni in a particular geographical area, by the IUAA CEO/Executive Director
- vii. To the entire alumni population of a campus, by the Campus Chancellor or Provost and the IUAA CEO/Executive Director
- viii. To the entire alumni population of a school, department, program or activity, by the Senior Executive Officer of the school, department or program and the IUAA CEO/Executive Director.

All such approvals will be subject to the PMP Guidelines.

Notwithstanding the foregoing, the following constituents must be handled as follows:

- a. No constituent who has managed access (e.g. PMP) for advancement purposes may be contacted in a group communication without specific prior approval of the entity to which the constituent is assigned.
- b. Engagement with certain constituents who have very particular engagement possibilities and/or whose status has attendant legal restrictions, e.g. grateful patients, must have prior approval from the Foundation and the entity to which the constituent is assigned.

In evaluating proposals for mass communications, the parties involved in proposing and approving them will follow the decision tree set forth below:

- Will this communication respect the preferences of the constituents being contacted?
- Does it comply with the PMP Guidelines?
- Is it in the best interests of the University?
- Does it align with existing formal plans and priorities for development and alumni relations?

b. Exceptions

Any exceptions shall be granted at the discretion of the President of Indiana University or designee. It is assumed that approvals and exceptions will be handled via standard routing approval processes.

## **History**

The policy was endorsed by the CRM Policy Committee on April 26th, 2013.

The policy was revised and endorsed by the Lifetime Engagement Functional Council on July 22nd, 2013.