Navigation
Constituent View
Prospect Management
Gift Planning

TABLE OF CONTENTS

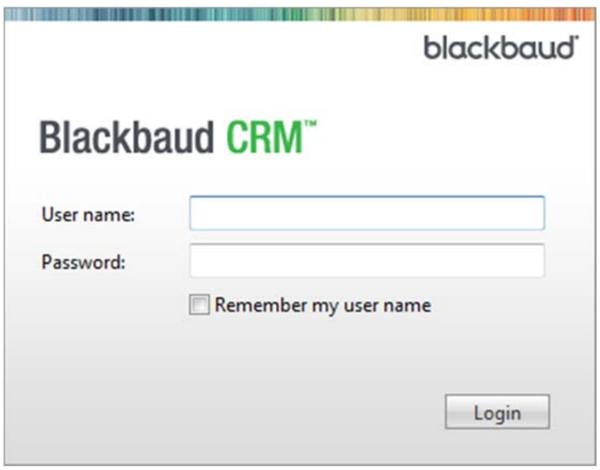
Table of Contents

TAS NAVIGATION

The purpose of ***The Advancement System (TAS)*** is to manage the relationships and interactions The Ohio State University has with the individuals and organizations that support our mission and fundraising efforts. The program provides many features to help you navigate through, access, and share your information to help you raise money, steward donors, cultivate friends, and honor our alumni.

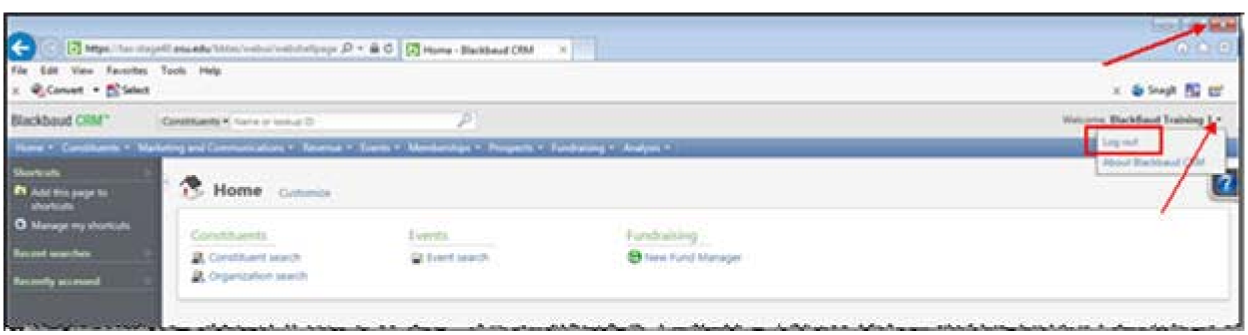
Logging In

To log in to ***The Advancement System (TAS),*** you must confirm or enter your user name and password then click **OK** to log in. In TAS, your User name is your name. # and Password is your university password.



Logging Out

You can log out of TAS in one of two ways.

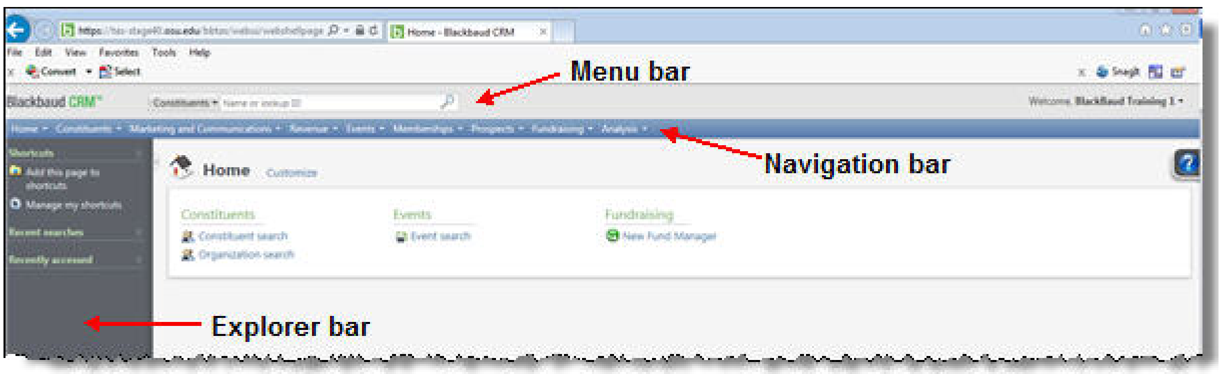


To Log Out of TAS:

1. Click the arrow next to your name in the header bar and then click **Log out**
   OR
2. Click the **X** in the upper right corner of the browser window and close the browser.

Screen Components

Each area of the program share similar components to help you navigate through the system. These components include the menu bar, navigation bar, and explorer bar.



Menu bar

From the menu bar you can log out, access the help file, or search for a record or feature.

Navigation bar

The blue navigation bar displays icons that represent functional areas within the software. It allows you to navigate throughout the program, return to the Home page, and move forward and backward through the pages in your history.

The functional areas in ***TAS*** are:

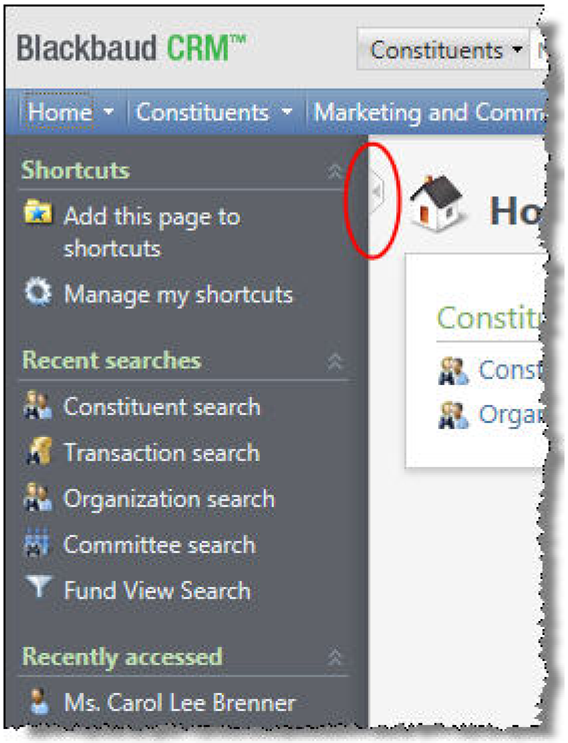
- Constituents
- Marketing and Communications
- Revenue
- Events
- Memberships
- Prospects
- Fundraising
- Analysis

Access to each of these functional areas is determined by your system role. Names for the functional areas you have access to display on the Navigation bar

Explorer bar

The gray explorer bar displays shortcuts, recently performed searches and recently viewed records and pages. Depending on the current page, you can also access related tasks and activities.

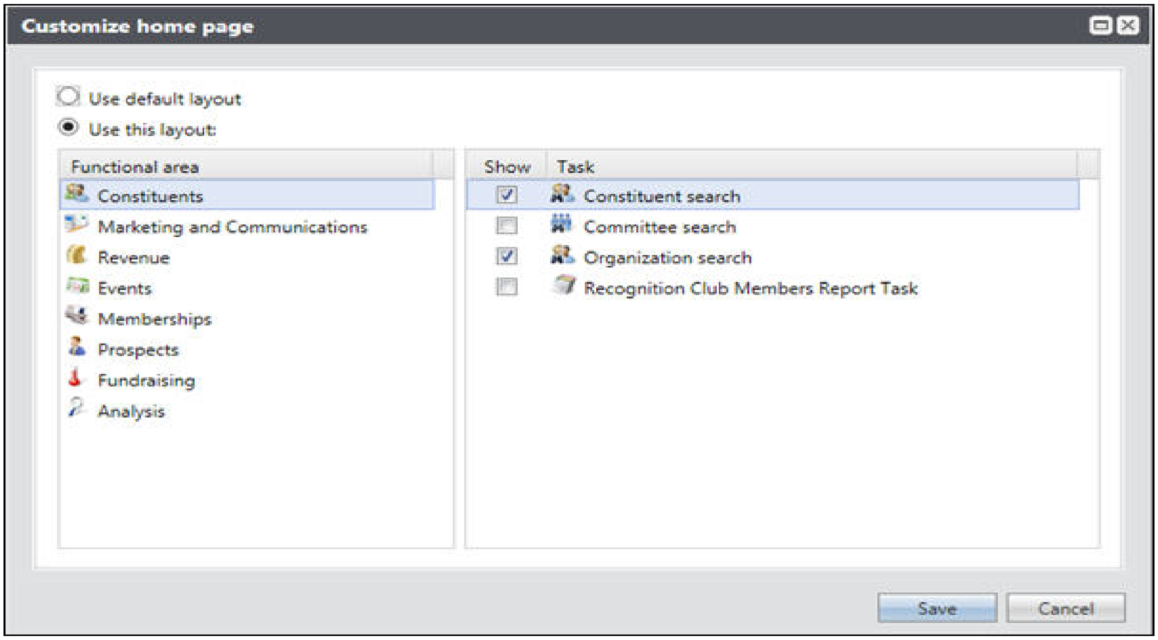
You can expand or collapse the explorer bar based on your needs. Simply click the arrow that appears between the page and the explorer bar.



Customize the Home Page

Your Home page is the first page that displays when you start ***TAS***. You can customize the default Home page to add and remove tasks.

NOTE:
- The list of available tasks may vary depending on your user role.

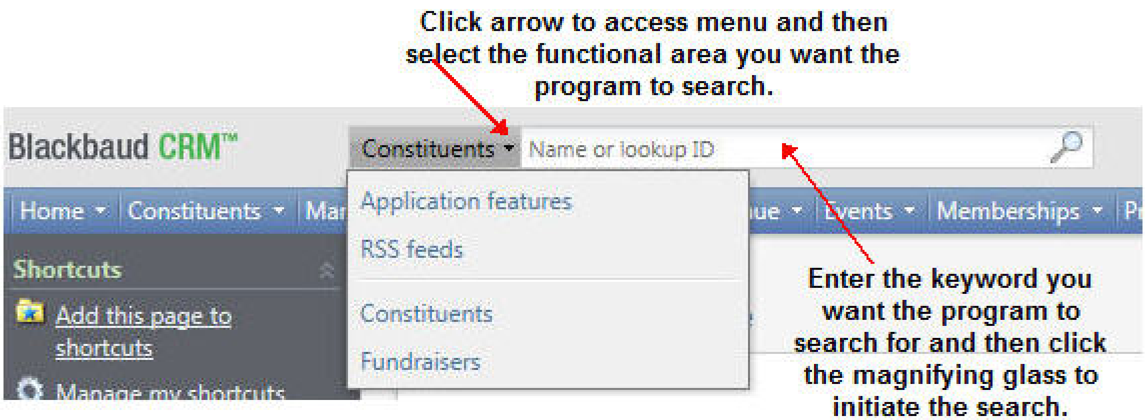


To Customize the Default Home Page:

1. On the navigation bar, click Home.
2. At the top left corner of the Home page, click **Customize.**
3. Click **Use this layout**.
4. In the Functional Areas frame, select a functional area. The tasks for the area display in the Tasks frame.
5. In the Tasks frame, mark the **Show** checkbox for the tasks to include on the Home page.
6. Click **Save**. The Home page automatically refreshes to display your selections.

Application Search

You can use the application search function to find a specific feature or a record. The top of any application page displays a **Find** field and a menu of search options.



To Perform a Search:

1. Enter your search criteria in the **Find** field.
2. Click the search type on the Search menu.
3. Click the magnifying glass to perform the search.
4. In the search results, click the item you want to open.

Help Resources

As you continue to learn the program, you can access these resources when you need help.

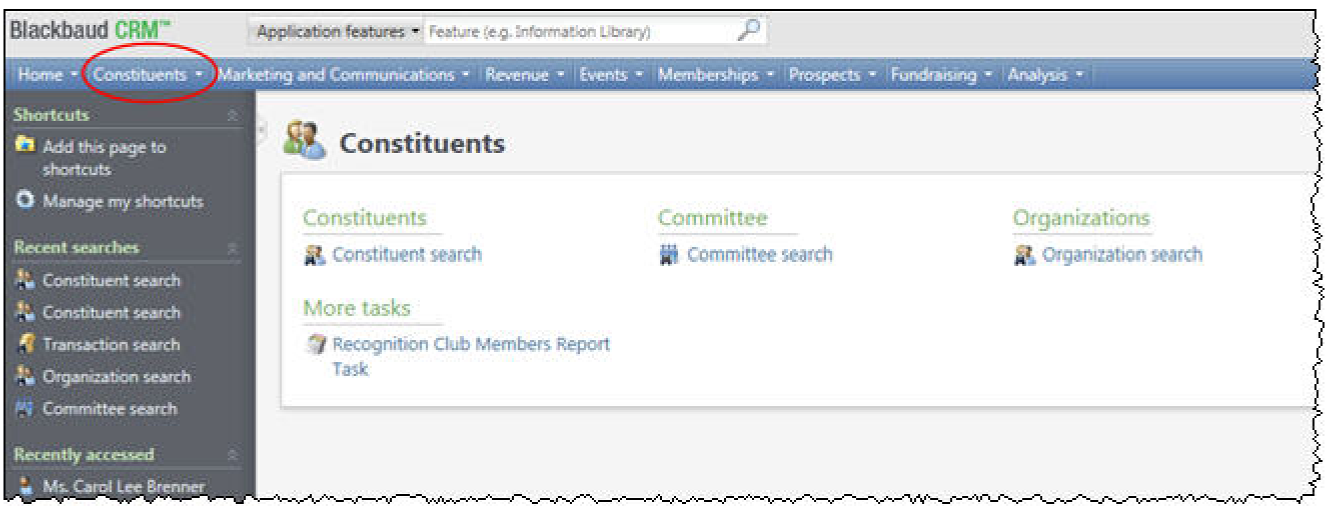
Resource	Location
Help Files within TAS program	Available from within the program: Go to the program page or open a program task window then click the Help icon on that window or page.
OSU Online Resources	2tech@osu.edu
Advancement IT Service Desk	292-TECH(8324)

CONSTITUENT RECORD NAVIGATION

Constituents are individuals, groups, businesses, and other organizations that support The Ohio State University by contributing money, time, and/or resources. The purpose of ***The Advancement System (TAS)*** is to manage the relationships and interactions you have with the individuals and organizations that support your mission and fundraising efforts.

The Constituents Page

On the **Constituents** page, you can access constituent records.



Constituent Types

Constituents are the individuals, groups, and organizations who support your mission and fundraising efforts. Each constituent has its own constituent record in ***TAS***. You manage information about each constituent on their constituent record.

Individuals

Individuals are the people, such as donors who support The Ohio State University's mission or interact with The Ohio State University in other ways.

ⓘ At Ohio State you will use individual records to track:

- o Individual donors and prospects
- o Individual event registrants
- o Individual corporate contacts
- o Alumni
- o Students
- o Parents
- o Employees
- o Board members

Organizations

Organizations are entities, such as companies and businesses that support The Ohio State University's mission or interact with OSU in other ways.

ⓘ At Ohio State you will use organization records to track:

- o Companies
- o Businesses
- o Foundations
- o Estates/Trusts
- o Legislative bodies
- o Agencies

Groups

You may find it important to track certain groups of constituents. Using a Group record, you can add a group constituent record to the database, show the constituents who belong to the group, and enter information about the group and its members. This helps you track individuals and organizations that you deem important enough to group together for managing and reporting purposes.

ⓘ At OSU, you will use groups to track:

- o Boards and committees
- o Prospect groups

Committees

Committees are a specific type of group that can be enabled with additional privileges. Committees can plan events, set fundraising goals (financial), and set committee goals (non-financial).

ⓘ At Ohio State you will use committee records to track:

- o OSU boards and committees
  - Alumni Board/Committee
  - Campaign/Development Board/Committee
  - Unit Advisory

- Other Campaign/Committee

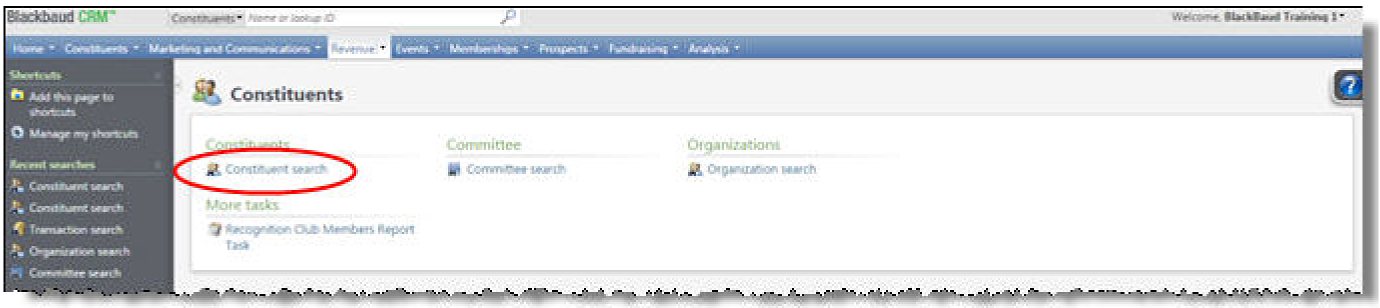
  o Sub-committees for boards

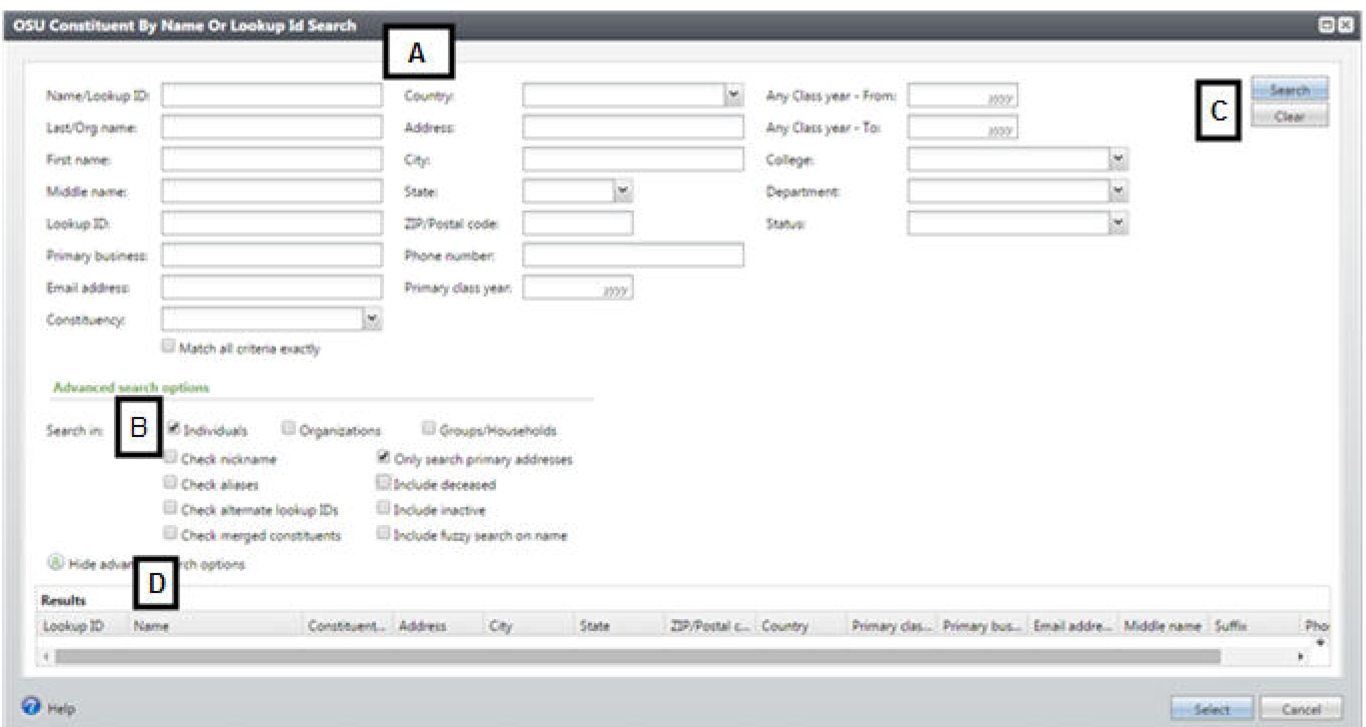
Households

Ohio State defines a household to be a husband and wife or partners living at the same address. OSU will use household records exclusively to manage mailings for married couples or partners.

Constituent Search

You use the search window to find the constituent's record that you want to view.





A. Enter constituent name or other known information in data fields. The search process is not case sensitive. You can use "wildcard" characters to take the place of part of your search phrase:

- o Asterisk (*) or percent sign (%) takes the place of one or more characters
- o Question mark (?) or underscore (_) takes the place of an individual character

For example, to locate all constituents with a last name ending with the letters “son,” you can enter ***son** or **%son** in the last name field, or for the last name Smith or Smyth, you can enter **Sm?th** or **Sm_th**.

B. Advanced search options allows you to specify the type of record that you are searching for. You can select to include individuals, organizations, and groups/households records in your search. You can select one, two, or all three checkboxes.

You can choose to include records that are marked as **deceased. Records that are marked as deceased will not display in your search results unless you check the box to Include deceased.**

You can choose to search using a nickname, search by an alias, check alternate lookup IDs and search only for primary addresses.

The option to include a fuzzy search name means that the results will include names that sound similar to the one entered in the name field. For example, if you know someone’s last name is Pederson, Peterson, or Patterson, you could include any of those in the last name field and click on the fuzzy search box.

Advanced search options are “sticky” which means that once you have selected a checkbox or removed the check mark from a checkbox, that selection will remain in place for every search until you change it.

C. Click **Search** to activate the search once you have entered criteria or you may tap the Enter key on your keyboard. Click **Clear** to remove all criteria and begin a new search.

D. All results that meet your search criteria display in the grid at the bottom of the window. Click the constituent name in the results to open the constituent’s record. (Alternately, click the row of the constituent you wish to open and click **Select**.)

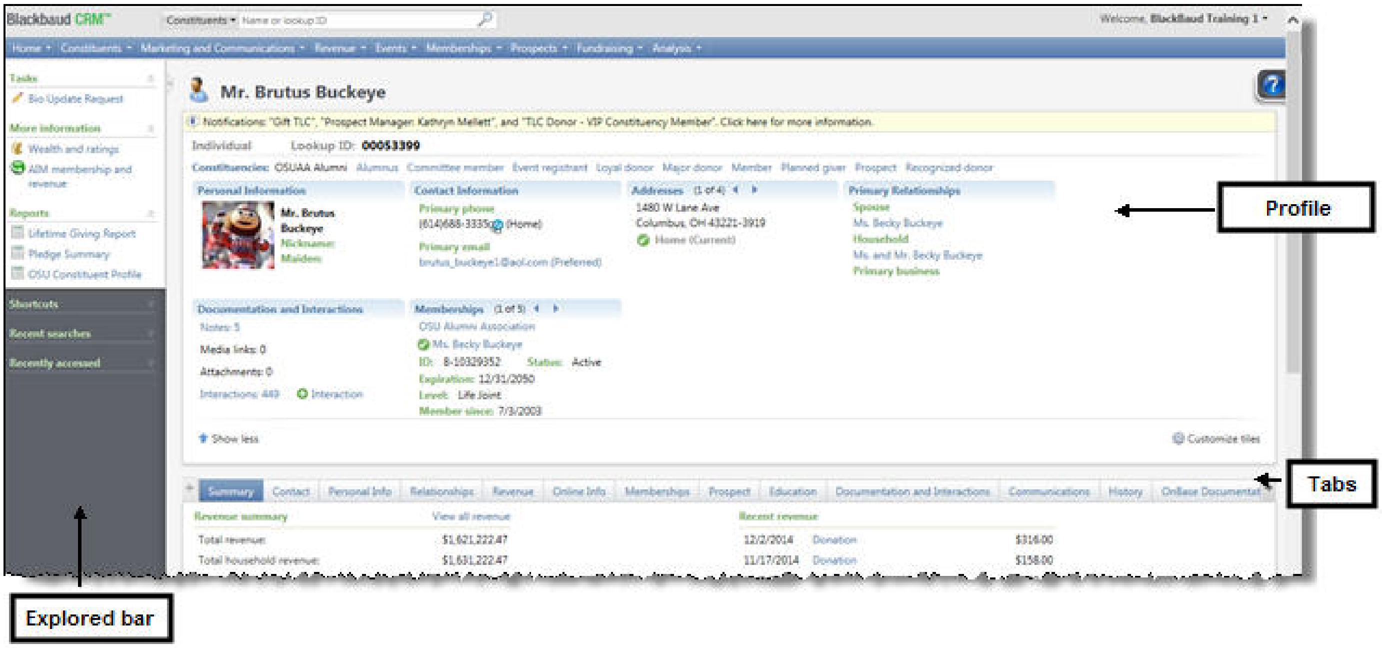
For searches returning more than 100 constituents, only the first 100 appear in the results grid. You must refine your search in some manner to display additional results.

To Search for a Constituent Record:

1. On the navigation bar, click **Constituents**.
2. On the **Constituents** page, click **Constituent Search**.
3. Enter the constituent name or other known information in the data fields.
4. Select checkboxes for any advanced search options your wish to use.
5. Click **Search** to begin the search.
6. Click the constituent name in the results to open the constituent’s record. (Alternately, click the row of the constituent you wish to open and click **Select**.)

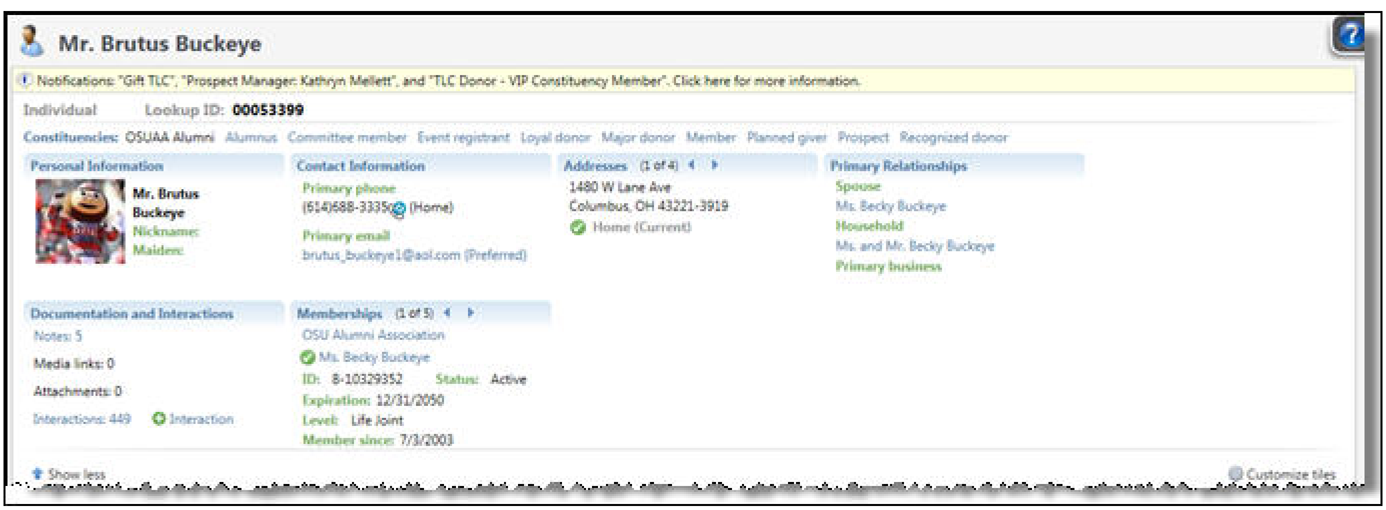
Individual Constituents

An individual record is comprised of three main sections: a profile section at the top of the record, multiple tabs beneath the profile and links on the explorer bar.



Profile

Profile information about the constituent displays at the top of the record including the type of record, Lookup ID, and any active constituencies. Summary tiles display information about the constituent depending on the type of constituent. For individual constituents, personal information, contact information, addresses, primary relationships, documentation and interactions, memberships, and education.



Constituent Record Navigation

Summary Tiles

Summary tiles are located in the profile section of a constituent's record They allow you to quickly view, add, and edit information. Summary tiles link to other pages and tabs. You can use these links as shortcuts to navigate throughout the constituent's record.

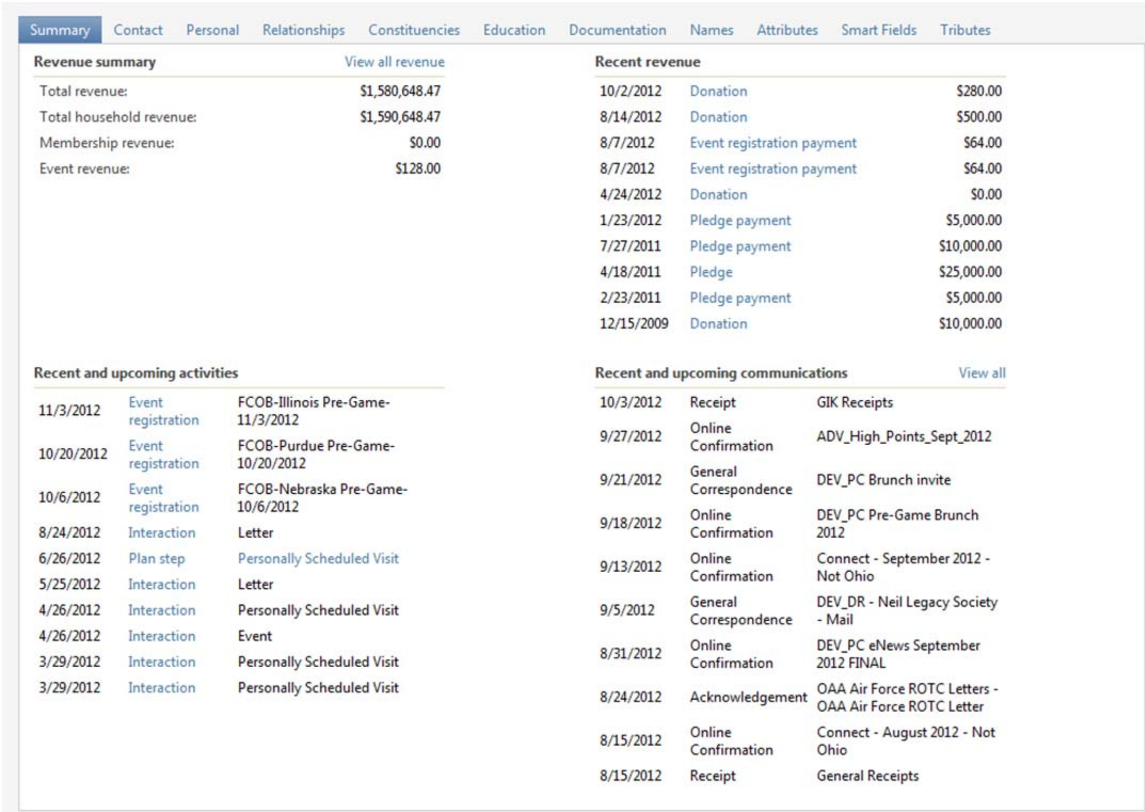
You can customize which summary tiles appear and in what order you want them to appear for each record type.

To Customize tiles on a Constituent Record:

1. On the constituent's record, click **Customize tiles**.
2. ***Customize individual constituent summary tiles*** window opens displaying the names of all of the summary tiles.
3. Highlight the tiles that you want to display to the **Show these tiles in this order:** section on the right side of the window by clicking on the and arrows.
4. Highlight the tiles to move them into the order that you want them to display using the and arrows.
5. Click **Save**.
6. Repeat these steps if the tiles are not in the order that you want or tiles are showing/not showing that you want.

Summary Tab

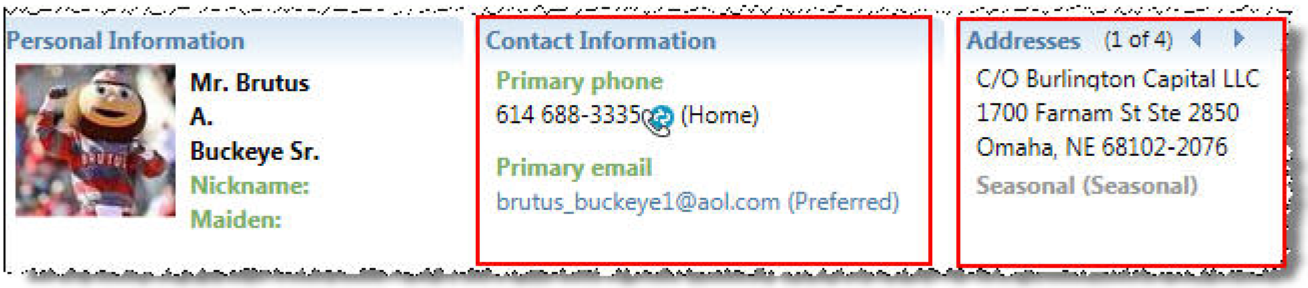
The Summary tab displays an overview of an individual constituent including the recent revenue, activities, and communications associated with the constituent.



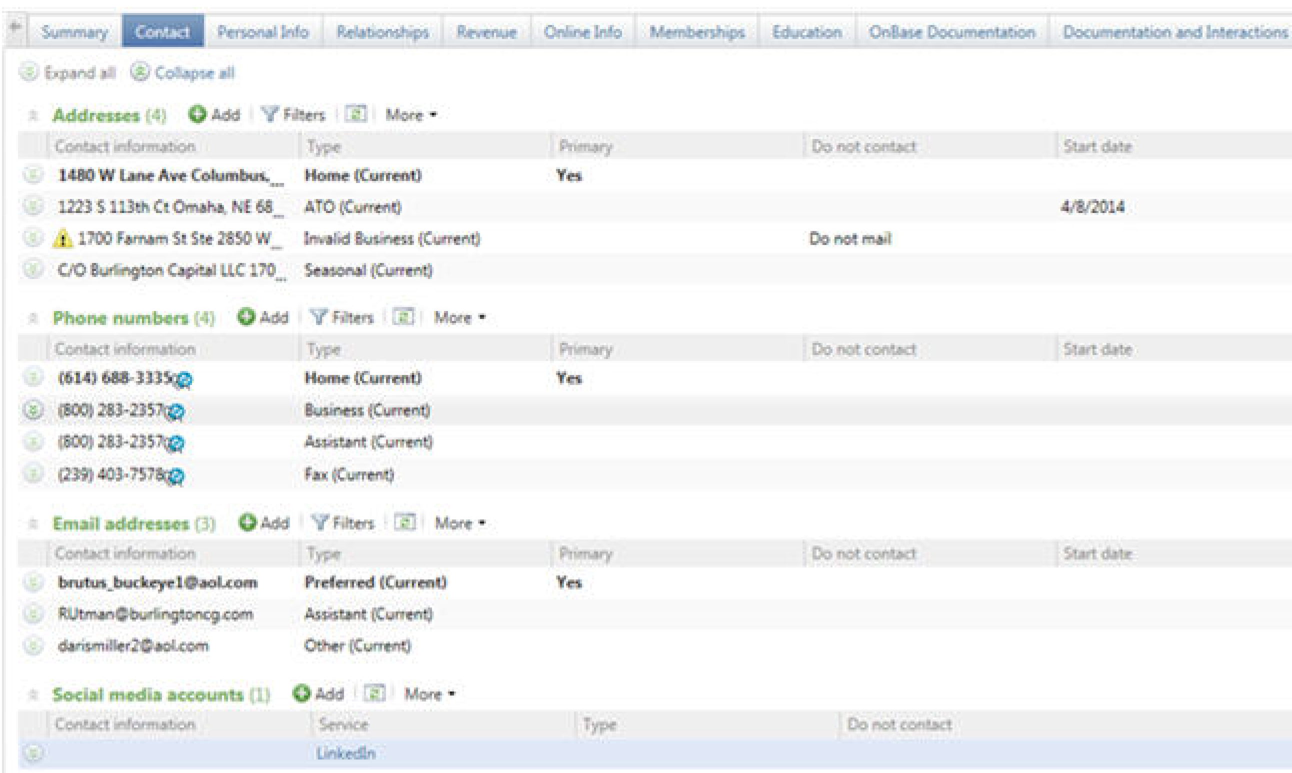
Frame	Information
Revenue summary	This frame displays information about the total giving received from the constituent. If the constituent is a member of a household, you can also view the total giving received from the household. To view all revenue for the constituent, click **View all revenue** on the action bar.
Recent revenue	This frame displays the most recent revenue transactions received from the individual.
Recent and upcoming activities	This frame displays the most recent or pending interactions or activities such as event registrations associated with the constituent.
Recent and upcoming communications	This frame displays the most recent communications associated with the individual. To view all communication with the constituent, click **View all** on the action bar.

Contact Tab

You can access the Contact tab by clicking on either the Contact Information or Addresses summary tile in the profile section or clicking on the Contact tab.



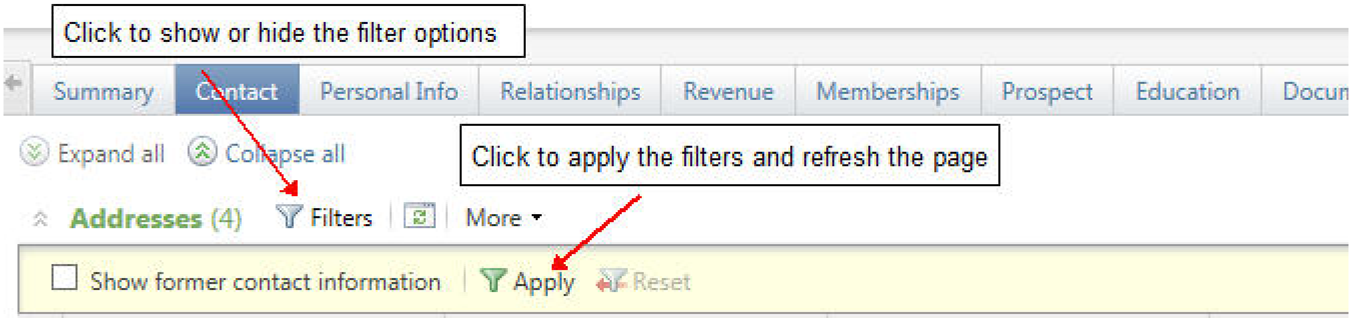
On the Contact tab of a constituent record, you can view the constituent's addresses, phone numbers, email addresses, and social media accounts.



You cannot edit information on a Constituent's record. However, you should submit address, email and telephone changes to the Advancement Records department by clicking on the Bio Update Request link on the Explorer bar. (see page 51)

Filters and Refreshing the Data

When you view information on the constituent tabs, you may have the option to filter the data to view only the information you want to see.



ⓘWhen you are viewing a record and you think there is information missing from a tab or page that has filter capability, be sure to set filters to display all information and refresh the page data to see all the data for the record.

Personal Info Tab

You can access the Personal Info tab by clicking on the Personal Information summary tile in the profile section.

Two sub tabs are available from the Personal Info tab: **Personal** and **Constituencies**. Each sub tab contains information about the constituent.

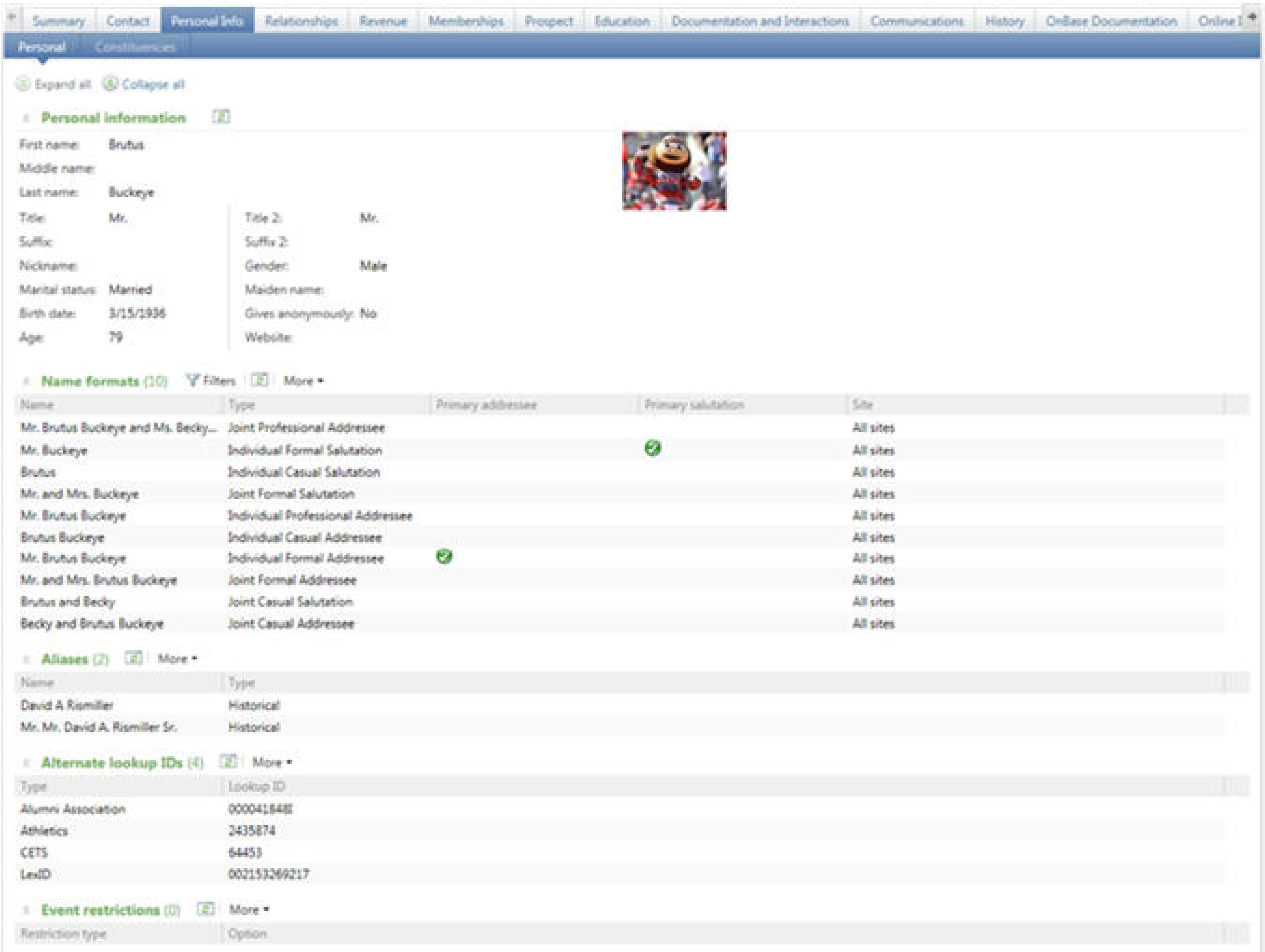
Personal

The following types of personal data is listed on the Personal sub tab:

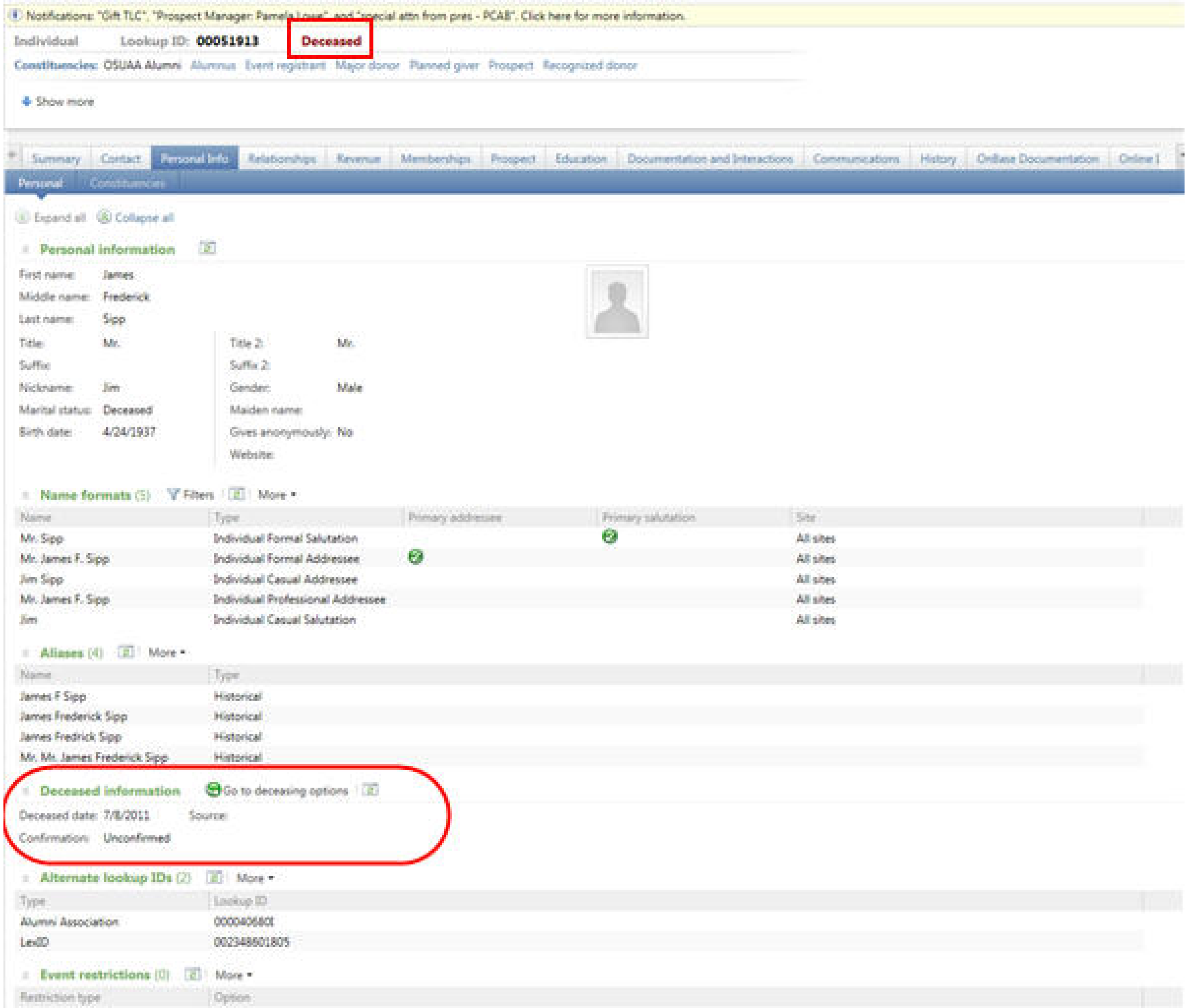
- **Personal information** - includes nickname, marital status, gender, maiden name, birth date, and age
- **Name formats** – view multiple addressees and salutations to use in communications with a constituent. A primary addressee and primary salutation is identified. The primary addressee is how

the constituent request to typically by addressed, such as on envelopes and labels. The primary salutation is how the constituent requests to typically be greeted in communication.

- **Aliases** – the aliases for the constituent. You can search for constituent records by Aliases on the Constituent Search screen by checking the box for Advanced Search options to Check Aliases
    - For an individual constituent, an alias can be a former name, an alternate name, or a nickname not listed under personal information.
    - On an organization record, an alias can be an acronym or a name by which the organization is commonly called in the community.
- **Alternate lookup IDs –** ID numbers from other OSU database systems that can be used to locate a constituent in ***TAS***. You may see:
    - Alumni Association membership
    - Athletics ticket
    - Name.#
    - OSU ID
    - Peletonia rider #
    - WOSU membership number
    - WCA (Wexner Center for the Arts)
- **Event restrictions** – restrictions such as accessibility accommodations, food allergies or meal restrictions that were self-disclosed by the constituent during event registration can be stored on the constituents record



- **Deceased information** - for constituent records marked as deceased, the Deceased information heading displays. Under Deceased information heading, information includes the date the constituent passed away and how OSU learned that the constituent passed away.



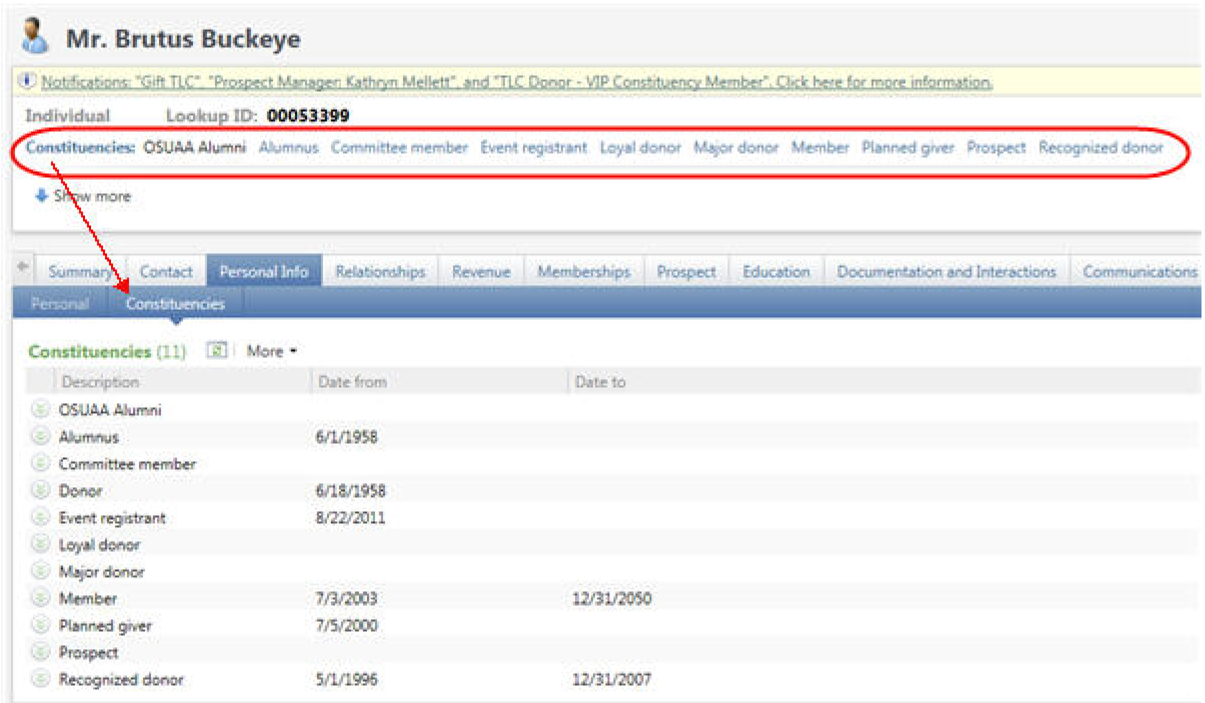
Constituencies

Constituencies define the affiliations your constituents have with The Ohio State University. A constituent can have multiple constituencies, and these relationships can start, end, and overlap.

For example, a constituent may first become a donor in your database and remain a donor for an undetermined length of time. The constituent may later become a committee member for OSU, but for only one year.

You can use constituencies to define these relationships and group similar constituents in queries, mailings, and reports.

An individual's constituencies display on the Personal info tab. Active constituencies also display in the profile summary at the top of a constituent's record.



This table lists the current constituency codes and when each is used.

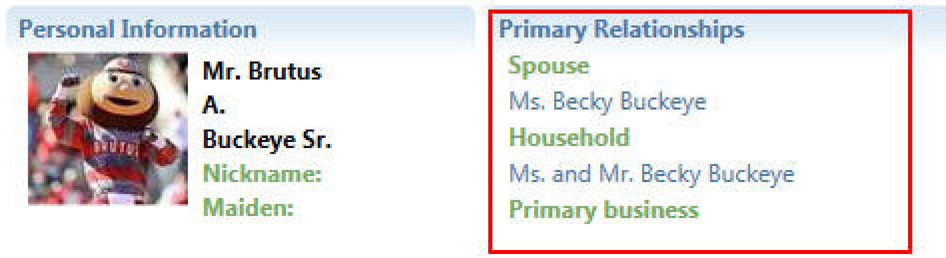
Constituency Value	Description
Alumnus	Graduate of The Ohio State University
OSUAA Alumni	Graduates of OSU and those who attended but did not graduate but completed at least 15 credit hours and have requested to be included in alumni activities and events.
OSU Student	Currently enrolled OSU students.
OSU Former Student	Students who have withdrawn.
OSU Parent	Parents/guardians of OSU alumni and students. Whether a parent is a past or current parent can be determined by querying on the related child's education record.
OSU Employee	Individuals currently employed by the university or faculty with emeritus status.

Constituency Value	Description
Medical Residency Grad	Individuals who have completed a medical residency, fellowship or non-accredited medical training program at Ohio State.
Dental Residency Grad	Individuals who have completed a dental residency at Ohio State.
Loyal donor	Constituent has donated to OSU for the past five consecutive years
Corporate Foundation	For foundations associated with a corporation or business, generally serving as the charitable or philanthropic arm of the company, i.e., Cardinal Health Foundation.
Major donor	Constituent has donated over $50,000 to OSU
Family Foundation	A foundation created by a family and funded by family members for the purpose of making charitable distributions.
Other Foundation	An independent foundation or one not affiliated with a corporation or family.
Trust	Legal entity used for estate planning or making charitable gifts.
Educational Institution	Schools, colleges and universities.
Donor-Advised Fund	Third-party charitable giving vehicle.
Government	Local, state or federal government entity.

Relationships Tab

Relationships are familial, social, or professional associations with the constituent. A relation must have its own constituent record in the database. When you add a relationship to a constituent record, the relationship displays on the Relationships tab of both constituents in the relationship.

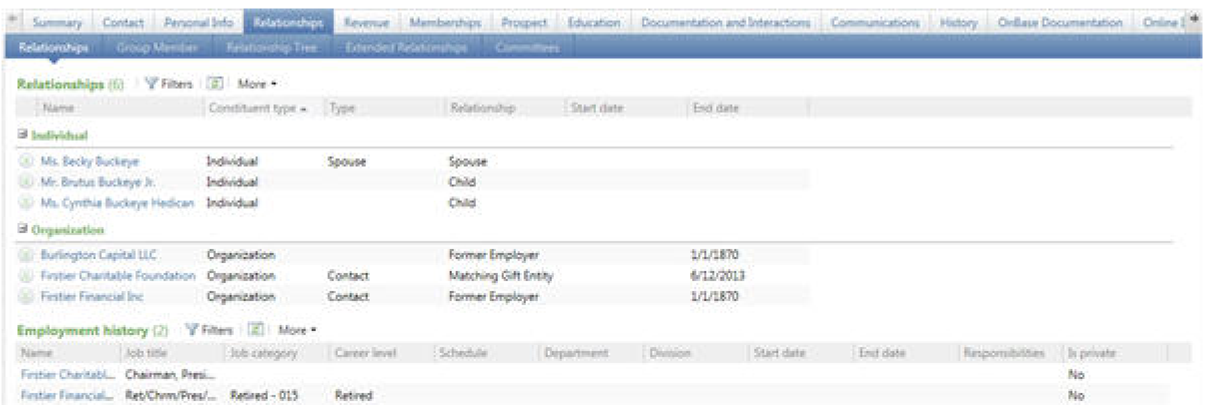
You can access the Relationships tab by clicking on the Primary Relationships summary tile in the profile section.



Five sub tabs are available from the Relationships tab: **Relationships, Group Member, Relationship Tree, Extended Relationships** and **Committee**. Each sub tab contains information about the constituent.

Relationships

Relationships are grouped by Individual and Organization.



Individual Relationships

Individual relationships are the people with whom the constituent is associated, such as a spouse, partner, friend, family member, or business associate.

Organization Relationships

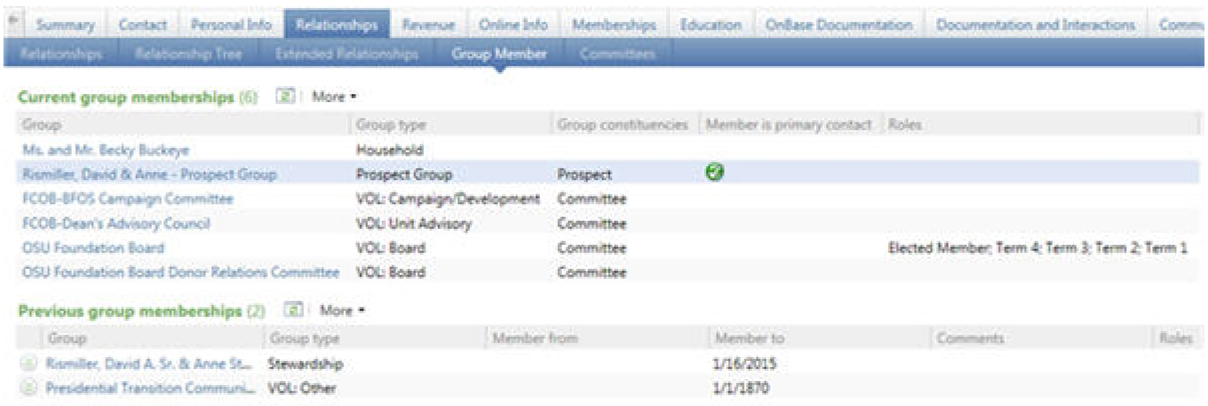
Organization relationships are the businesses, foundations, agencies, and other organizations that have an association with the constituent. For example, a constituent can be a member of cultural organization, an employee of a business, or a board member of an organization.

Employment History

A constituent's Employment History tab tracks employment history for constituents, which includes job title, job category, and career level information. For organization constituents, it offers a view of all employees, past and present. For individual constituents, it offers a work history.

Group Member

The constituent's current group memberships and previous group memberships are displayed. The group's name and the group type is indicated for each group.

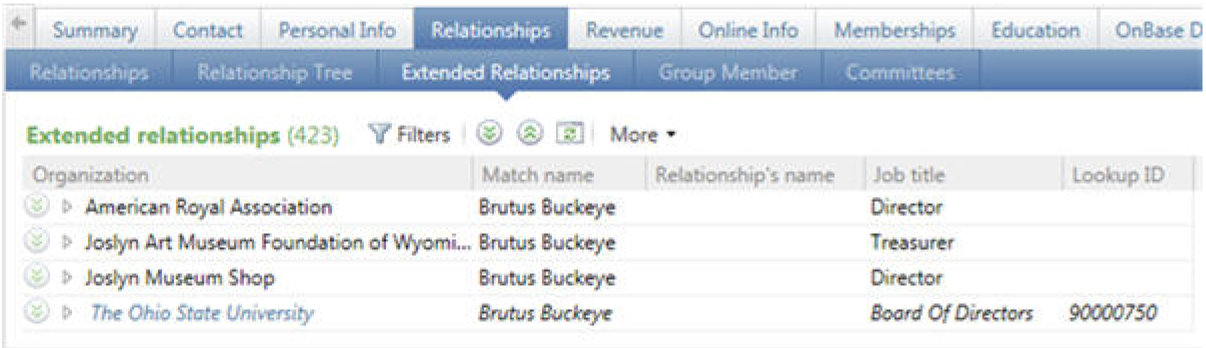


Relationship Tree

The Relationship Tree tab displays all of the constituent's relationships entered on the Relationships tab. You can view each relationship entered for the constituent or view all relationships for each entry in the relationship tree by expanding the tree view.

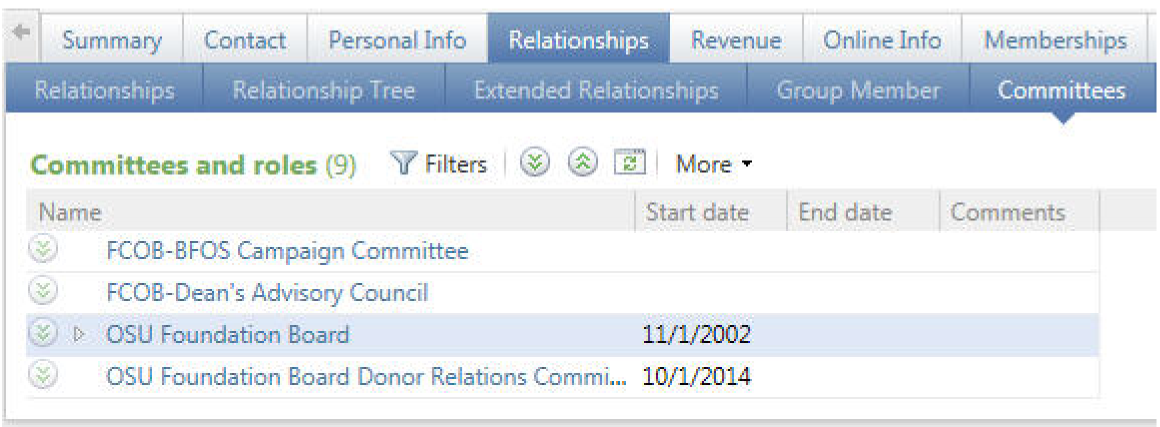
Extended Relationships

The Extended Relationships tab displays all relationships identified by ***Wealth Point*** for an individual constituent, constituent group, or households.



Committees

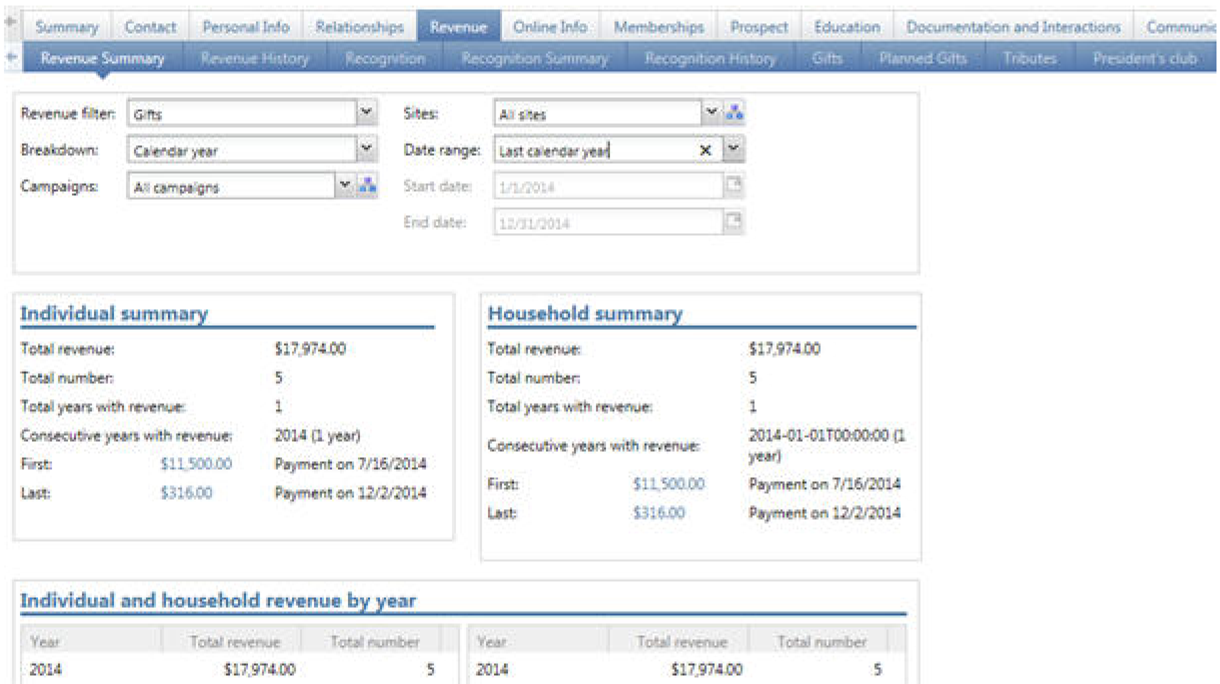
The committees that the constituent is a member of are displayed.



Revenue Tab

The Revenue tab displays information about revenue associated with the constituent, such as gifts, recognition credits, matched gifts, and planned gifts.

The Revenue information is tracked on multiple tabs.



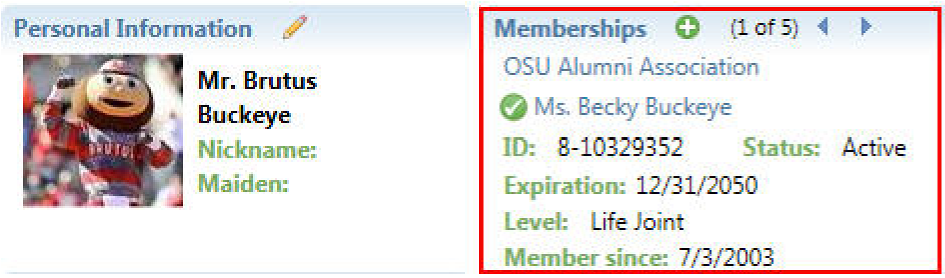
The following table provides a summary of the information available on each of the sub tabs.

Tab name	Information
Revenue Summary	The Revenue Summary tab displays a cumulative summary of the constituent's revenue. For an individual constituent associated with a household, it displays the total giving balance for the individual (left side of the tab) and for any household to which the constituent belongs (right side of tab). For a constituent household, it displays the total revenue for the household members.
Revenue History	The Revenue History tab displays a summary of all revenue items OSU received from the constituent, such as gifts, pledge payments, and event registration fees. Revenue detail information for the selected payment is shown at the bottom of the tab. From the tab, you can view the record of a transaction associated with the constituent. Select the transaction to view and click Go to revenue. The selected revenue record displays.

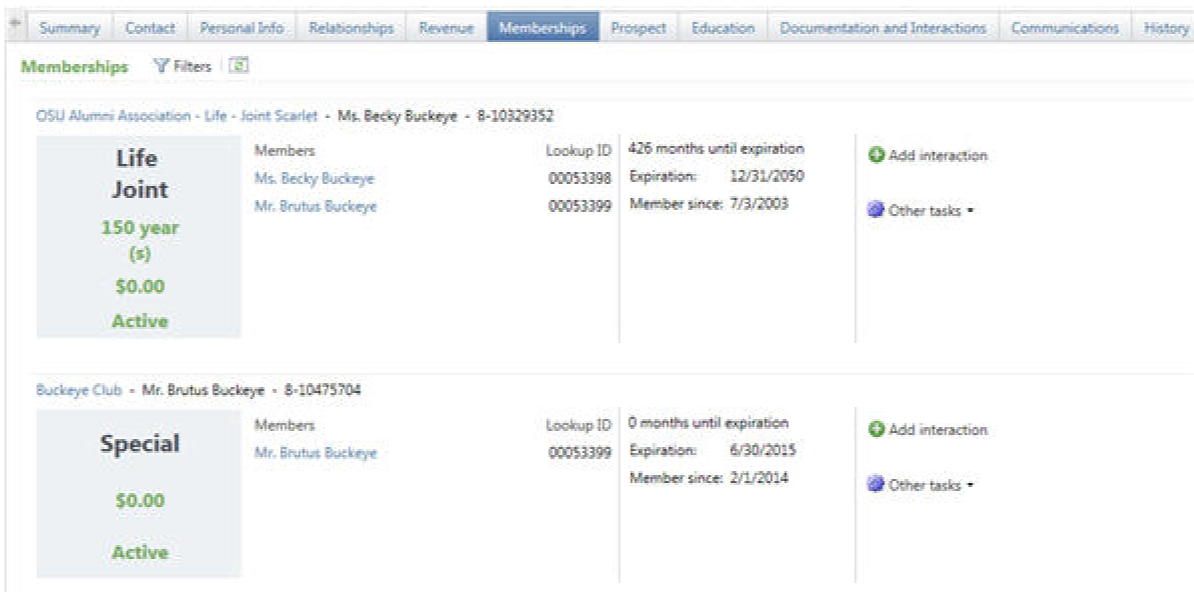
Tab name	Information
Recognition	The Recognition tab displays the recognitions the constituent has achieved. For each recognition, you can view its program name, status, expiration date, join date, achievement date, and total annual giving. You can also view how long the constituent has been a member of the program and the amount to donate to achieve the next level. With naming opportunities, OSU can allow donors to place their name on a physical object, such as naming bricks in a sidewalk or a plaque on a building, for specific donation amounts. Named Recognition History provides a history of the naming opportunities associated with the constituent. With recognition defaults, the program assigns recognition credits to a constituent’s spouse or partner when OSU receives a donation from them. Recognition Defaults displays the recognition credit defaults for a constituent.
Recognition History	The Recognition History tab displays the history of the recognition credits associated with the constituent’s gifts to OSU. This tab displays the date, type, amounts, recognition type, designation, and the donor associated with each recognition credit.
Planned Gifts	The Planned Gifts tab displays any planned gifts added for the constituent from his or her prospect record or prospect plan. Only planned gifts with a status of accepted or matured will display on this tab.
Matched Gifts	The Matched Gifts tab displays any matched gifts for the constituent from his or her employer or other affiliated business.
Tributes	The Tributes tab displays any monetary tributes to which a constituent is connected.

Memberships Tab

You can access the Memberships tab by clicking on the Memberships summary tile in the profile section.

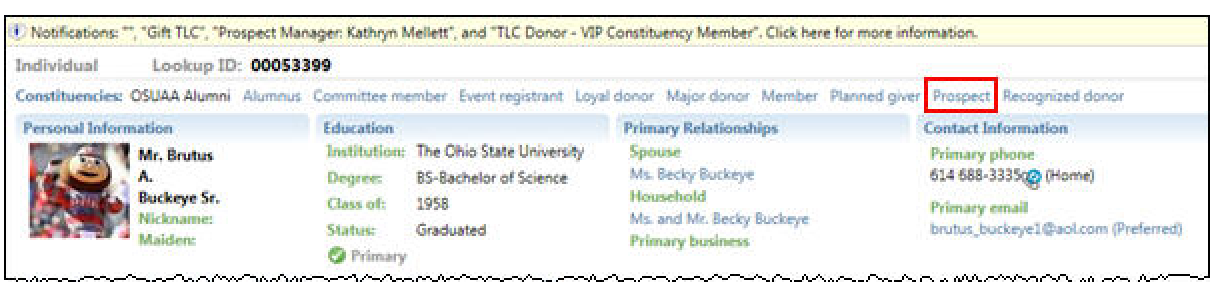


The Memberships tab displays membership information for a constituent such as Buckeye Club, Friends of the Library, Wexner Center for the Arts and various alumni societies. Information such as the membership program and level, member ID, status and type, member since date, and the membership level.

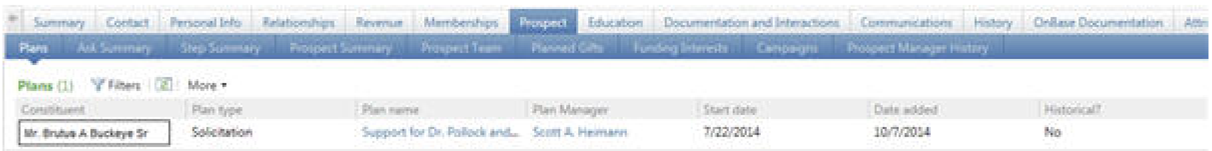


Prospect Tab

You can access the Prospect tab by clicking on Prospect in the list of Constituencies.

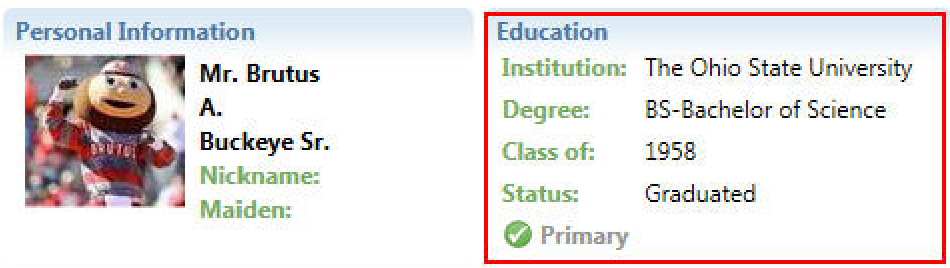


The Prospect tab displays sub tabs containing Plans, Ask Summary, Step Summary, Prospect Summary, Prospect Team, Planned Gifts, Funding Interests, Campaigns, and Prospect Manager History.

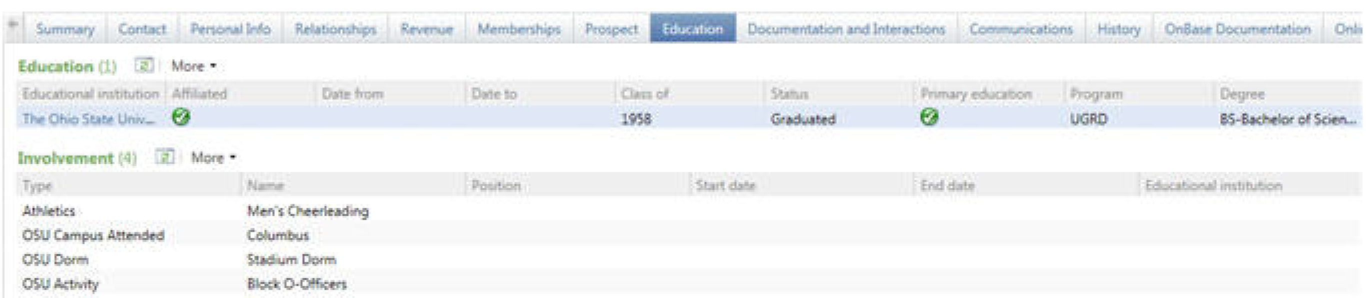


Education Tab

You can access the Education tab by clicking on the Education summary tile in the profile section.

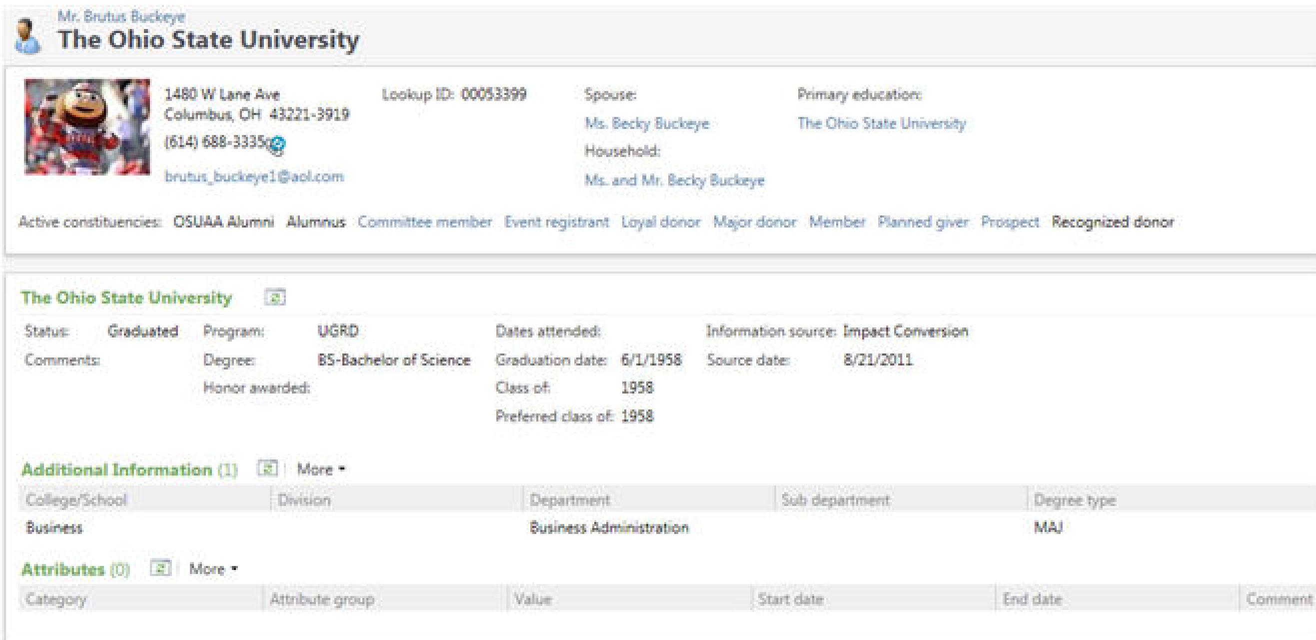


The Education tab contains records of the constituent's higher education programs they are attending or completed, specifically programs they attended at OSU. This tab can include a list of programs from any education institution.



For each educational institution, you can view the degree received, class year, program, and educational status. You can also view whether the program is the primary education for alumni information. If they attend both an undergraduate and graduate program, the primary will be their first OSU degree which is the undergraduate degree.

To view additional information about the constituent's history with the program, click on the Educational Institution. The Education page for the constituent and program displays.



In addition to the details of the program, the education record can contain specific education related involvements. Involvements include the campus attended, dorm lived in, any extracurricular activities, University or College awards or scholarships that the individual was involved in or received during their time at Ohio State.

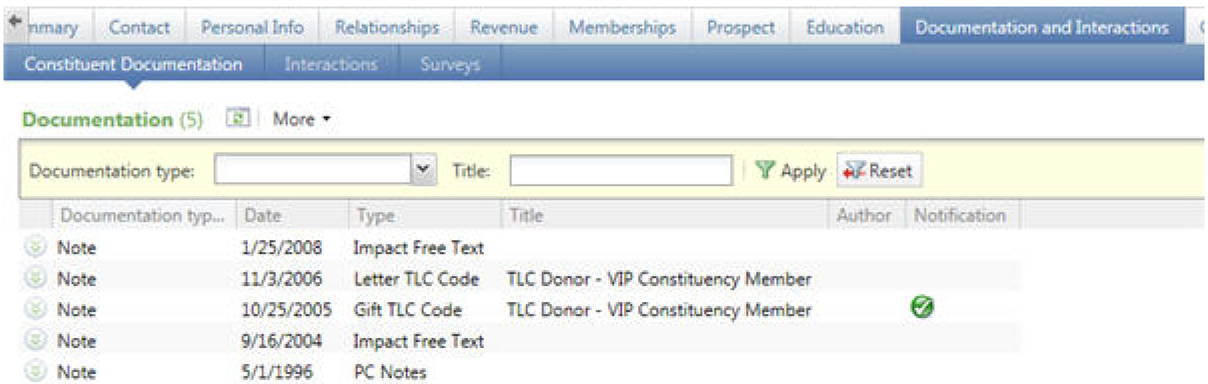
Documentation and Interactions Tab

You can access the Documentation and Interactions by clicking on the Documentation and Interactions tab.

Two sub tabs are available from the Documentation and Interactions tab: **Constituent Documentation** and **Interactions**. Each sub tab contains information about the constituent.

Constituent Documentation

The Constituent Documentation sub tab on a constituent record is used for adding notes about the constituent.

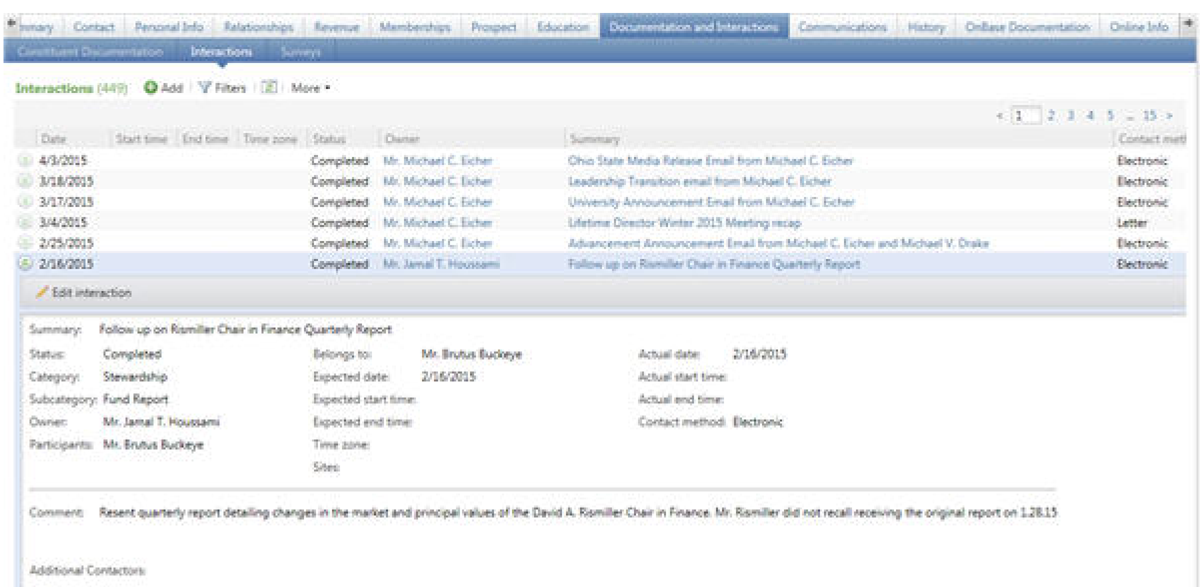


Interactions

Interactions are an activity with a donor, alumnus or friend in which we learn something new, or move an engagement or solicitation strategy forward. Interactions must be ***individualized and meaningful***.

Interactions represent our institutional memory of our alumni, donors and friends. They give us contextual information about our constituents and their relationship for us.

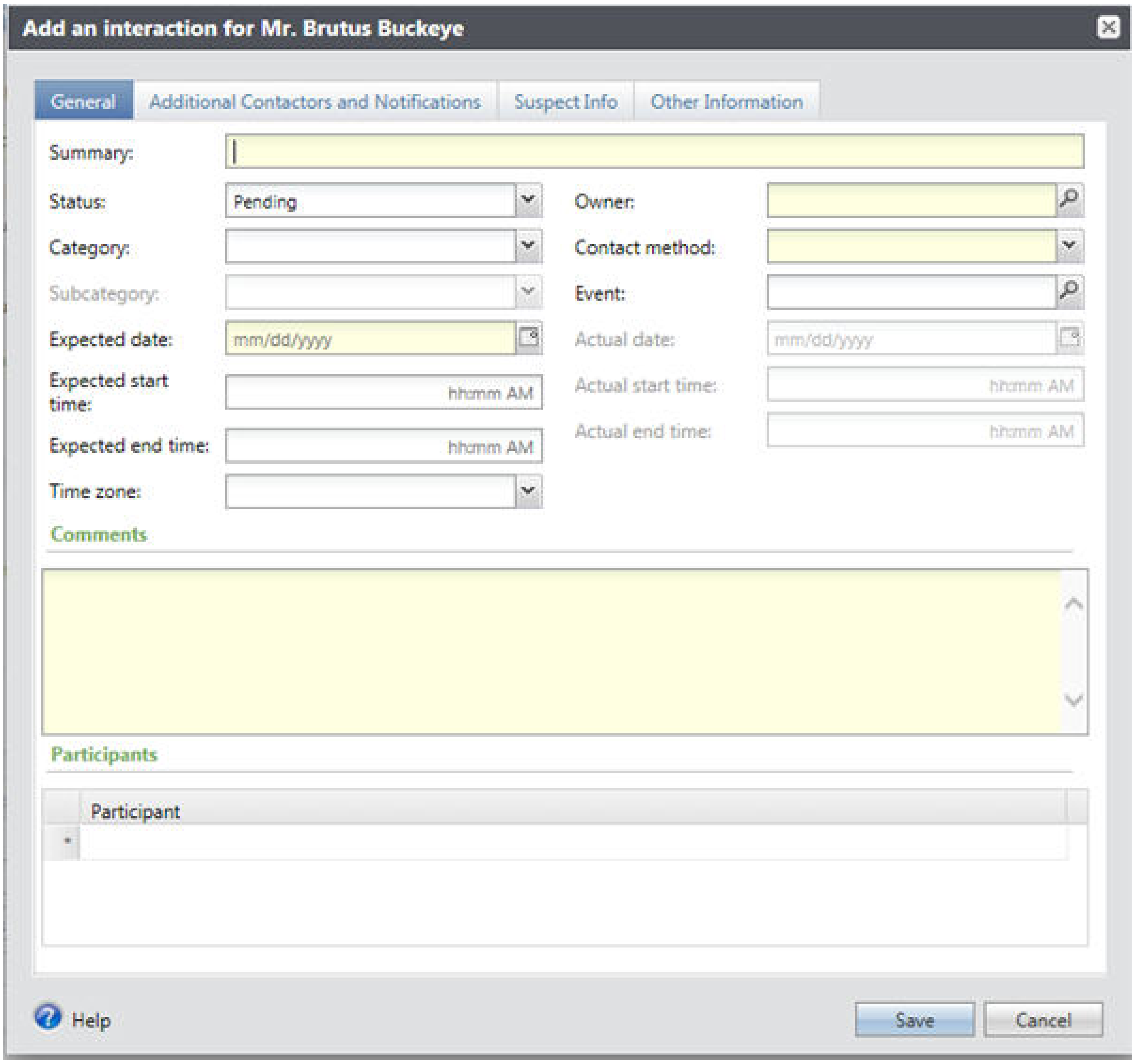
All Interactions that were added to a constituent's record may be viewed.



Add an Interaction

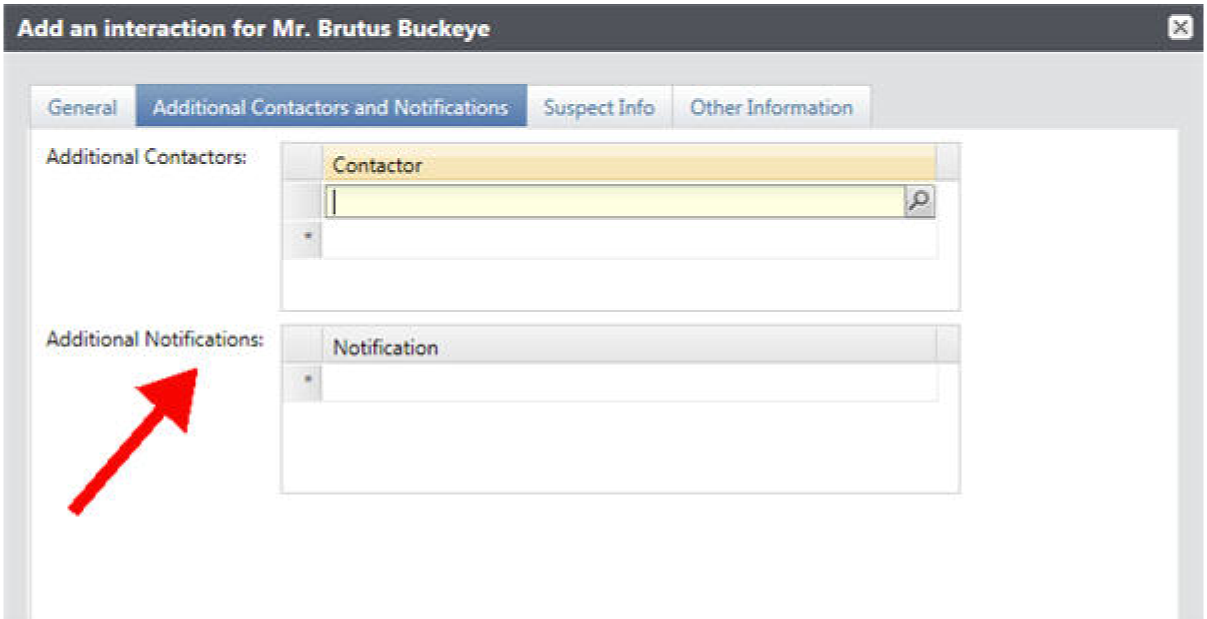
Add an Interaction to record any meaningful and noteworthy interactions you have with the constituent. All interactions should be entered in TAS within one week of the activity.

When you add an interaction, you can enter a summary or its objective, its expected and actual dates, and any comments or additional information about the interaction. All fields that are highlighted in yellow must to filled in before the Interactions is saved.



On the **Additional Contactors and Notifications** tab, an option for "Additional Notifications" is available. This allows you to select another employee of the university to be copied on the Interaction in the daily Prospect Activity report (the Prospect Activity Report is received via email the day after an interaction is completed in TAS). While anyone involved in the specific interaction or with a prospect assignment to the constituent is already automatically copied, this allows you to notify additional individuals of a single interaction.

Individuals listed in the Additional Notifications field were not present during the interaction, but will find the information useful.



You are now able to designate additional employees to be copied by default on all of your own daily Prospect Activity reports. For example, a development officer may want an office assistant to be copied on all daily Prospect Activity reports; or, a supervisor may want to see all daily Prospect Activity reports for one of their direct reports.

To implement this feature, contact the Advancement IT Service Center (2tech@osu.edu) with the name of the Contactor and the name of the individual to be copied.

Communications Tab

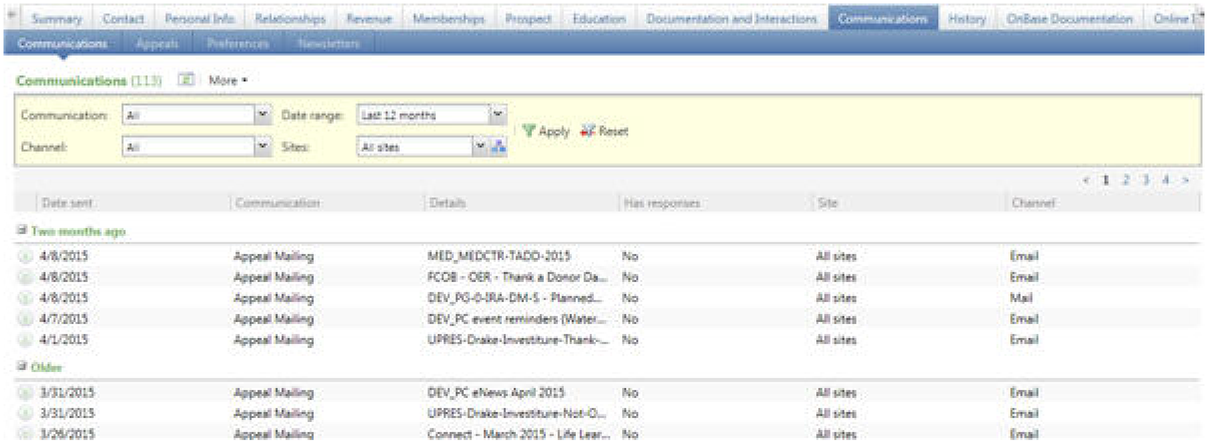
A constituent's Communications tab provides a snapshot of OSU's communication with the constituent. On the Communications tab, you can view and manage the various communications and appeal mailings that include the constituent and how the constituent prefers to receive communication.

To help you navigate through this information, the Communications tab includes multiple sub tabs: **Communications, Appeals,** and **Preferences**.

Communications

The Communications sub tab displays the various forms of bulk communication OSU has with the constituent. These communications might include newsletters, revenue receipts and acknowledgments, and event invitations.

For each communication, you can view the date of the communication, its type and the channel that was used to send it (Mail, Email, Phone) .

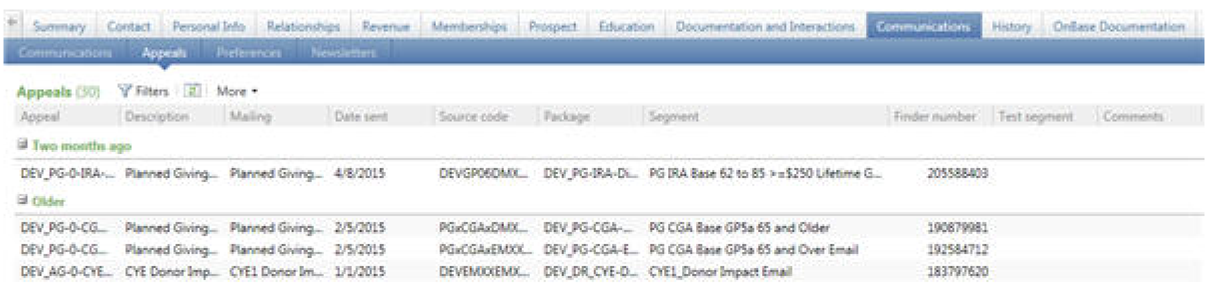


Communications are automatically added to the constituent's record as a result of a correspondence or direct marketing process.

Appeals

Appeals are planned efforts OSU performs to contact constituents and generate gifts, such as direct mailings, phonathons, and programmatic messaging. Typically, an appeal occurs within a specific time period and has a monetary goal.

The Appeals tab displays the appeal mailings and the appeal e-mails that OSU sends to the constituent. For each appeal, you can view the date of the appeal, its source code and finder number, and its segment.



Most appeals are automatically added to the constituent's record as a result of a correspondence process.

Preferences

On the Preferences tab, you can manage the communication preferences for the constituent. Communications preferences help ensure OSU communicates with constituents in ways that they prefer.

Communications preferences are grouped into two types: Solicit codes and Mail preferences.

Solicit Codes

Solicit codes provide a convenient method for flagging constituents as “exceptions to the rule” for your fundraisers. These codes tell you there are certain rules to follow when communicating with the constituent.

The naming convention for solicit codes is <Unit> <Restriction Type> <Detail> <Communication channel>.

Unit is the OSU college/unit abbreviation using TAS unit naming convention. UNIV applies to anywhere in the university.

Restriction types are:

- No Contact – do not contact by the specific channel
- No Solicit – do not ask for donations

Detail is the name of a particular publication or type of communication. If the detail section starts with “RULE_” this indicates that this solicit code is placed on the record due to an administrative rule rather than specifically requested by the constituent.

Communication channels are:

- All channels – do not send communications by any method (mail,email,phone,etc.)
- Mail – do not send postal mail
- Email – do not email
- Phone – do not call

Example of solicit codes:

- UNIV – No contact – All channels
- AA – No contact - Email
- ENG – No contact - Buckeye Eng – Mail
- UNIV – No contact – RULE_Peletonia Only – All channels
- WCA – No Solicit – All channels

Mail Preferences

Mail preferences allow you to define specifics about how a constituent wishes to receive mail.

For example, a constituent may request that you send her general correspondence to her primary home address and her donation acknowledgments and receipts to her business address.

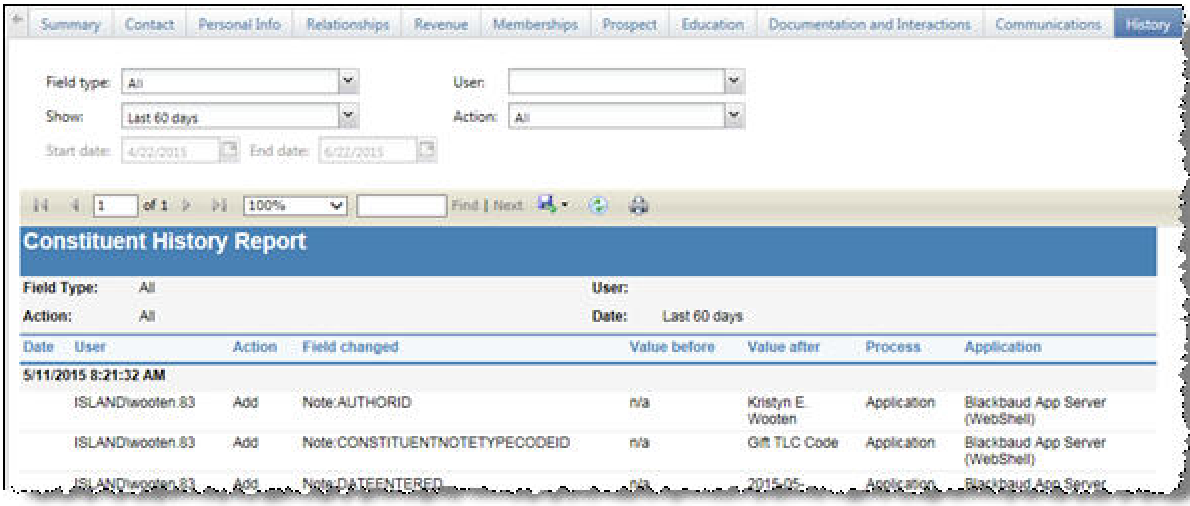
Rather than set mail preferences separately for each mail type, you can set mail preferences for all the mail types of a constituent. When you set a mail preference for all mail types, the program replaces existing mail preferences with this mail preference.

Newsletters Tab

OSU is not using the Newsletters tab at this time.

History Tab

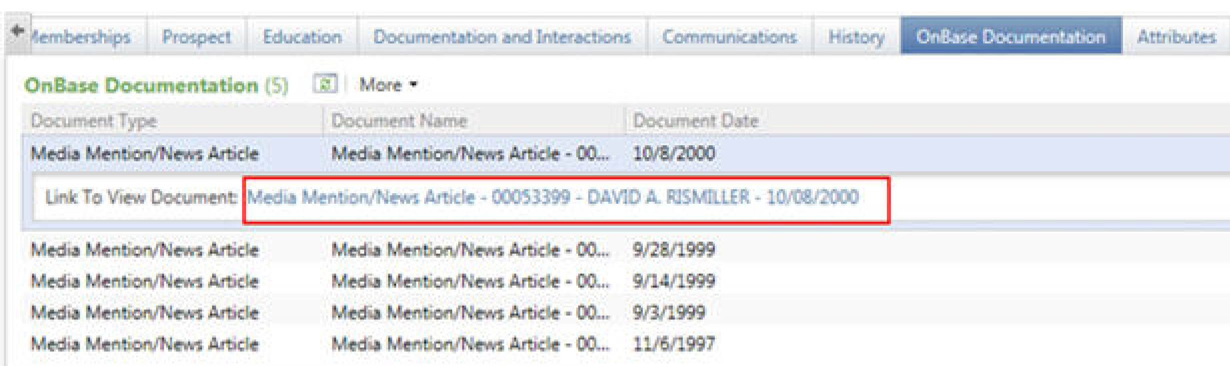
The History tab displays an audit of the changes made to the constituent’s record.



On the History tab, you can view the changes and revisions made to the constituent record. For each change, you can view the date and time of the change, the action performed, and the field affected, the field values before and after the action, and the user or process that performed the change.

OnBase Documentation Tab

The OnBase Documentation tab displays information about the constituent that have archived in our document management system.



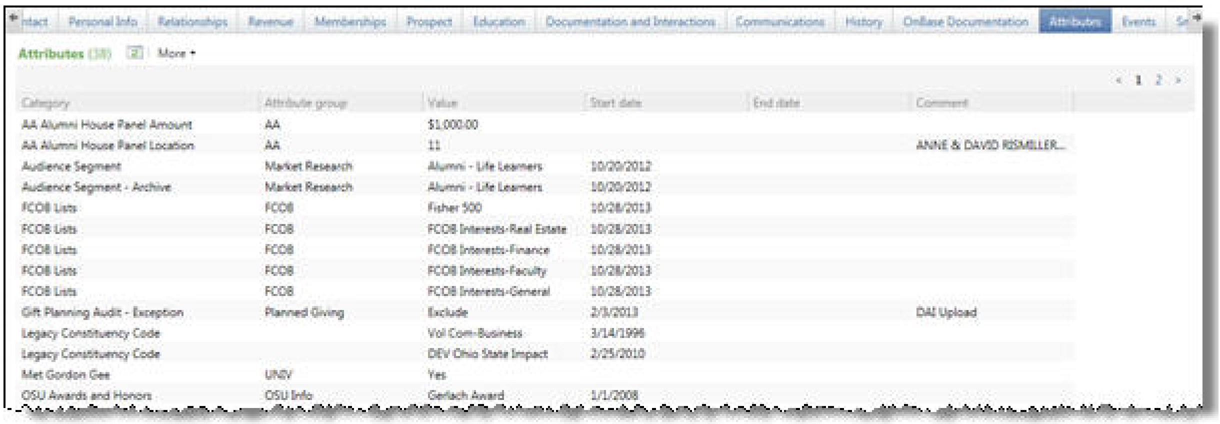
Different types of documents may be listed for a constituent such as Deceased or Media Mention/News Article. Click on the document type to obtain a link to the article. Then click on the link and a document viewer will open in a separate window so that you can read the information.

Attributes Tab

On the Attributes tab of a constituent record, you can view and manage constituent attributes. You can use attributes to store specialized information about a constituent when no field or tab exists for that information. You can query on attributes to gather constituents who share a common characteristic.

ⓘ For example, OSU uses constituent attributes to track:

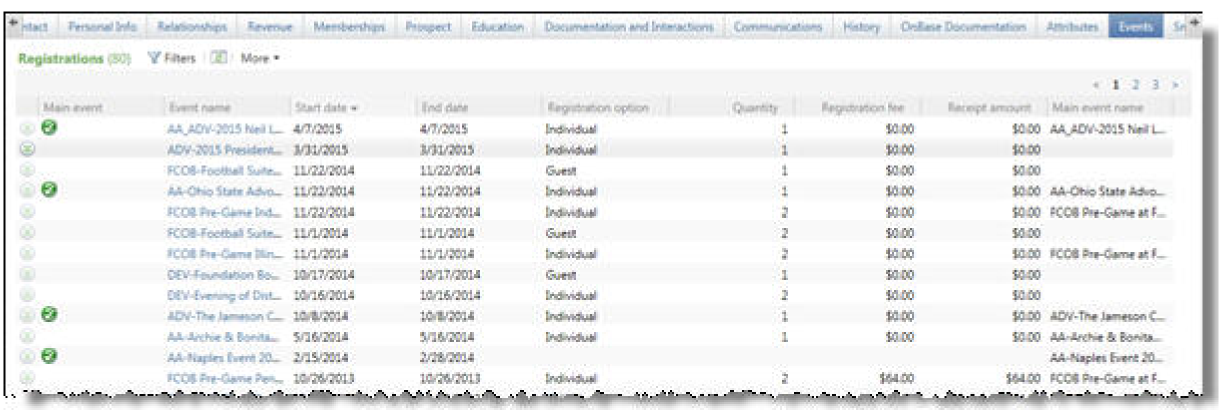
- o Some legacy Impact constituent codes
- o Stewardship/Donor Relations preferences
- o Awards and Honors
- o Miscellaneous lists



Category	Attribute group	Value	Start date	End date	Comment
AA Alumni House Panel Amount	AA	$1,000.00			
AA Alumni House Panel Location	AA	11			ANNE & DAVID RISMILLER...
Audience Segment	Market Research	Alumni - Life Learners	10/20/2012		
Audience Segment - Archive	Market Research	Alumni - Life Learners	10/20/2012		
FCOB Lists	FCOB	Fisher 500	10/28/2013		
FCOB Lists	FCOB	FCOB Interests-Real Estate	10/28/2013		
FCOB Lists	FCOB	FCOB Interests-Finance	10/28/2013		
FCOB Lists	FCOB	FCOB Interests-Faculty	10/28/2013		
FCOB Lists	FCOB	FCOB Interests-General	10/28/2013		
Gift Planning Audit - Exception	Planned Giving	Exclude	2/3/2013		DAI Upload
Legacy Constituency Code		Vol Com-Business	3/14/1996		
Legacy Constituency Code		DEV Ohio State Impact	2/25/2010		
Met Gordon Gee	UNIV	Yes			
OSU Awards and Honors	OSU Info	Gerlach Award	1/1/2008		

Events Tab

On the Events tab of a constituent record, you can view event registration history for the constituent. Event information such as the event name, start date, registration option, quantity and registration fees are displayed.



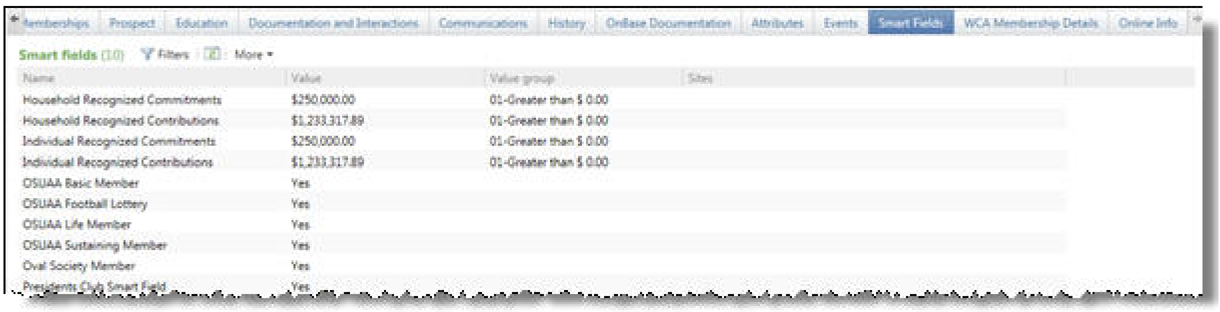
Main event	Event name	Start date	End date	Registration option	Quantity	Registration fee	Receipt amount	Main event name
	AA_ADV-2015 Neil L...	4/7/2015	4/7/2015	Individual	1	$0.00	$0.00	AA_ADV-2015 Neil L...
	ADV-2015 President...	3/31/2015	3/31/2015	Individual	1	$0.00	$0.00	
	FCOB-Football Suite...	11/22/2014	11/22/2014	Guest	1	$0.00	$0.00	
	AA-Ohio State Advo...	11/22/2014	11/22/2014	Individual	1	$0.00	$0.00	AA-Ohio State Advo...
	FCOB Pre-Game Ind...	11/22/2014	11/22/2014	Individual	2	$0.00	$0.00	FCOB Pre-Game at F...
	FCOB-Football Suite...	11/1/2014	11/1/2014	Guest	2	$0.00	$0.00	
	FCOB Pre-Game Din...	11/1/2014	11/1/2014	Individual	2	$0.00	$0.00	FCOB Pre-Game at F...
	DEV-Foundation Bo...	10/17/2014	10/17/2014	Guest	1	$0.00	$0.00	
	DEV-Evening of Dist...	10/16/2014	10/16/2014	Individual	2	$0.00	$0.00	
	ADV-The Jameson C...	10/8/2014	10/8/2014	Individual	1	$0.00	$0.00	ADV-The Jameson C...
	AA-Archie & Bonita...	5/16/2014	5/16/2014	Individual	1	$0.00	$0.00	AA-Archie & Bonita...
	AA-Naples Event 20...	2/15/2014	2/28/2014					AA-Naples Event 20...
	FCOB Pre-Game Pen...	10/26/2013	10/26/2013	Individual	2	$64.00	$64.00	FCOB Pre-Game at F...

Smart Fields Tab

Smart fields provide users quick access to specific, calculated information that otherwise would require time and the configuration of queries and reports to view.

For example, smart fields are available for Individual recognized contributions, individual recognized commitments, corporate giving (with matching), Corporate giving (without matching), and other summary values.

Smart fields are updated nightly.

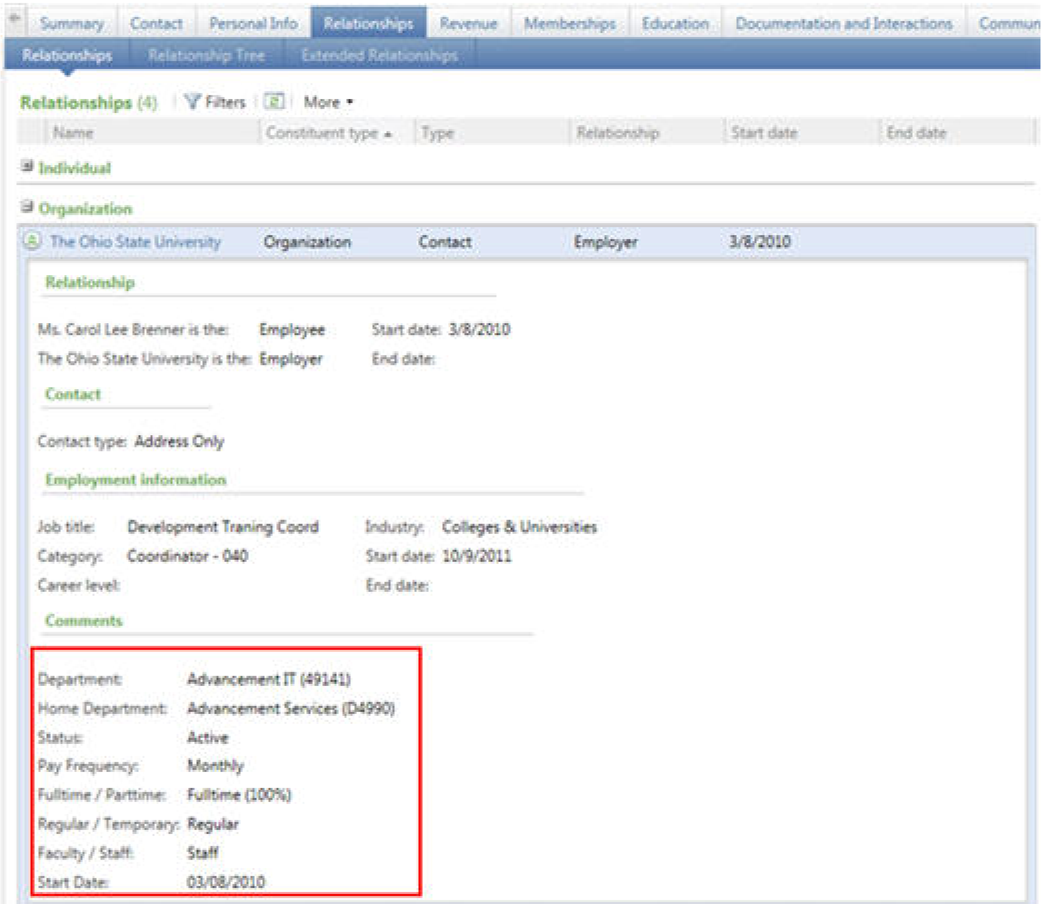


OSU Employee Tab

For constituents who are OSU employees and have the OSU Employee constituency, the OSU Employee tab displays on the record. On this tab, you can view all of the employee’s active appointments with details such as their job title, the departments they belong to, their employment status and other information related to their position.

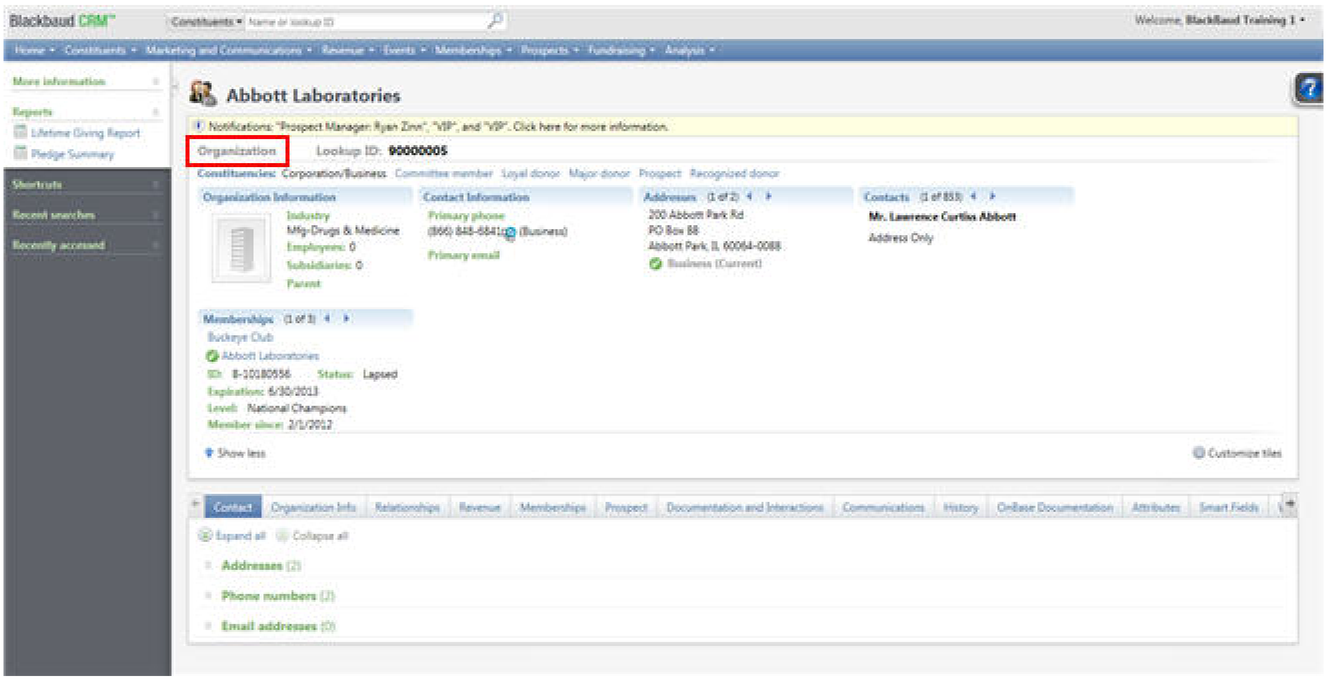
- The information on the OSU Employee tab is populated and updated every two weeks via integration with the Human Resources database.
- The information includes all active employee appointments (including the employee’s primary appointment) and those appointments that have been inactivated for 3 months.
- After an employee’s appointment has been inactive for over 3 months, that appointment no longer displays.

You can also view the primary appointment information on the Relationships tab of the constituent record when you expand the view of their relationship with The Ohio State University.



Organization Constituents

Organization records track important data pertaining to the companies, businesses, foundations, associations, schools, and trusts in your database.



The Organization Record

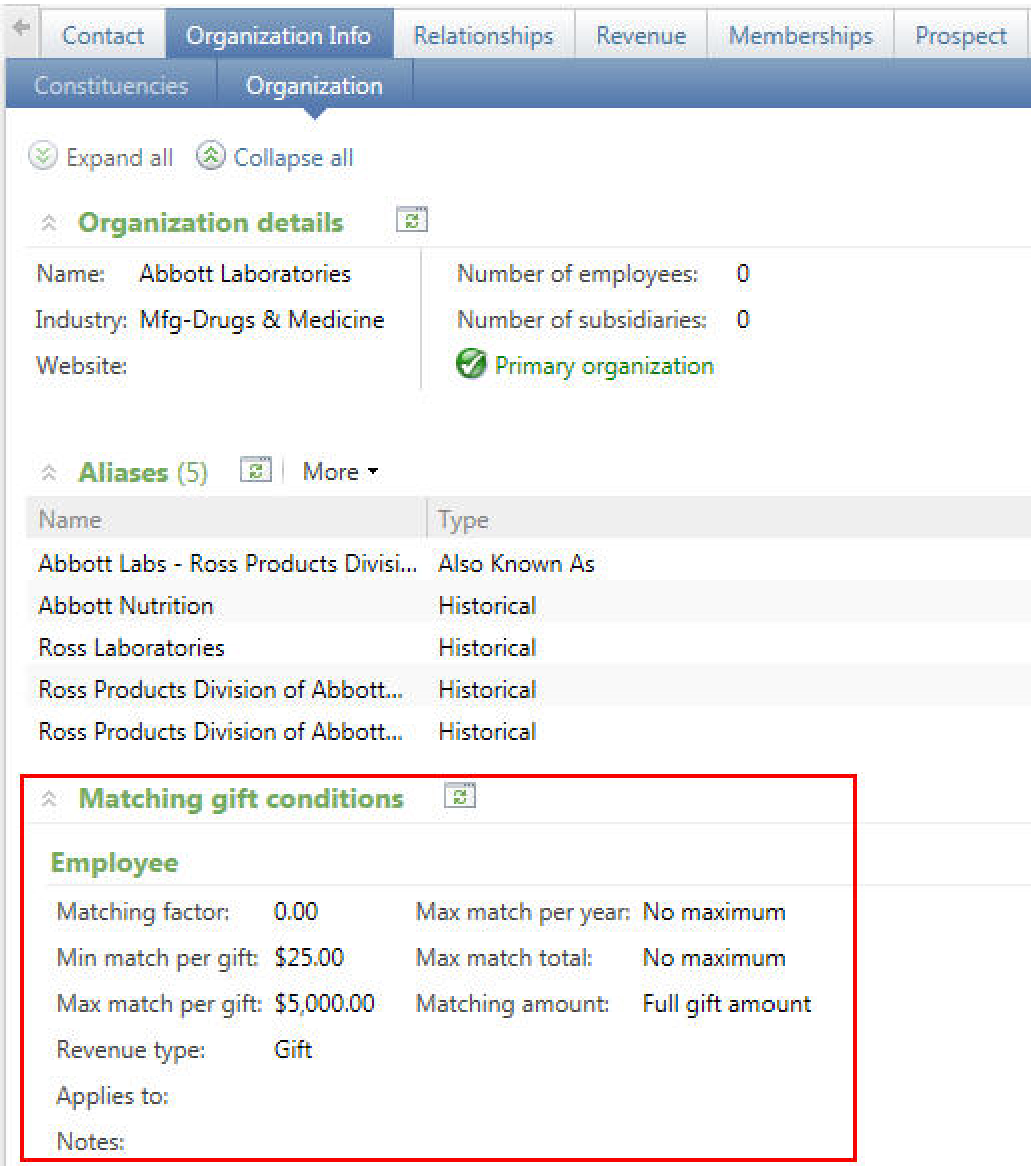
Much of the information on organization constituent records is organized on tabs, similar to individual records. In this section, we will only review tabs or fields specific to organizations. The following chart summarizes the information housed on each tab.

Tab Name	Information
Contact	An organization's addresses, telephone numbers, fax number and email address are maintained on the Contact tab.
Organization Info	The Constituencies sub tab shows the affiliations that the organization has with OSU. The data on the Organization sub tab includes organization details, Aliases, Matching gift conditions (for example, if the matching gift is for an employee or retiree and whether the gift amount is for the full gift amount or just the tax deductible portion),and alternate lookup IDs.
Relationships	On the Relationships tab, you keep track of individuals and organizations with whom the organization is associated. Current and previous group memberships are also displayed on the Relationships tab.
Attributes	On the Attributes tab, you store specialized information about an organization when no field or tab exists for that information.
Smart Fields	Smart fields provide users quick access to specific, calculated information that otherwise would require time and the configuration of queries and reports to view. For example, smart fields are available for Corporate Giving (with matching), Corporate Giving (without matching), individual recognized commitments and individual recognized contributions.

Organization Info

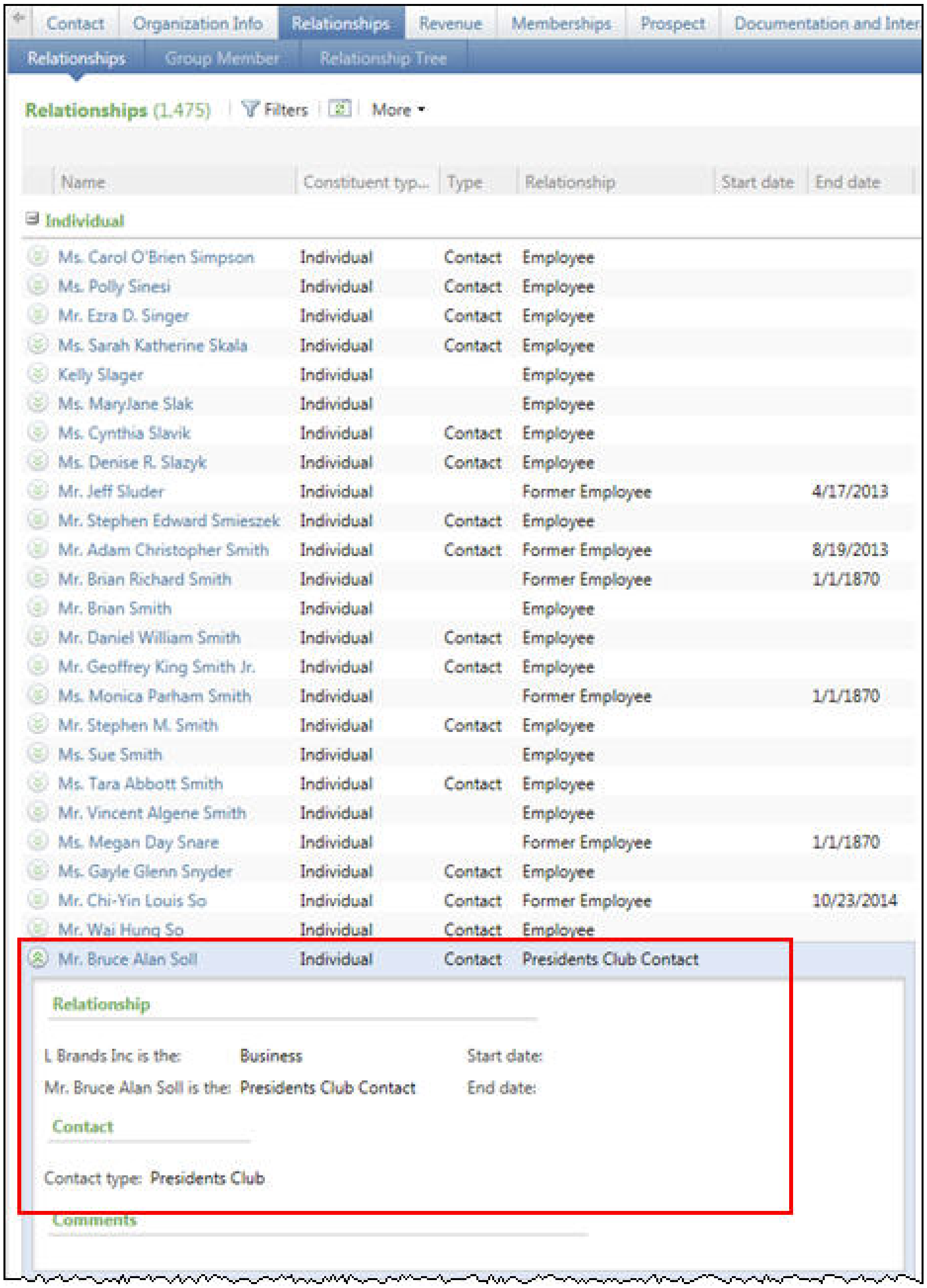
To view and manage information about an organization constituent, select the Organization tab.

On this tab, you can manage matching gift conditions for the organization. You can track the matching gift policies such as the minimum and maximum matching factors and any notes entered. An organization can have multiple levels of matching gift details.



Contacts for Organizations

Organization specific contacts that OSU interacts with are tracked as relationships to the organization on their constituent record. OSU is able to mail and report to specific contact types.



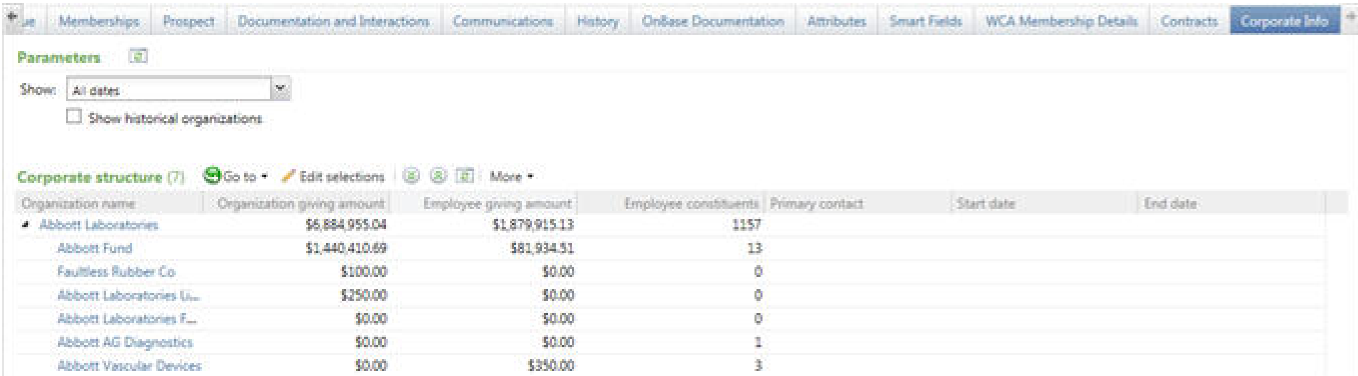
Corporate Info Tab

Organization Info

When you add an organization relationship to an organization constituent, such as a parent corporation or a subsidiary, you create a corporate structure that strengthens your ability to gather information.

You can track these relationships with customized hierarchical summaries that display how relationships connect within the corporate structure. Summaries include information such as organization and employee giving, primary contacts, organization size, and pending giving.

An organization's Corporate Structure displays the corporate summaries.

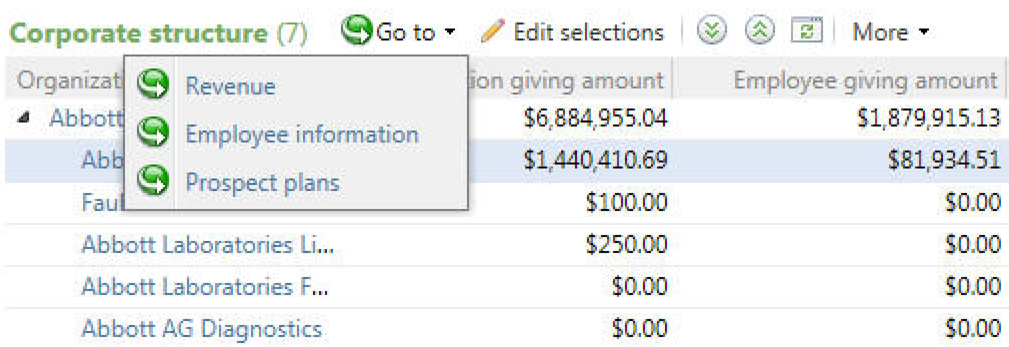


Corporate Information

The Corporate Information page displays additional information about organizations selected in the Corporate structure hierarchy on the Corporate Info tab. You can view detailed information about the revenue, employees, or prospect plans of the selected organizations.

To Access the Corporate Information Page:

1. Open the organization's constituent record.
2. Click on **Corporate info** tab**.**
3. On the action bar, click **Go to,** then select **Revenue, Employee information,** or **Prospect plans.**



The following table provides a summary of the information available on the Corporate Information page.

Tab name	Information
Revenue	This tab displays detailed information about the revenue of the selected organization, such as sponsorship, money raised by employees, special events participants, matching gift programs, and other employee giving.
Employee Information	This tab provides general information about each organization in the structure and their employees, such as organization size and volunteer totals.
Prospect Plans	This tab displays prospect plans associated with each organization in the structure and their employees, such as current stage and primary prospect manager.

Groups

In TAS, there are group records that represent a group of individuals or organizations such as families or corporations. For example, a group record may include:

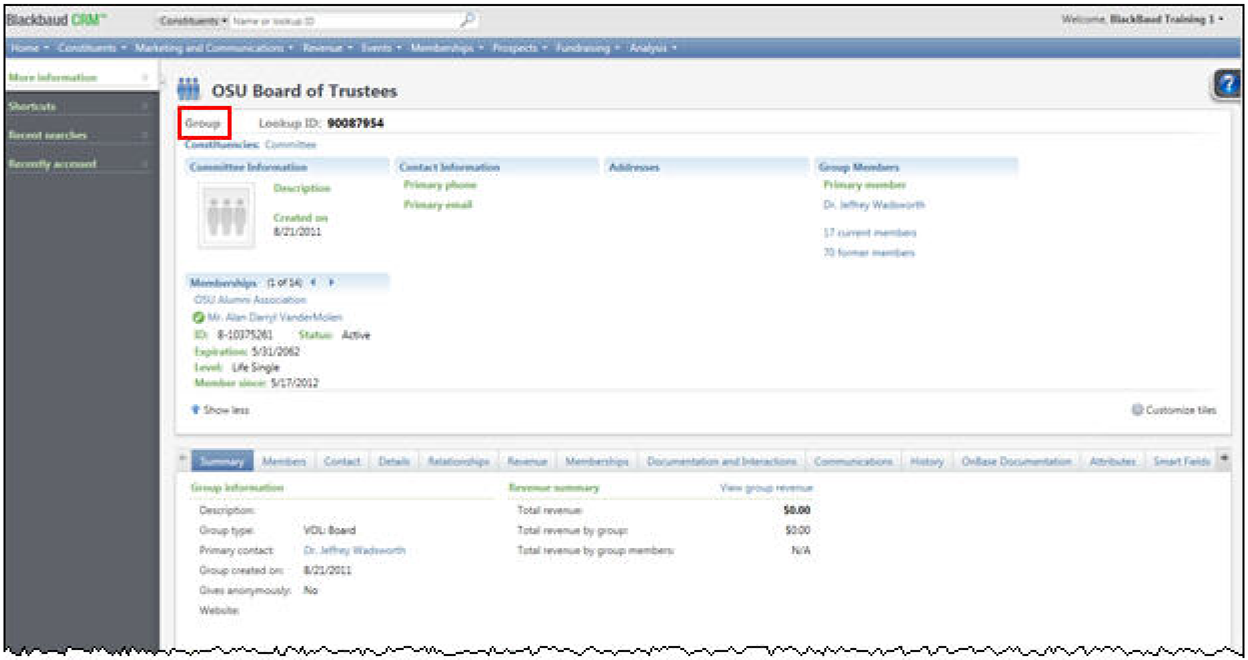
- Multiple constituents who pool their funds together to donate to OSU in a joint effort (family foundations or clubs)
- A group of constituents who serve on a committee (OSU committees and boards)
- A prospect group

Households can also be considered a type of group. At OSU, a household record is used only for de-duping a mailing only.

Examples of Groups are:

- Family Foundation/Extended Family
- Family/Friends
- Corporations/Corporate Foundations
- Corporation/Subsidiaries/Regional Offices
- OSU Boards and Committees
- Alumni Clubs

The Group Record



Much of the information on group constituent records is organized on tabs. The following chart summarizes the tabs that contain information for the group (most of the tabs on a group record are blank).

Tab Name	Information
Summary	The Summary tab displays an overview of a group constituent, including the revenue, activities, and group members.
Members	The Members tab displays all active members of a group. A checkmark displays beside the primary contact. Roles can be defined for each of the group members and start and end dates can be specified for the roles. If authorized you can add, edit, and delete group members on this tab.

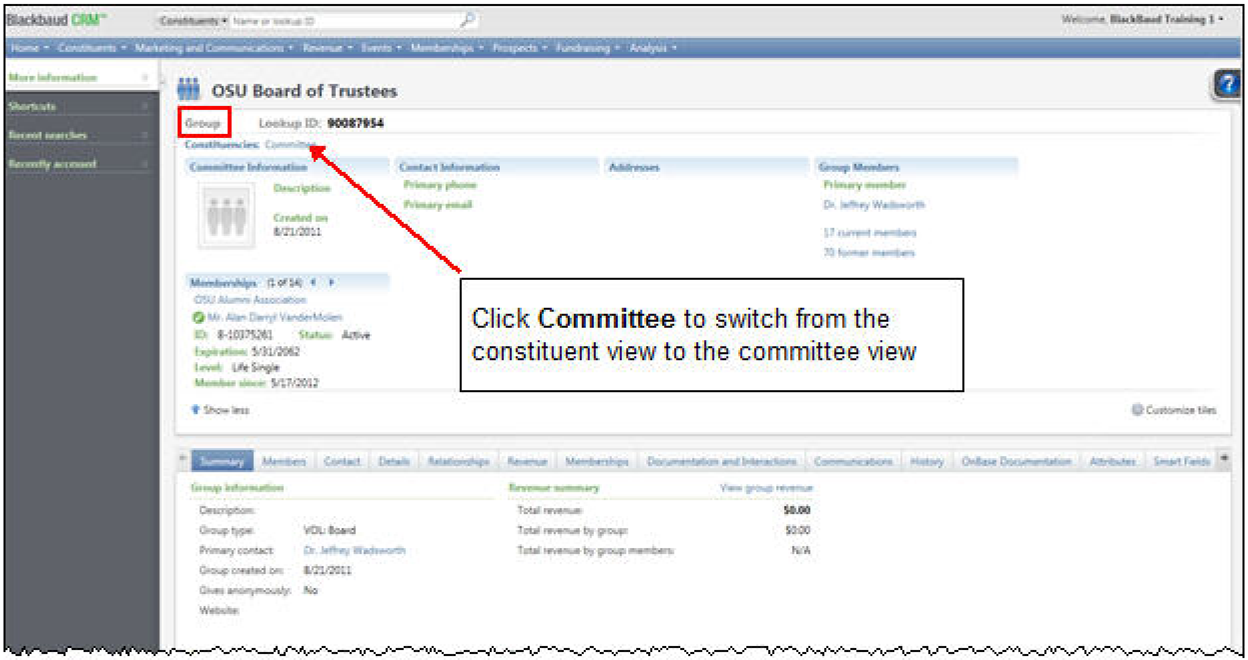
Committees

Committees are a specialized type of group in ***TAS***.

In some cases, committees may be used for organizations, such as OSU alumni clubs. In these cases the committee records serve the dual purpose of an organization constituent record AND recording individual constituent service to OSU (club officers, etc.).

The Committee Record

Each committee record has two views: a constituent view and a committee view. The constituent view of a committee record contains the same tabs and information as a group record.



When a committee is added, you can indicate whether or not the committee can coordinate events, solicit revenue, and set committee goals—three things regular groups cannot do.

The tabs available on the committee view of the committee record depend on the options you select when you create the record.

- If you select that the committee can coordinate events, the record has an Events tab.
- If you select that the committee can solicit revenue and set fundraising goals, the record has a Fundraising goals tab and a Campaigns tab.
- If you select that the committee can set committee goals, the record has a Committee goals tab.

The following table summarizes the functions of the tabs on the committee view of a committee record.

Tab name	Information
Summary	The Summary tab provides an overview of the committee including its members, primary contact, giving summary, recent communication, and recent interactions.
Members	The Members tab displays all active members of the committee. A checkmark displays beside the primary contact. You can define roles for each of the group members and specify start and end dates for the roles. You can add, edit, and delete committee members on this tab.
Contact	The Contact tab displays the address, email address, and phone number for the committee.
Fundraising goals	Fundraising goals allow you to track the committee’s progress toward raising a specified amount. When the group is listed as a solicitor on revenue, the sum of the revenue is tracked automatically as progress toward the goal on the Goals tab. If a committee is a fundraiser for a campaign, the goals of the campaign are displayed on the Fundraising goals tab of the committee. However, the campaign goal can be edited only from the campaign, not from the committee.
Committee goals	Committees can have goals that are not monetary in nature, such as a goal for a total number of letters in a letter-writing campaign. Committee goals exist only if the committee can set non-monetary committee goals, such as recruitment of new members.
Campaigns	When you associate a committee with a campaign, the committee becomes a fundraiser for the campaign. Any goals for the campaign display on the Fundraising goals tab of the committee. You can also add a committee to a campaign on the Fundraisers tab of the campaign.
Events	On the Events tab, you can add an event which the committee will help coordinate. You can also add the committee as a coordinator on the Coordinators tab of an event.

Households

Households are another specialized type of group in ***TAS***. The purpose of a household record is to group constituents so that you can select how to mail to spouses or partners living under one roof.

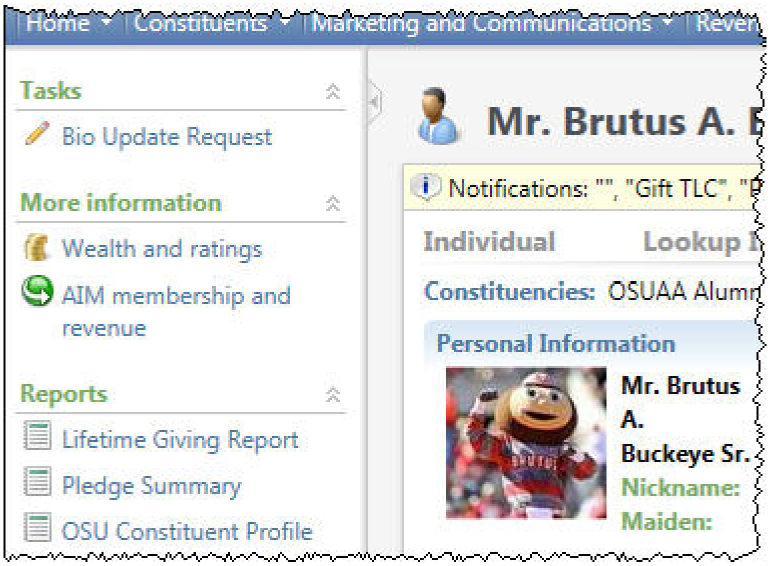
NOTE: At OSU, these business rules for household records apply:

- Members of households will be limited to spouses and partners and will not include children and other family members.
- Households will not be used to track donations. Instead, the donation will be recorded on one member of the household's constituent record and the spouse will receive 100% spouse recognition credit by default.

Additional Constituent Record Information

The Explorer Bar

The explorer bar displays tasks and activities related to the current page. For example, when a constituent record is open, the explorer bar displays several action groups. Each action group contains page actions that allow you to perform tasks, run reports, and access additional information about the constituent.



Action Group	Information
Tasks	You can send a request to the Advancement Records department to update information listed on the constituent's record.
More information	You can view Wealth and ratings information about the constituent.
Reports	You can run reports for the constituent including Lifetime Giving, Pledge Summary and OSU Constituent Profile.

Bio Update Request

All users of TAS are responsible to help ensure that the biographical information on each constituent's individual record is accurate. When you identify that biographical information is not correct, the Bio Update Request form allows you to submit updates directly from an individual record. The submission is automatically routed to the Advancement Records team where it is reviewed and the information is updated in TAS within 1-3 days of submission.

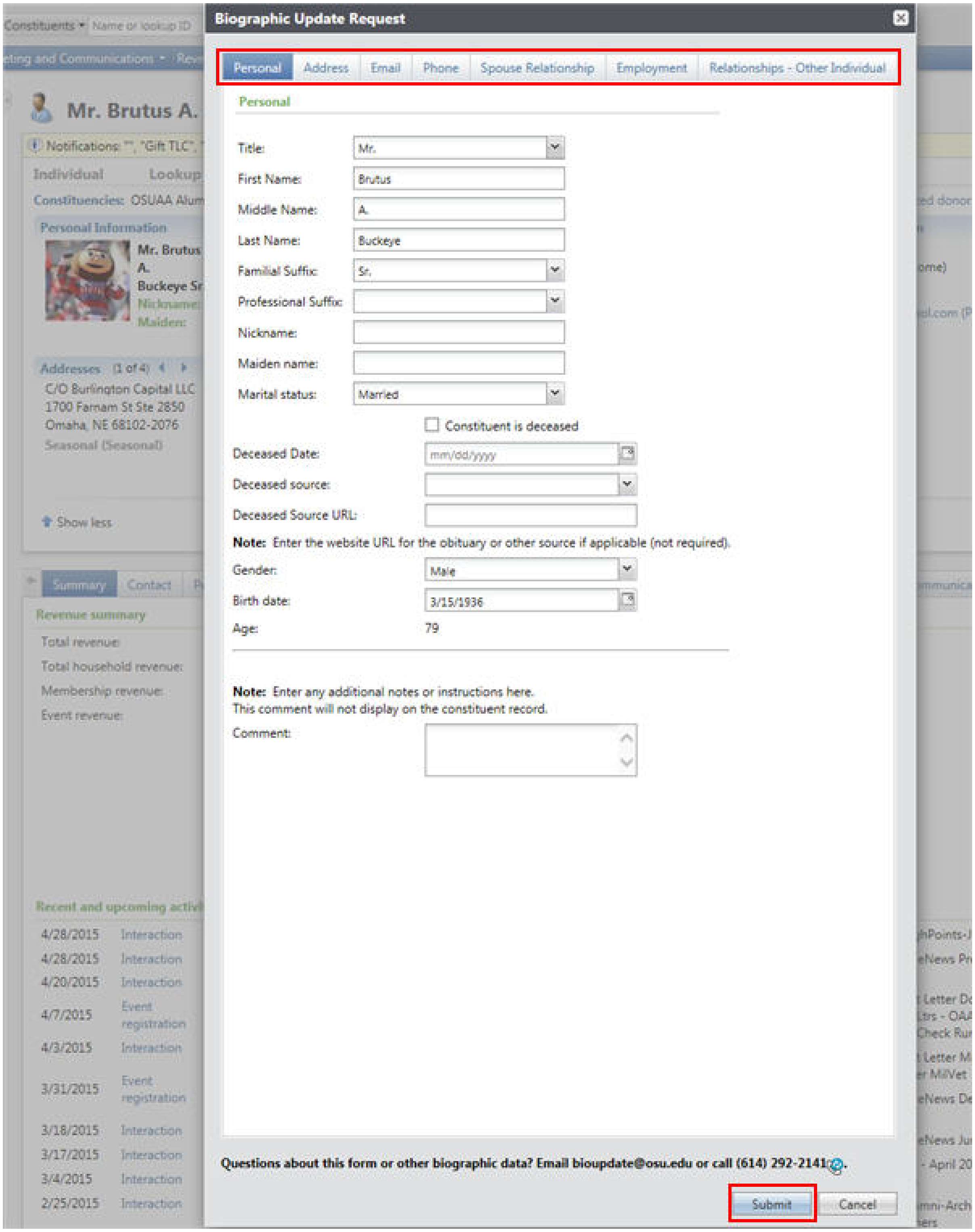
***Please note: The Bio Update Request is available only on Individual records. It is not currently available on organization or group records.**

Use the Bio Update Request form to submit the following types of updates for an individual record:

- Personal information
- Addresses
- Phone numbers
- Email addresses
- Employment
- Spouse
- Individual relationships

You will receive an email once the update is completed in TAS.

Constituent Record Navigation



To Submit a Bio Update Request:

1. On the Explorer bar on an individual record, click **Bio Update Request.**
2. On the **Bio Update Request** form, enter personal information updates on the Personal tab.
3. Click on the Address tab and enter address information updates.
4. Click on the Email tab and enter email address updates.
5. Click on the Phone tab and enter phone number updates.
6. Click on the Spouse Relationship tab and enter spouse or life partner relationship updates.
7. Click on the Employment tab and enter employment information updates. If the constituent is a current OSU employee, you may not update their employment information using this form.
8. Click on the Relationships – Other Individual tab and enter updates to the constituent's individual relationships. Examples include children, parents, other relatives, financial advisors, etc.
9. Click **Submit** from any tab to complete the update request.

Requests to Add a New Constituent

When you search for a constituent's individual or organization record and you cannot find it, you must submit a request to the Advancement Records department to have a new constituent added.

Send an email to bioupdate@osu.edu . Be sure to list all of the pertinent information that you have so the constituent's record is complete. List the following information for the individual or the household in your email:

- Last name
- First name
- Middle name
- Title
- Address
- City
- State
- ZIP
- Phone type - Home, Cell, Business (list each phone number and identify the type)
- Phone number
- Email type - preferred, other (list each email address and identify the type)
- Email address
- Marital Status
- Gender

You will receive an email from the Advancement Records department after the constituent's record is added.

Events

OSU organizes a variety of events including fundraising (“revenue-generating”) and cultivation events. OSU event types include: dinners, receptions, meetings, tailgates, reunions, etc.

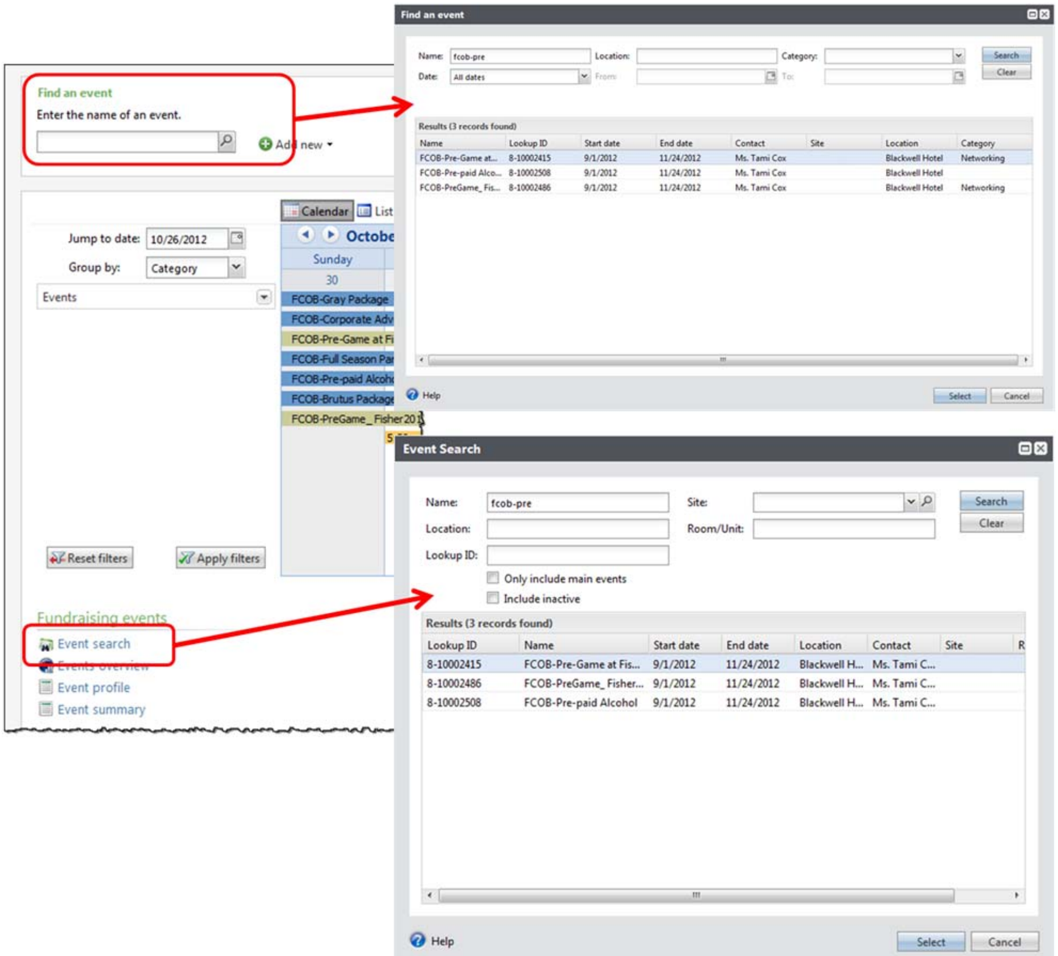
From the Events page you can search for and view an event in the event calendar or search for an event record in TAS. You can search for events that are upcoming as well as completed or cancelled events. You are able to view the basic information about an event.

Specific naming criteria has been established to allow for quick access when searching for events. The Event name is comprised of the following:

- abbreviation for the area planning the event followed by a hyphen –
- title of event followed by a hyphen –
- date of event

For example:

- DEV-Evening of Distinction-10/22/2010 (Event planned by Development Events)
- DEV-Jesse Owens Celebration dinner-04/21/2011
- FCOB-Alumni Reunion dinner 2010-10/15/2010 (Event planned by Fisher College)
- FAES-Dean’s Spring Scholarship Dinner 2010-05/15/2010 (Event planned by Ag)



To Find an Event in the Event Calendar:

1. On the navigation bar, click **Events.**
2. On the **Events** page, enter an event name in the **Find an event** field**.**
3. Enter filter values to refine your search criteria.
4. Click **Search**. Select the event to open and then click **Select.**

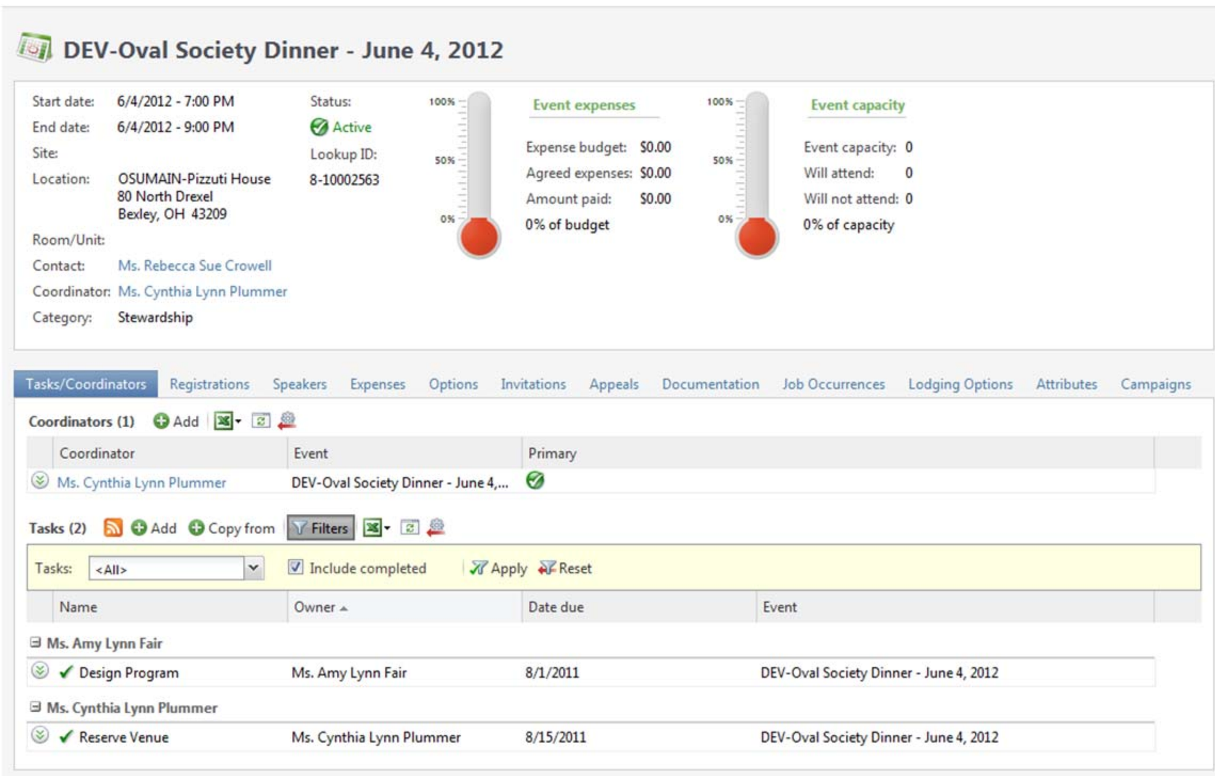
To Search for an Event Record:

1. On the navigation bar, click **Events.**
2. On the **Events** page, enter an event name in the **Find an event** field or click **Event search**.
3. Enter filter values to refine your search criteria.
4. To include inactive events as well as active events in your search, select **Include inactive.**

5. To include only main events and omit supporting events in your search, select **Only include main events.**
6. Click **Search.**
7. Select the event to open and then click **Search.**

Event Record

Each event record contains a summary area as well as several tabs which house information about the event.



Tab Name	Information
Tasks/Coordinators	This tab contains information about the tasks required to prepare for the event and coordinators assigned to the event.
Registrations	This tab contains information about the constituents registered for the event.

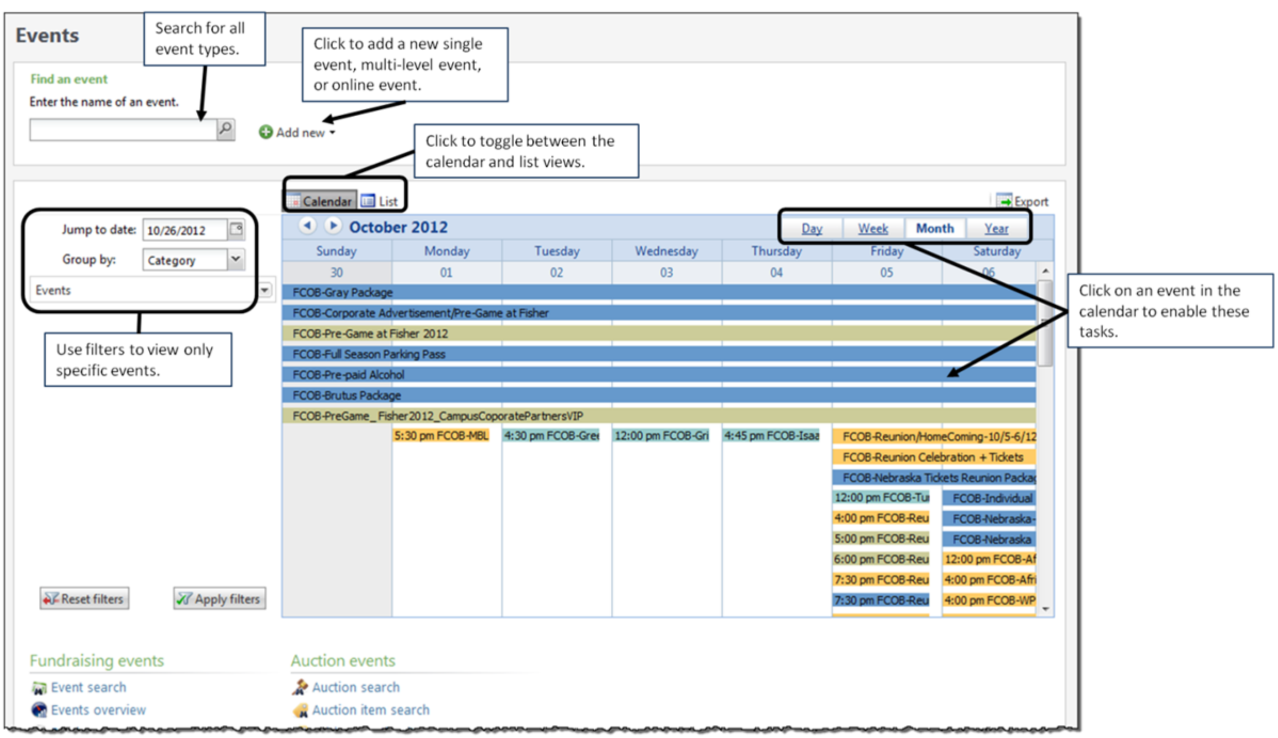
Tab Name	Information
Speakers	This tab displays the speakers associated with the event and information about their presentations such as topic and scheduled date and time.
Invitations	This tab contains information about the constituents to invite to the event. The Event Invitees grid displays a summary of invitees for the event.
Attributes	This tab displays attributes associated with the event.

Event Calendar

When an event is added in ***TAS,*** an option can be set to allow the event to display in the event calendar. You can access the event calendar two ways:

- From the Event page
- From an event record, click **View event calendar** under Tasks on the explorer bar

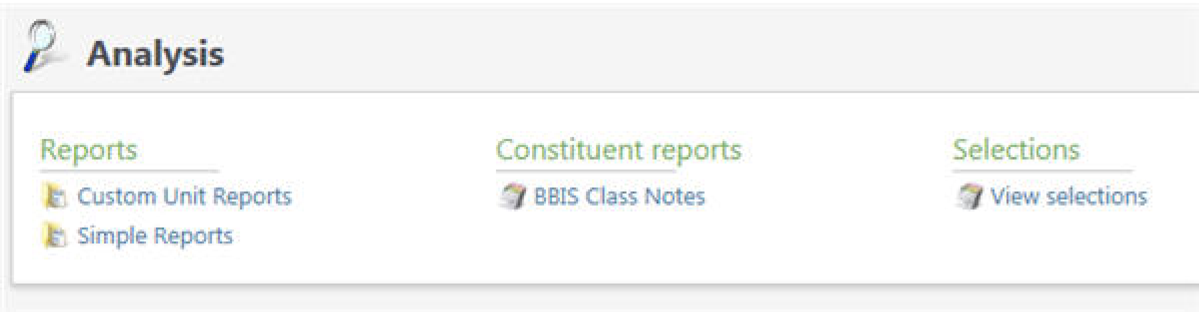
The event calendar displays all events occurring within the selected date range. You can narrow the events displayed by month, week, day, category, or location.



- To view the event calendar for a specific day, select the day and click **Day** at the top of the screen.
- To view the event calendar for a specific week, select a day in that week and click **Week** at the top of the screen.
- To view the event calendar for a specific month, select a day in that month and click **Month** at the top of the screen.

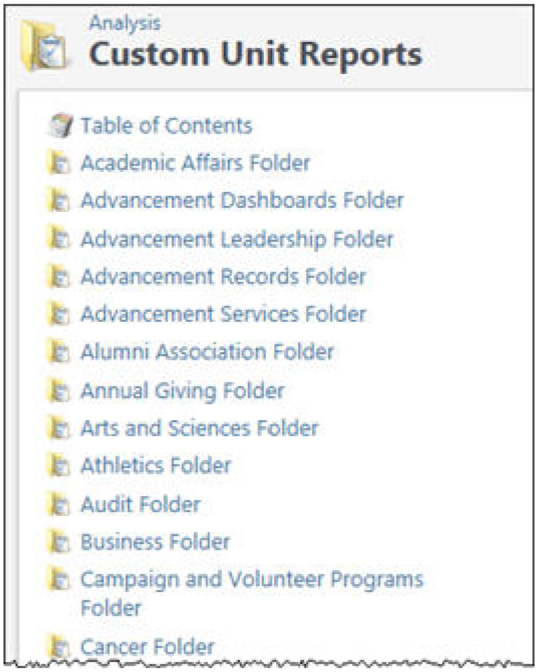
Analysis

From the Analysis page you are able to generate Custom Unit Reports or Simple Reports.



Custom Unit Reports

Custom Unit Reports are reports that were requested by a unit and then built by the Reporting and Analytics team. Once the report is built the Reporting and Analytics team trains the unit on the specifics of the report when it is delivered. The report is available in that unit's Custom Unit Reports folder and can be generated on demand.

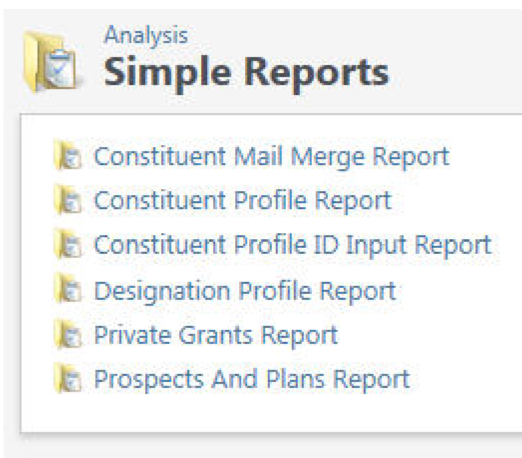


To generate a Custom Unit Report:

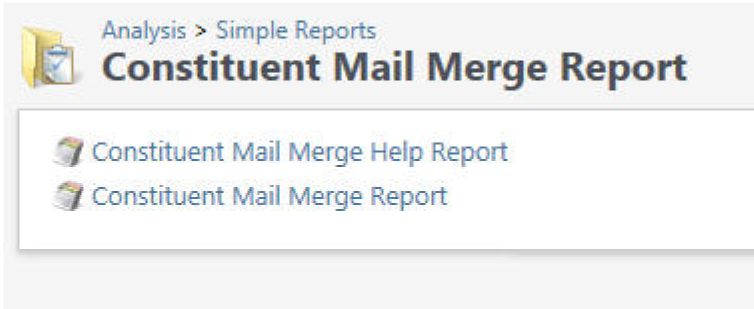
1. On the navigation bar, click **Analysis**.
2. On the Analysis page, click **Custom Unit Reports.**
3. A report directory of all units is displayed. Scroll down to locate your unit's folder. Click on your unit's **Folder**.
4. A list of all the custom reports designed for your unit is displayed. Click on the name of the report that you want to run.
5. Access to the Custom Unit Report directory may require an additional log in depending on our local security network. If that is the case you will first see a log in screen. For user name, type the domain name of: **island\name.#** Type your password and click **OK**. The unit report directory is displayed. This log in will be required once per browser session. You will not need to log in again until you close the current browser session.

Simple Reports

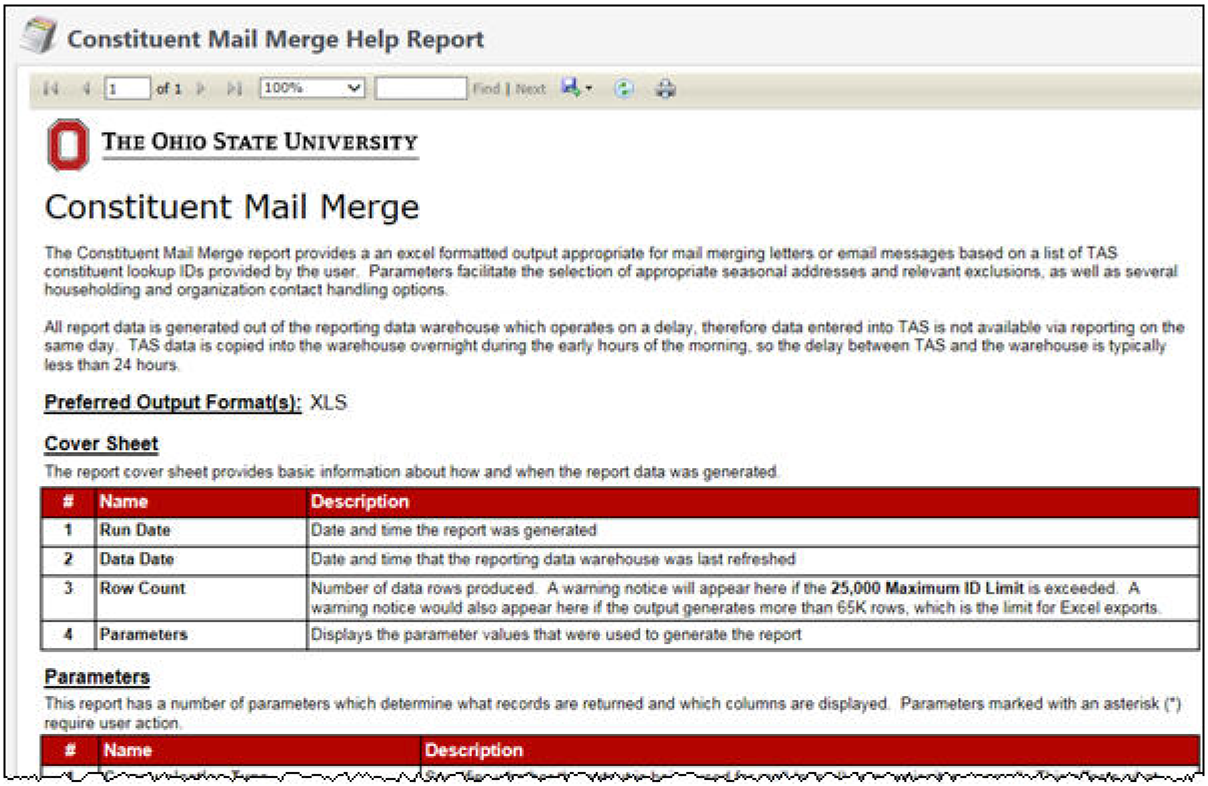
TAS also offers you the ability to generate several reports, known as Simple Reports, which are designed around standard query options and combined with standard output.



After selecting the selecting the report, you identify the parameters that are used to obtain the desired results. Each Simple Report consists of two reports, a help report and the report itself.



The Help Report provides basic information about the report including the preferred output format, information listed on the report cover sheet, definition of each of the parameters and the output.



Constituent Mail Merge

The Constituent Mail Merge report provides a an excel formatted output appropriate for mail merging letters or email messages based on a list of TAS constituent lookup IDs provided by the user. Parameters facilitate the selection of appropriate seasonal addresses and relevant exclusions, as well as several householding and organization contact handling options.

All report data is generated out of the reporting data warehouse which operates on a delay, therefore data entered into TAS is not available via reporting on the same day. TAS data is copied into the warehouse overnight during the early hours of the morning, so the delay between TAS and the warehouse is typically less than 24 hours.

Preferred Output Format(s): XLS

Cover Sheet

The report cover sheet provides basic information about how and when the report data was generated.

#	Name	Description
1	Run Date	Date and time the report was generated
2	Data Date	Date and time that the reporting data warehouse was last refreshed
3	Row Count	Number of data rows produced. A warning notice will appear here if the **25,000 Maximum ID Limit** is exceeded. A warning notice would also appear here if the output generates more than 65K rows, which is the limit for Excel exports.
4	Parameters	Displays the parameter values that were used to generate the report

Parameters

This report has a number of parameters which determine what records are returned and which columns are displayed. Parameters marked with an asterisk (*) require user action.

#	Name	Description

To create a Simple Report:

1. On the navigation bar, click **Analysis**.
2. On the **Analysis** page, click **Simple Reports**.
3. Click on the report output that you want.
4. Select the Help Report to review a definition of the report and the parameters that are used to determine what records will be returned **or** selct the report to begin.
5. Select the parameters in order starting with number 1 and continue by moving from right to left from top to bottom on the page.
6. Click **View Report**.
7. Simple Report outputs are designed to be exported as either an Excel/CSV file or as a pdf.
8. The output consists of a cover page and then the data/report.

RECOGNITION CREDIT

TAS allows OSU to give constituents hard credit (Revenue) and soft credit (Recognition credit). Revenue totals are used for receipt purposes and for financial fundraising totals. Recognition credits are used to calculate giving amounts.

TAS allows recognition credits to be in any amount, even more than the gift itself. TAS also allows any number of constituents to receive recognition credit for a gift. Defaults can be set up between constituents so that gifts from certain donors always result in recognition credits of a certain type being applied to specific constituents.

The following default settings were established by OSU:

- Spouses/partners will receive 100% recognition credit for any gift or pledge made by their spouse/partner
- Both spouses/partners will receive 100% recognition credit for any gift made by their donor advised fund or family foundation
- Both spouses/partners will receive 100% recognition credit for matching gifts or gifts made via United Way, other employer-sponsored giving vehicles, or third-parties such as a family-owned business.

The following section details the different types of recognition credits and how/when they will be given.

Recognition Credit Types

Recognition Credit	Definition
Self	Self-Recognition Credit is given to the constituent who the hard credit is associated with. Essentially it is who is going to be receipted for the gift (person/org that is on the check). The amount of self-recognition credit will be the amount of the gift unless otherwise noted.
Spouse	Spouse Recognition Credit is given to the spouse of the person who received the hard credit/self-recognition credit. The default is set to give spouse recognition to all individuals who have spouses indicated in the system for the same amount of the original gift.
Previous Spouse	Previous Spouse Recognition Credit is actually Spouse recognition credit but is changed to previous spouse credit if the marriage has ended. This recognition credit type is needed so we can filter properly on the household screen and for recognition club counting purposes.

Recognition Credit	Definition
Owner	The Owner Recognition Credit is used to show credit to an individual for a gift that was given by a business they own. So the business will get a Self - recognition credit and the owner (if known and in our database) will get owner recognition credit.
Spouse - Owner	The Spouse-Owner Recognition Credit is to give recognition credit to the spouse of the owner of the business.
Previous Spouse -Owner	Previous Spouse - Owner Recognition Credit is actually Spouse - Owner recognition credit but is changed to previous spouse - owner credit if the marriage has ended. This recognition credit type is needed so we can filter properly on the household screen and for recognition club counting purposes.
DAF/Fam Fdn	DAF/Fam Fdn recognition credit is given to an individual constituent(s) who has given a gift through a donor advised fund or family foundation. It is common that more than one individual will get credit based off of a gift. The recognition credit amount is equal to the full amount of the gift unless otherwise noted. The donor advised fund or family foundation will get self-recognition credit and the individual(s) will get DAF/Fam Fdn recognition credit.
Spouse - DAF/Fam Fdn	Spouse DAF/Fam Fdn recognition credit is given to an individual constituent(s) whose spouse has given a gift through a donor advised fund or family foundation. The recognition credit amount is equal to the full amount of the gift unless otherwise noted. The donor advised fund or family foundation will get self-recognition credit and the individual(s) will get DAF/Fam Fdn recognition credit, and the spouse of the individual will get Spouse-DAF/Fam Fdn.
Previous Spouse -DAF/Fam Fdn	Previous Spouse - DAF/Fam Fdn Recognition Credit is actually Spouse DAF/Fam Fdn recognition credit but is changed to previous spouse - DAF/Fam Fdn credit when the marriage ends. This recognition credit type is needed so we can filter properly on the household screen and for recognition club counting purposes.
Pass - Through	Pass-Through Recognition Credit is given to an individual when they donate through another organization. (For example: they give to United Way but tag it for OSU.) Thus, a check is received from United Way with a list of people who donated to OSU and the amount. United Way receives Self Recognition Credit for the entire amount and the individuals receive Pass - Through Recognition Credit for the specific amount they donated.

Recognition Credit	Definition
Spouse Pass -Through	Spouse Pass-Through Recognition Credit is given to the spouse of an individual when they donate through another organization. (For example they give to United Way but tag it for OSU.) Thus, a check is received from United Way with a list of people who donated to OSU and the amount. United Way receives Self Recognition Credit for the entire amount. The individuals receive Pass - Through Recognition Credit for the specific amount they donated and the spouse receives Spouse Pass -Through credit for the same amount.
Previous Spouse Pass-Through	Previous Spouse Pass - Through Recognition Credit is actually Spouse Pass - Through recognition credit but is changed to previous spouse Pass - Through credit if the marriage has ended. This recognition credit type is needed so we can filter properly on the household screen and for recognition club counting purposes.
Third Party	Third Party Recognition Credit is given when an individual or corporation receives recognition credit based off of a gift that was given by an unrelated corporation or individual (i.e. not an owner/owner spouse or spouse relationship). The individual/company that gave the gift receives self - not eligible recognition credit or self-recognition credit depending on the situation.
Spouse Third Party	Spouse Third Party Recognition Credit is given to a spouse of an individual who receives recognition credit based off of a gift that was given by an unrelated corporation or individual (not an owner/owner spouse or spouse relationship). The individual/company that gave the gift receives self-not eligible recognition credit or self-recognition credit depending on the situation.
Previous Spouse Third Party	Previous Spouse Third Party Recognition Credit is actually Spouse Third Party recognition credit but is changed to previous spouse – Third Party credit if the marriage has ended. This recognition credit type is needed so we can filter properly on the household screen and for recognition club counting purposes.
Self - Not Eligible	Self - Not Eligible Recognition Credit is used when an individual chooses to give away their recognition credit. This is used when a company/individual gives a donation but chooses to give all of the recognition credit to someone unrelated (not an owner/owner spouse or spouse relationship) The company/individual who made the donation but gave it away gets Self - Not Eligible and the individual/company that it was given to receives third party recognition credit. This recognition credit type should not be used often and we do not what this to become common practice.

Recognition Credit	Definition
Spouse – Not Eligible	Spouse - Not Eligible Recognition Credit is used when an individual's spouse chooses to give away their recognition credit. This is used when an individual spouse gives a donation but chooses to give all of the recognition credit to someone unrelated (not an owner/owner spouse or spouse relationship) The individual who made the donation but gave it away gets Self - Not Eligible, the spouse of the individual who gave it away receives spouse - not eligible and the individual/company that it was given to receives third party recognition credit.
Previous Spouse-Not Eligible	Previous Spouse - Not Eligible Recognition Credit is actually Spouse Not Eligible recognition credit but is changed to previous spouse – not eligible credit if the marriage ends. This recognition credit type is needed so we can filter properly on the household screen and for recognition club counting purposes.
Matching Gift	Matching Gift Recognition Credit is given to an individual when a company matches a gift or a percentage of a gift given by an individual. Thus, if an individual gives $10 and their company matches 50%, then the individual would get $10 self - recognition credit and $5 matching gift recognition credit.
Spouse Matching Gift	Spouse Matching Gift Recognition Credit is given to the spouse of an individual where a company matches a gift or a percentage of a gift given by said individual. Thus, if an individual gives $10 and their company matches 50%, then the individual would get $10 self - recognition credit and $5 matching gift recognition credit. Their spouse would get $10 spouse recognition credit and $5 spouse matching gift recognition credit.
Previous Spouse Matching Gift	Previous Spouse Matching Gift Recognition Credit is actually Spouse Matching Gift recognition credit but is changed to previous spouse Matching Gift credit when the marriage ends. This recognition credit type is needed so we can filter properly on the household screen and for recognition club counting purposes.
Historical Honor Roll Credit	The Historical Honor Roll Credit is used to indicate credit given to an individual/organization based on the business practices of giving away credits within the legacy system. This recognition credit type will not be used in TAS.

Recognition Credit	Definition
Spouse Historical Honor Roll Credit	The Spouse Historical Honor Roll Credit is used to indicate credit given to the spouse of an individual based on the business practices of giving away credits within the legacy system. This recognition credit type will not be used in TAS.
Previous Spouse Historical Honor Roll Credit	Previous Spouse Historical Honor Roll Recognition Credit is actually Spouse Historical Honor Roll recognition credit but is changed to previous spouse Historical Honor Roll credit if the marriage ends This recognition credit type is needed so we can filter properly on the household screen and for recognition club counting purposes.

PROSPECT MANAGEMENT FOR FUNDRAISERS

The Prospects functional area helps you track potential donors to your organization. ***TAS*** supports the various aspects of prospect management, including prospect plans, opportunities, and more.

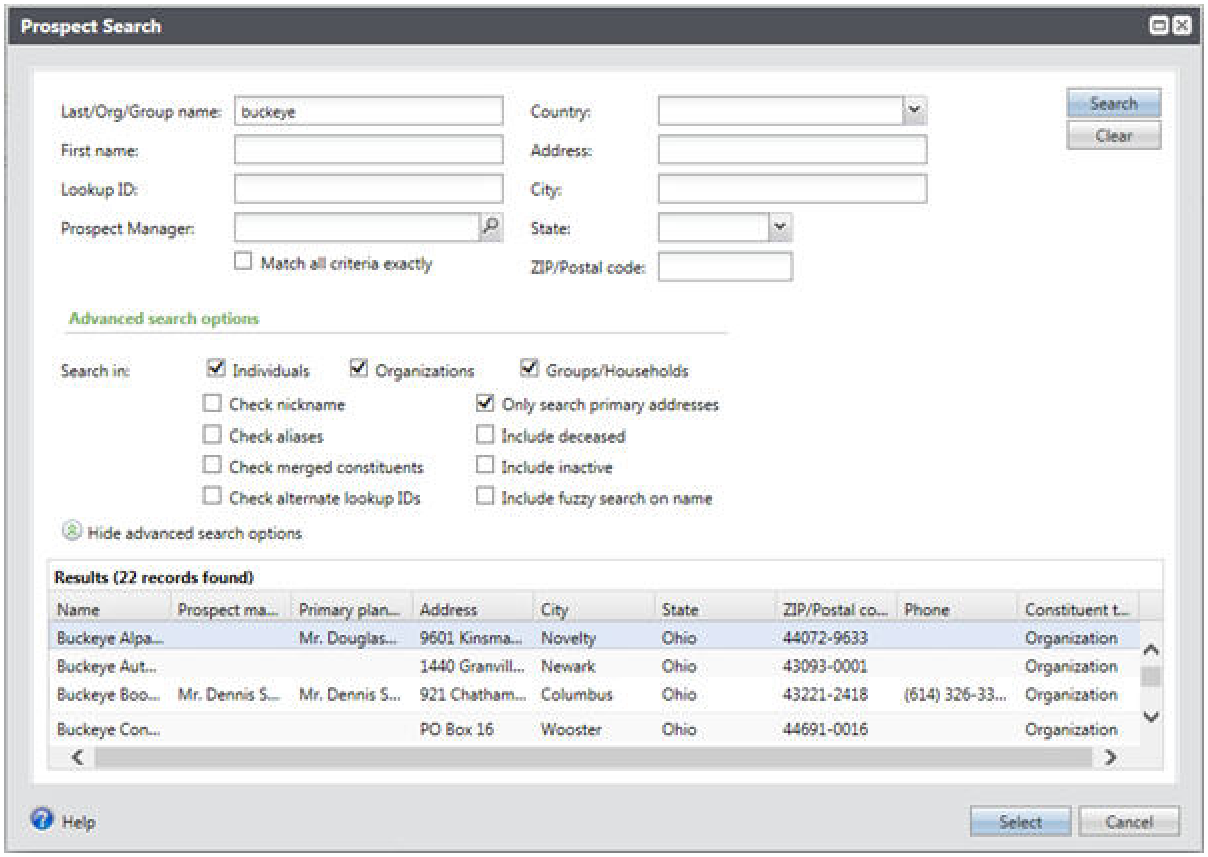
Lesson Objectives

After you complete this lesson, you will be able to:

- Tour a prospect record
- View My Fundraiser Page
- Create a prospect plan outline
- View a major giving prospect
- Add and edit a prospect plan
- Add an opportunity record
- Add a naming opportunity to a prospect opportunity record
- File a contact report
- Navigate a constituent's Wealth and Ratings page

Search for a Prospect

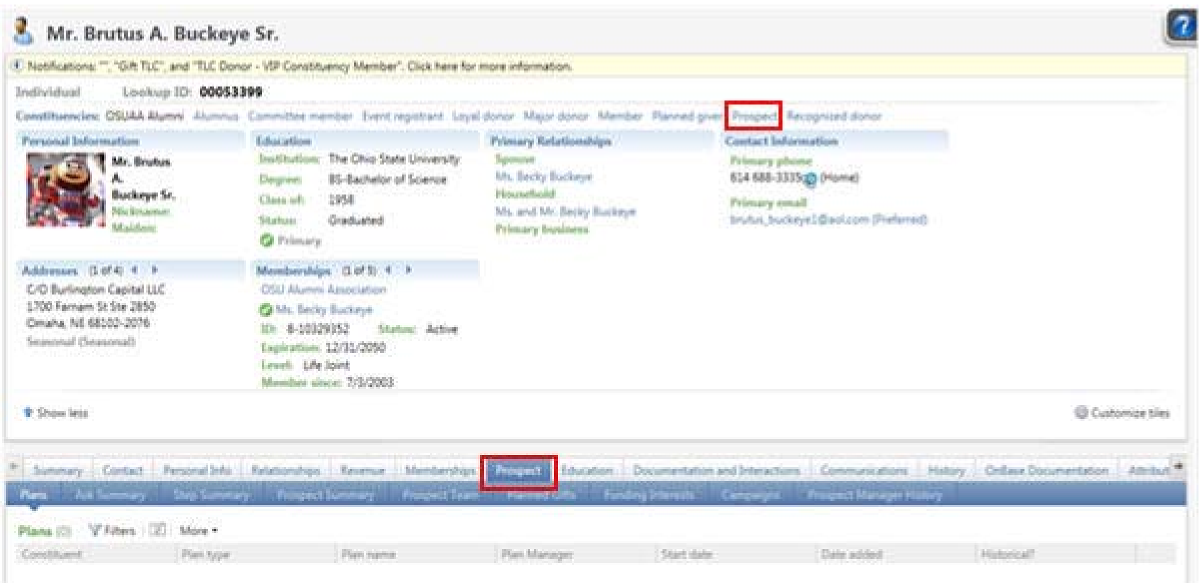
Use the **Prospect** search link for this search. Prospects may include individuals, organizations, or group records.



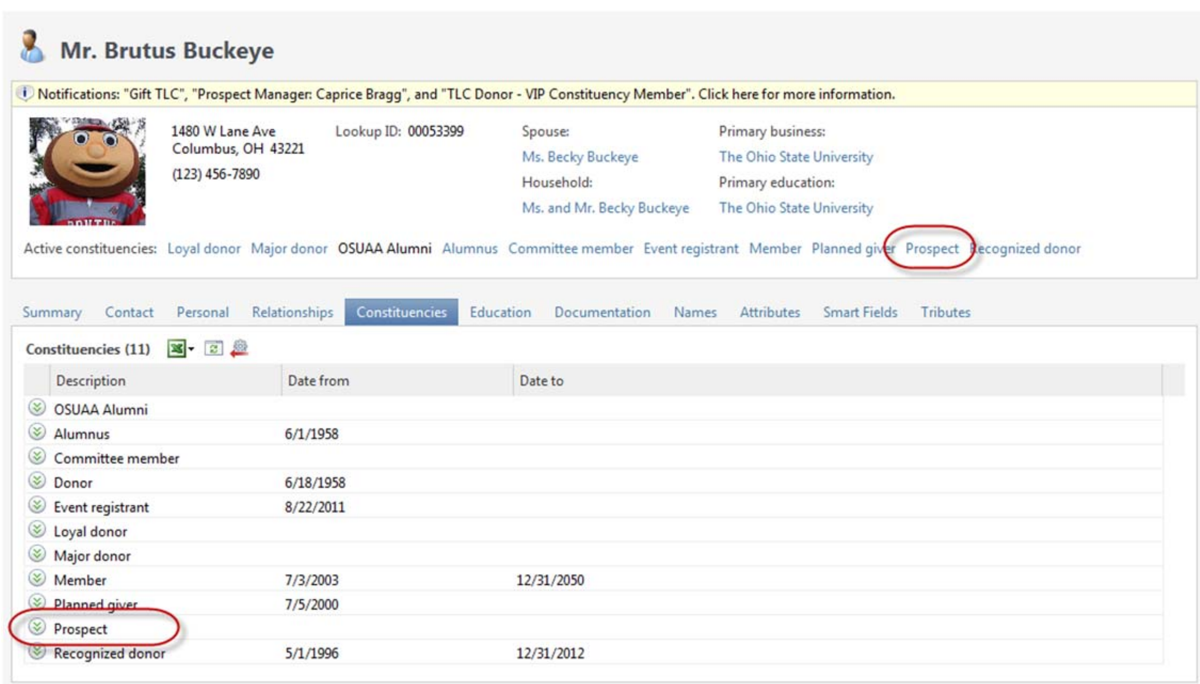
To Search for a Prospect Record:

1. On the navigation bar, click **Prospects**.
2. On the Prospects page, click **Search Prospects**.
3. Enter the prospect's name or other known information in data fields.
4. Select checkboxes for any advanced search options you wish to use.
5. Click **Search**.
6. Click on the name of prospect record you wish to open or select the name to highlight and **Select.** Look for search results where the prospect manager field is blank to avoid selecting group members.

Another way to access a prospect record is to open a constituent record and click on **Prospect** from the Constituencies list.

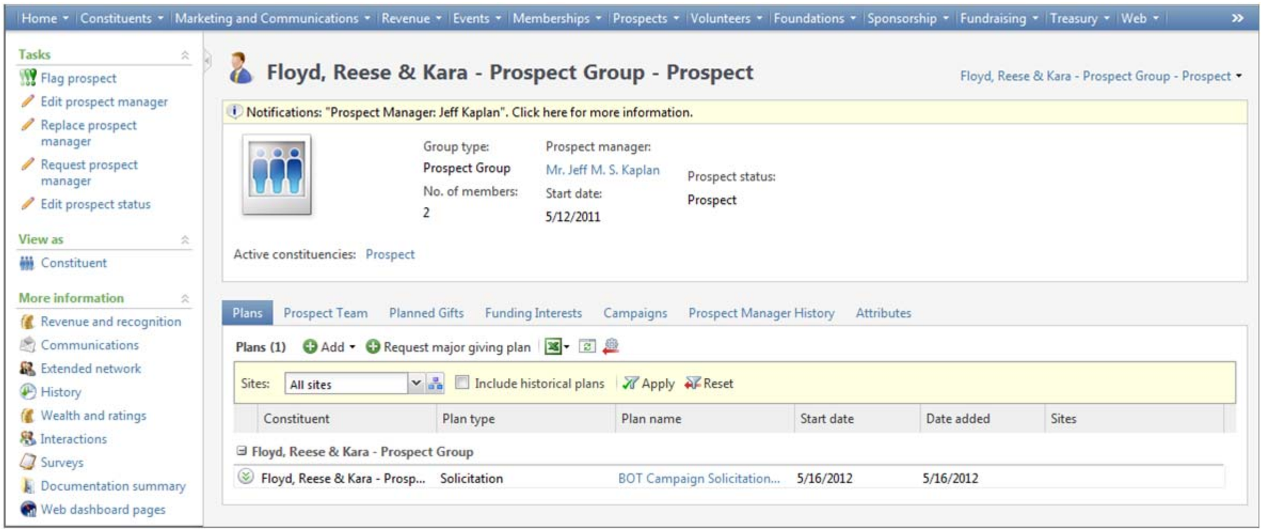


Once a prospect has been identified, a **Prospect** constituency is added to the Constituencies tab of the Constituent record.



The Prospect Record

The prospect record has several tabs to categorize information related to the prospect. Links in the More information action group on the explorer bar provide access to even more prospect information.



The **Prospect status** field will display current status of the prospect.

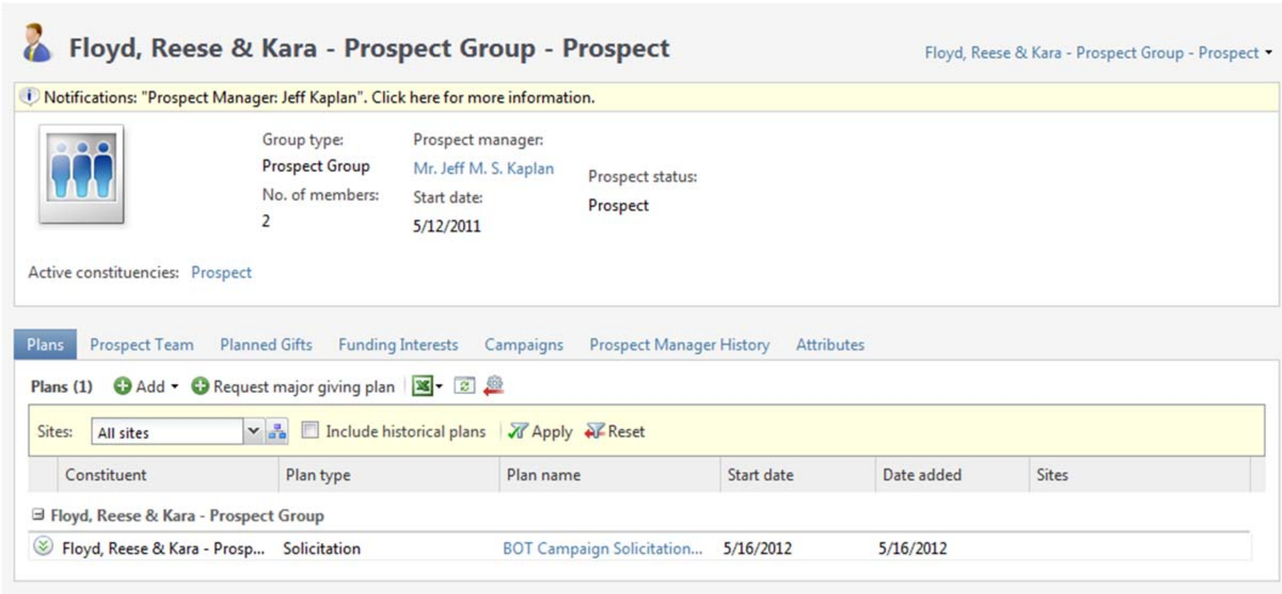
Prospect Status	Description
Suspect	The constituent is believed to be capable of a major gift now of $50,000 or more (or less as identified by individual units) and has an identified area of interest with OSU.
Future Suspect	The constituent is not currently capable of a major gift but strong indicators for future giving and/or a need to build greater affinity with OSU exist.
Undetermined Suspect	The constituent has been reviewed by Research but is unable to be classified as a major gift suspect at this time. Revaluation will occur in a future screening.
Low Affinity Suspect	Regardless of capacity, the constituent has little known affinity to OSU.
Disqualified	After qualification visit to a pre-qualified (by Research) Suspect, a DO determines the Suspect is not a Prospect.
Prospect	A DO has qualified the constituent as a major gift prospect.
Prospect Group Member	The constituent is a member of a prospect group. Users should navigate to the group record to determine status, PM, and other prospect information.
Former Prospect	The constituent has been removed from active prospect management.
Former Prospect Group Member	The constituent was a member of a prospect group that has been removed from active prospect management. Users should navigate to the group record to view prospect history.

Individuals who are part of the prospect management team will have defined roles in the system.

Prospect Management Roles	Description
Prospect Manager	The prospect manager is assigned on the constituent's prospect record and is responsible for overseeing the entire prospect relationship including plans, opportunities, stewardship plans etc.
Prospect Assistant Manager	Works in partnership with the prospect manager to create and implement overall strategies and to facilitate communications among team members.
Prospect Research Manager	Research staff member assigned to this prospect for general tracking purposes. Research manager assignments will made by the director of Development Research.
Prospect Stewardship Manager	Stewardship staff member assigned to coordinate and implement overall stewardship activities for the prospect.
Industry Liaison Manager	Staff member from the Industry Liaison Office assigned to coordinate strong strategic relationships between industry and the university.

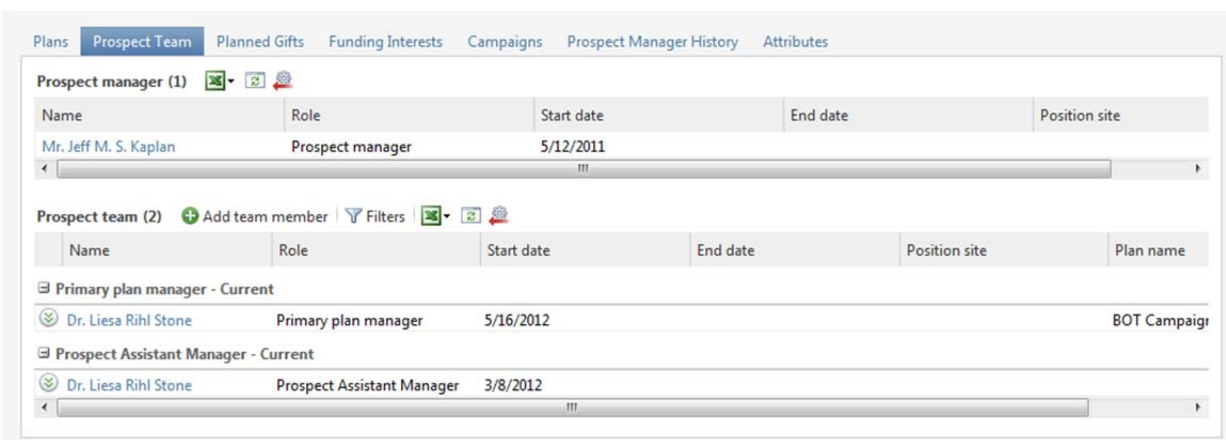
Plans Tab

The plans tab displays the plan(s) assigned to the selected prospect. You can add plans from this tab.



Prospect Team Tab

The Prospect Team tab contains any team members assigned to the prospect. After the prospect record is created, you can add or edit team members on this tab. You can also view the team member's fundraiser record.

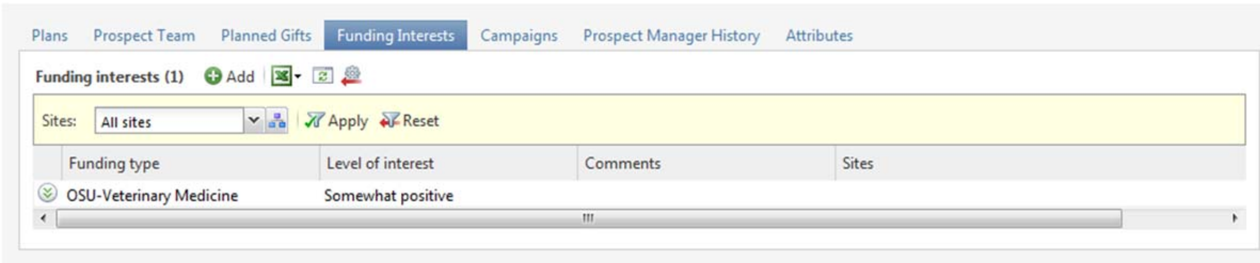


Planned Gifts Tab

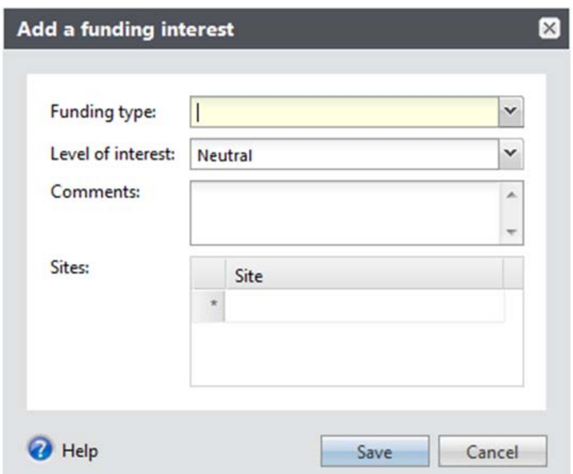
The Planned Gifts tab tracks your organization's planned giving. The records include information specific to numerous types of planned gift vehicles.

Funding Interests Tab

On the Funding Interests tab of a prospect record, you can specify the organizations, affiliations, activities, or pursuits in which a prospect expresses interest. You can then define the degree of the prospect's interest or lack of interest.



After you define funding interests for the prospect, you can select these interests from the Funding Types tab on an opportunity record. You can use this information when you create steps for solicitors to interact with the prospect.



To Add a Funding Interest:

1. Open the prospect record on which to add a funding interest.
2. Click the Funding Interests tab.
3. On the action bar, click **Add**. The Add a funding interest tab displays.
4. In the **Funding type** field, select the type of funding the prospect either has an interest in or has shown a lack of interest in supporting.
5. In the **Level of interest** field, select the level of interest the prospect has shown in the selected funding type.
6. Enter any additional details in the **Comments** field.
7. Click **Save**.

Prospect Manager History Tab

The Prospect Manager History tab displays a list of *previous* prospect managers along with the dates they served as a manager for the prospect. On this tab, you can edit the dates associated with the manager or go to the manager's Fundraiser page.

Attributes Tab

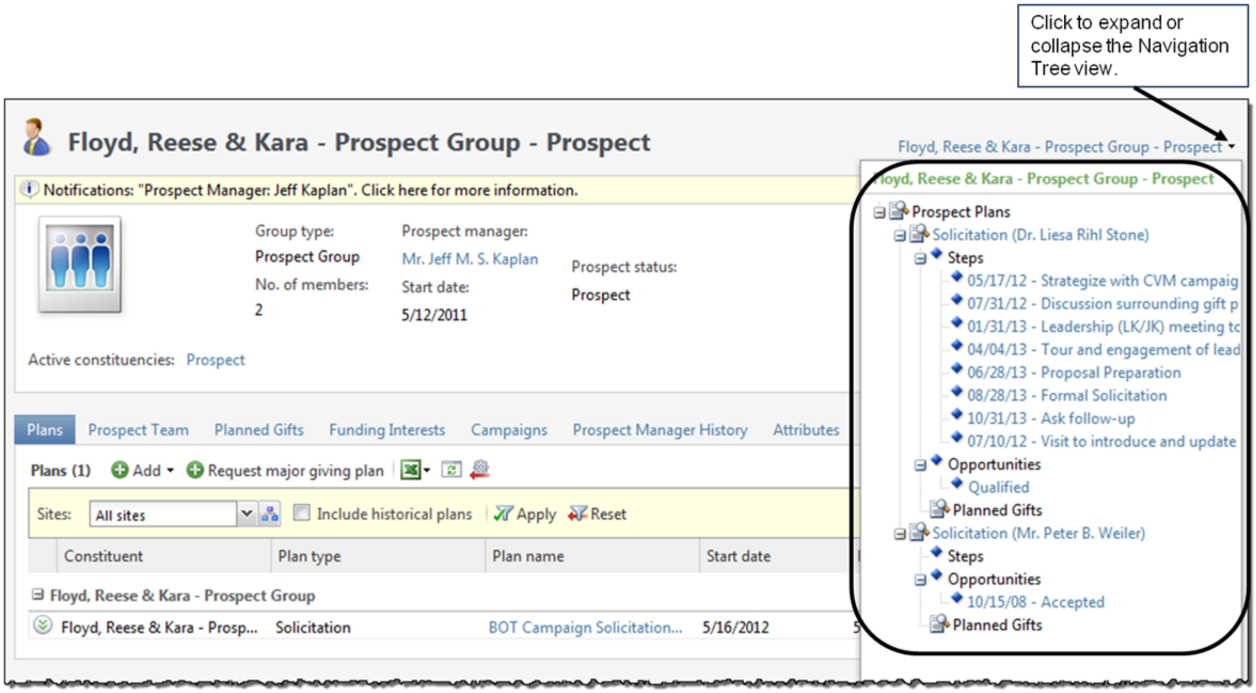
The Attributes tab displays attribute values associated with the constituent. It does not contain any data specific to prospect management.

Navigation Tree

The navigation tree is an efficient way to view multiple, nested pages of information. The navigation tree displays information as an expandable, hierarchical set of links to other pages.

For example, you can open a fundraising purpose and get a broad view of all the activities involved by displaying links to all of the associated appeals.

If a navigation tree is available, it is collapsed on the top-right side of the page. To expand the navigation tree, position your cursor over the navigation tree button.



With the tree open, you can expand and collapse nested groups by clicking the plus and minus icons next to the page. You can access any listed page by clicking the appropriate link.

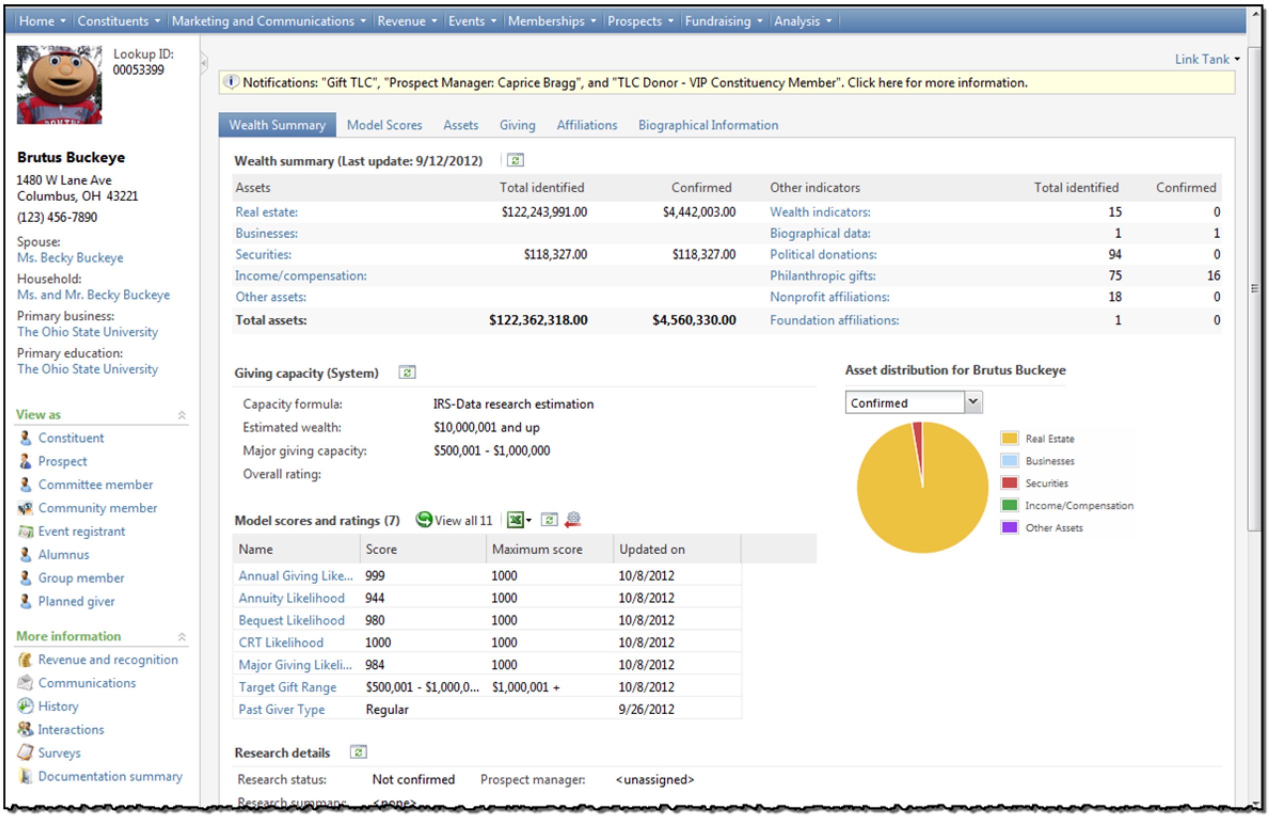
Wealth and Ratings

The Wealth and Ratings page for each constituent displays the wealth data you have gathered for that constituent.

To Access a Constituent's Wealth and Ratings Page:

1. Open the constituent's record.
2. In the explorer bar, click **Wealth and ratings**.

Three frames of information make up the Wealth and Ratings page: Modeling and propensity, Wealth summary, and Wealth Capacity.



Wealth Summary Tab

The Wealth Summary tab summarizes all data contained on the Model Scores, Assets, Giving, Affiliations, and Biographical Information tabs in an organized, easy-to-read format.

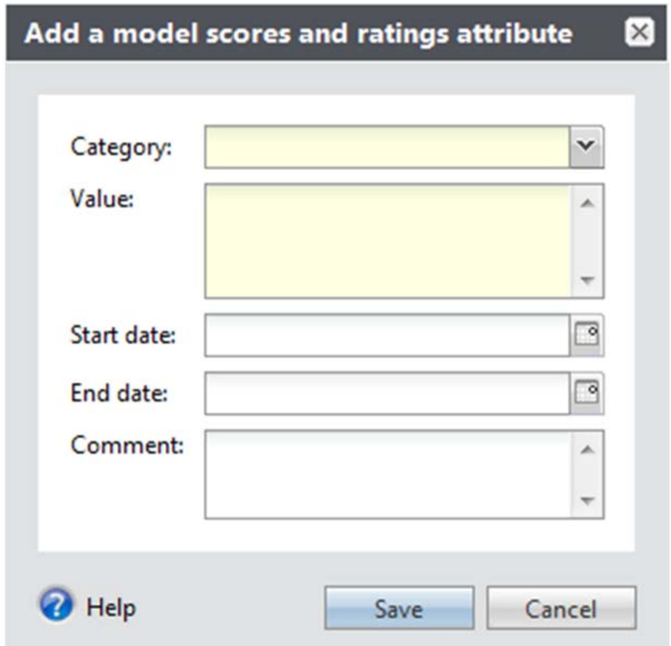
Note: It is important to remember that often information displayed on these tabs may be electronically imported from *WealthPoint*, a screening service purchased from Blackbaud Target Analytics. *WealthPoint* data may or may not be accurate and complete and will need to be reviewed by a prospect research analyst before use.

Model Scores Tab

The Modeling and propensity frame displays the modeling and propensity custom ratings assigned to the constituent. The custom ratings are based on attribute categories.

To Manage Custom Ratings via the Constituent Record:

1. Open the constituent's Wealth and Ratings page
2. Select the **Model scores** tab.
3. On the action bar, click **Add**.



4. In the **Category** field, select a category from the list.
5. In the **Value** field, enter a value for the attribute.
6. Enter start and end dates in the corresponding fields.
7. In the **Comments** field, enter any additional information about the attribute.
8. Click **Save.**

Glossary of terms appearing in the Model Scores and Ratings section for individual records (not all records will contain every term).

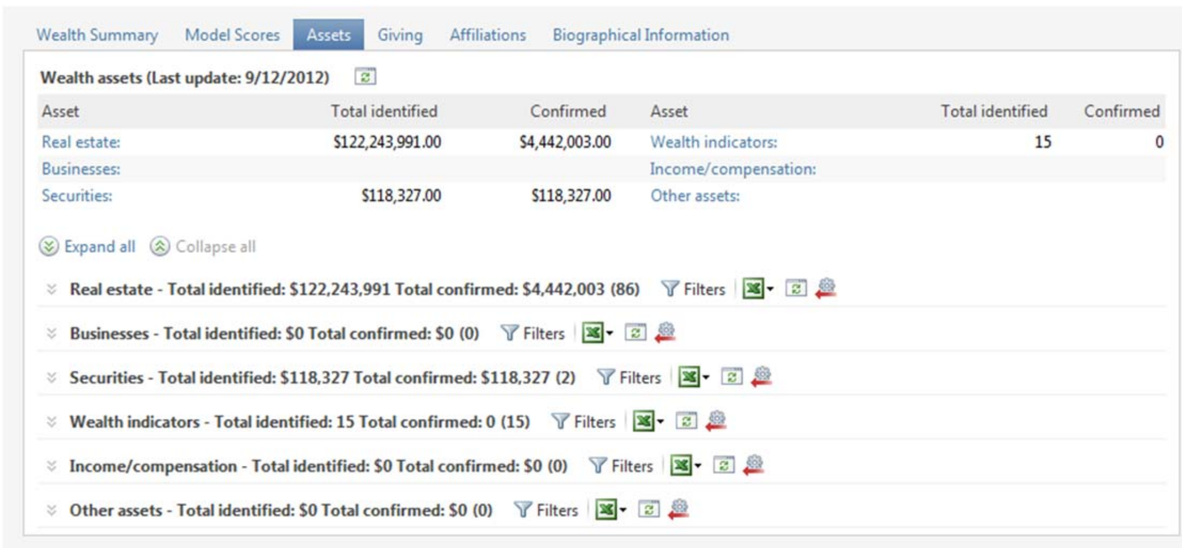
Terms	Description
Likelihood Models Look at the inclination a prospect has to make a gift to The Ohio State University. Excluding Target Gift Range does not predict gift size. Scores range from 0 to 1000 with higher scores translating to better prospects.	
Annual giving likelihood	Predicts the likelihood of each individual to give a gift every year to The Ohio State University.
Annuity likelihood	Predicts the likelihood to give a charitable gift annuity to The Ohio State University.

Terms	Description
Bequest likelihood	Predicts the likelihood to give a bequest gift to The Ohio State University.
CRT likelihood	Predicts the likelihood to give a charitable remainder trust gift that benefits The Ohio State University
Target Gift Range	Predicts the amount an individual is likely to give to The Ohio State University on annual basis.
Major giving likelihood	Predicts the likelihood of an individual to be major donor. This code was developed by Prospect Research & Reporting Services in August 2009 using internal data. A major donor was defined as someone that can give $50,000 over the course of five years.
Ratings Provide an estimate of capacity to give to Ohio State.	
UD Campaign Rating	An estimate of the prospect's giving potential during the current university campaign, encompassing all gift types.
UD Lifetime Rating	An estimate of the prospect's lifetime, or ultimate, giving potential, encompassing all gift types.
UD Annual Rating	An estimate of the prospect's annual giving potential.
UD Planned Giving Rating	An estimate of the prospect's gift potential through their estate or other planned gift vehicle(s).
UD Research Rating	An estimate provided by Prospect Research team members from their analysis of all wealth indicators obtained from a variety of sources. This figure is a capacity for giving to all philanthropic interests over a period of five years.
Electronic Wealth Screening Scores:	
GGA Major Gift Capacity	A calculated gift capacity estimate provided by an electronic vendor screening of all Ohio State University alumni in January 2010.

Assets Tab

This tab identifies hard asset indicators usually obtained from public records such as real estate and stock holdings. You can also view wealth indicator and income/compensation information. Each item receives a Confidence Rating from 1-5, with 5 being the most likely to be a correct match to that individual.

You can click any link in the Wealth assets grid and the application takes you to that section of the tab page. A **Refresh** button is also included in the Wealth assets grid, allowing you to make sure you are looking at the most up-to-date data available.

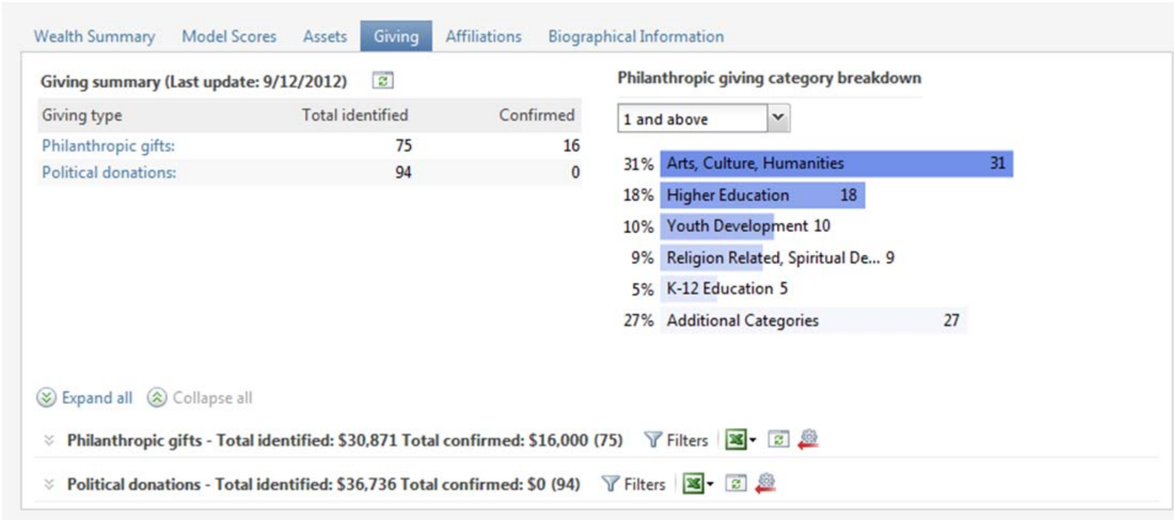


Giving Tab

The Giving tab displays information about the prospect's giving to yours and other non-profit organizations.

You can click any link in the Giving summary grid and the application takes you to that section of the tab page. Click the **Refresh** button to make sure you are looking at the most up-to-date data available.

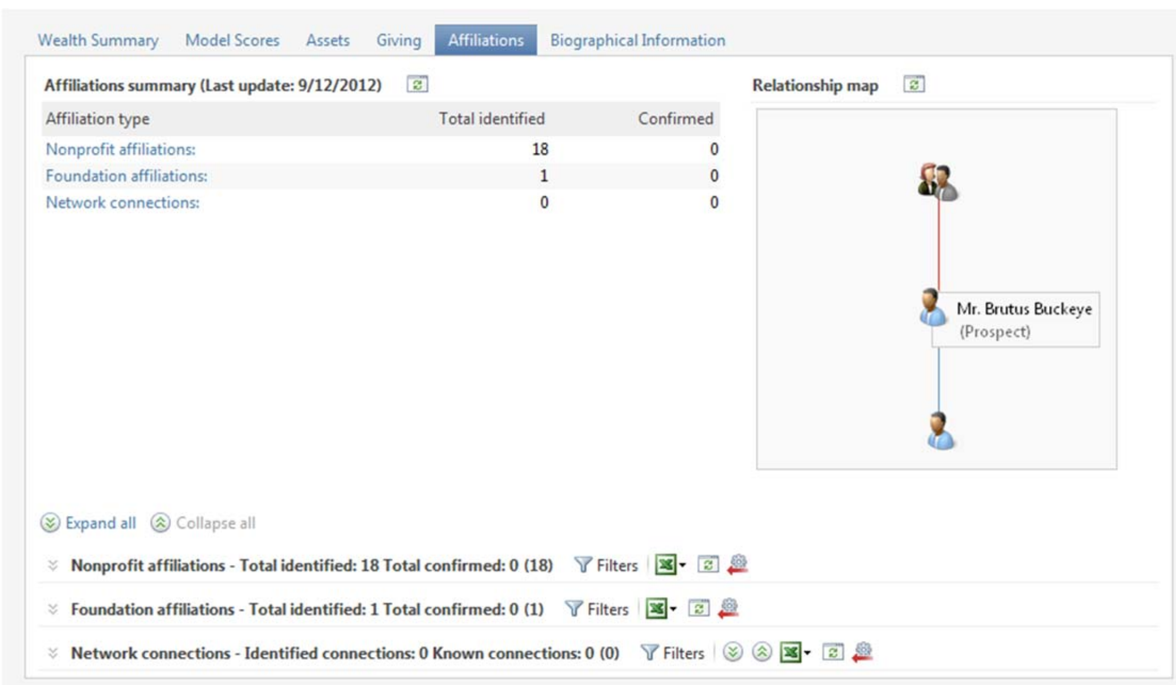
You can also view the Philanthropic giving category breakdown grid to see a percentage and number breakdown of this prospect's giving tendencies based on giving categories associated with the donations. You can filter the data considered for this breakdown based ratings assigned each gift



Affiliations Tab

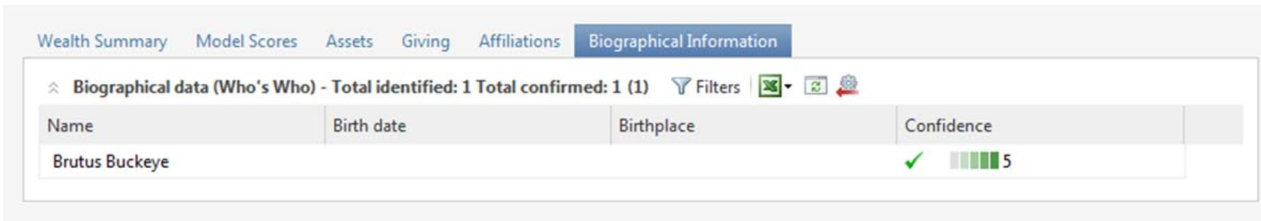
The Affiliations tab displays information about the prospect's non-profit and foundation affiliations, in addition to network connections and constituencies.

You can click any link in the Affiliations summary grid and the application takes you to that section of the tab page. You can also view the **Relationship Map** to track all relationships this constituent has with other constituents in your system



Biographical Information Tab

The Biographical Information tab displays information such as name, address, gender, and birth information. From this tab, you can add, edit, delete, reject, and confirm the constituent's biographical information. The tab also stores information from Marquis Who's Who imported from ***WealthPoint.***



Fundraisers

Fundraisers are the people who are involved with a prospect's management, including planning, cultivation, and solicitation stages. Fundraisers in TAS may include development officers, advancement staff, deans, directors, faculty, volunteers, and others.

View Fundraisers

You can access the Fundraiser page from a number of locations in Prospects and other areas of the program.

From the navigation bar Prospects drop-down menu:

- Select **Search fundraisers.** The Fundraiser Search window displays.
- Enter your search criteria.
- Click **Search.** All possible matches display in the Results grid.
- Select the fundraiser you want to view.
- Click **Select.** The record opens.

From the Prospects page:

- Click **My Fundraiser page.** (The fundraiser constituent must be linked to your application user in the system.)

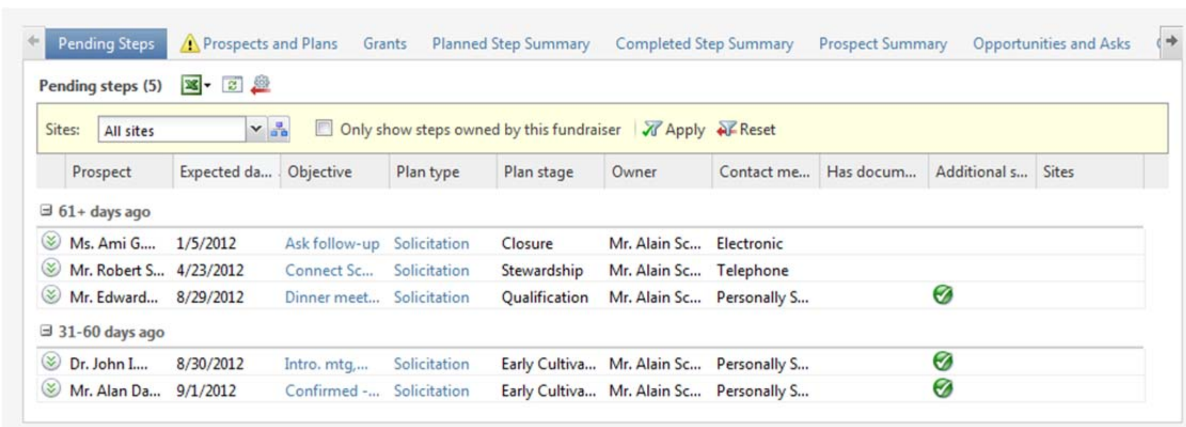
The Fundraiser Record

The fundraiser record tracks individual fundraiser information. On this page, you can view a summary of the fundraiser's prospects and where they stand in the process, step and opportunity information, prospect plan assignments, and more.

Pending Steps Tab

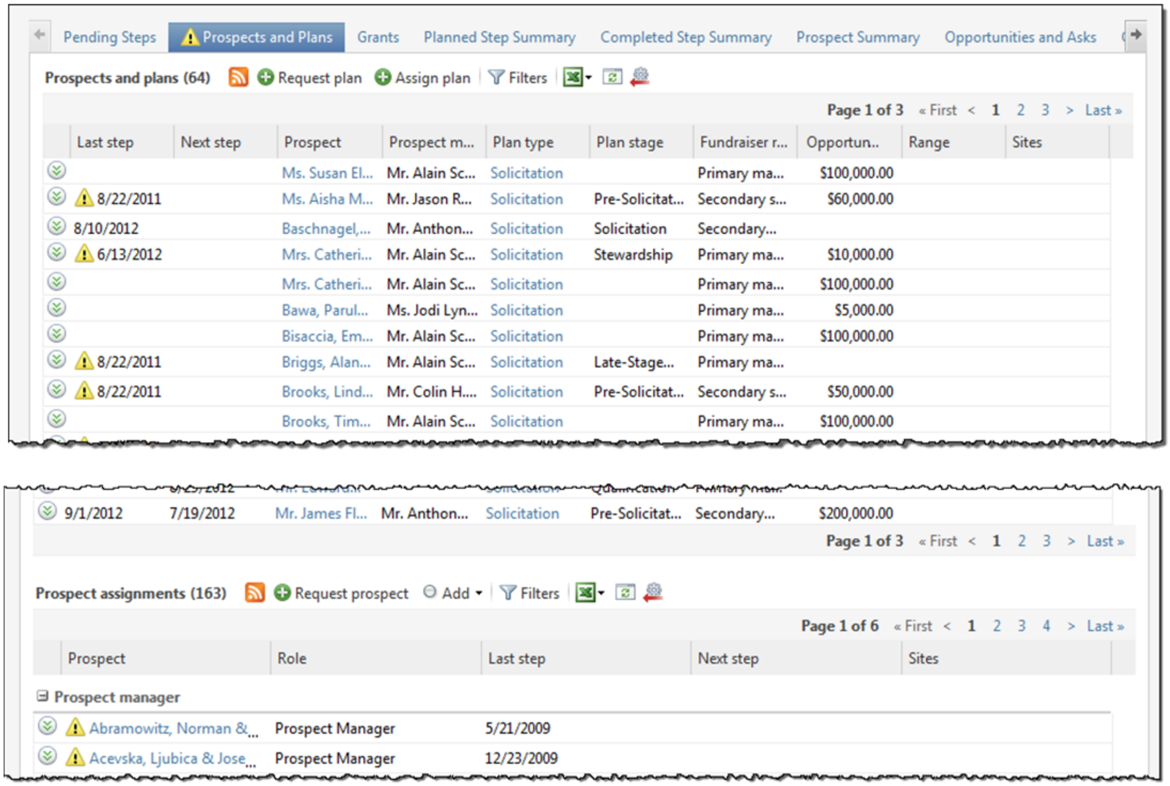
On the Pending steps tab, you track steps not yet complete with a status of **Pending**. Steps with a status of Planned do not appear on this tab.

On this tab, you can edit the step, mark the step as complete, go to the step, or delete the step. You can also view prospect plans and notes associated with the pending step.



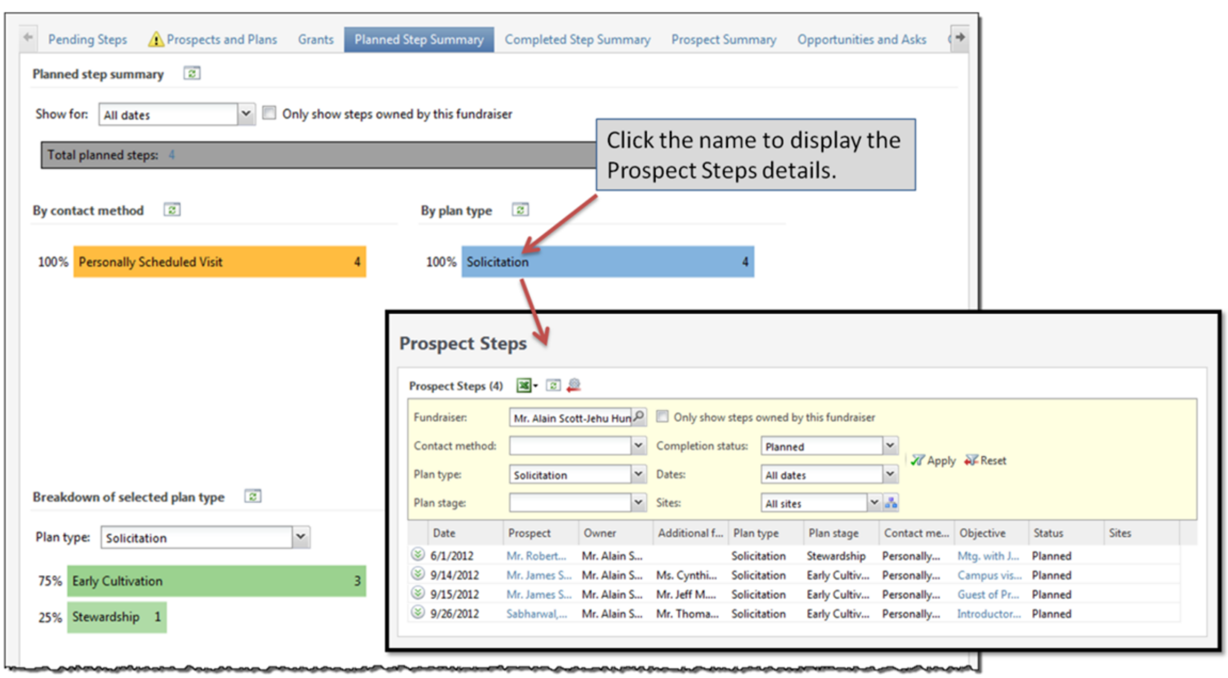
Prospects and Plans Tab

On the Prospects and Plans tab, the top section tracks all prospect plans to which the fundraiser is connected. The bottom half of the tab, the Prospect manager assignments section, tracks all prospects to which the fundraiser is connected as a prospect manager or prospect team role.



Planned Step Summary Tab

The Planned Step Summary tab tracks information about your upcoming prospect steps in both a statistical and graphic format.

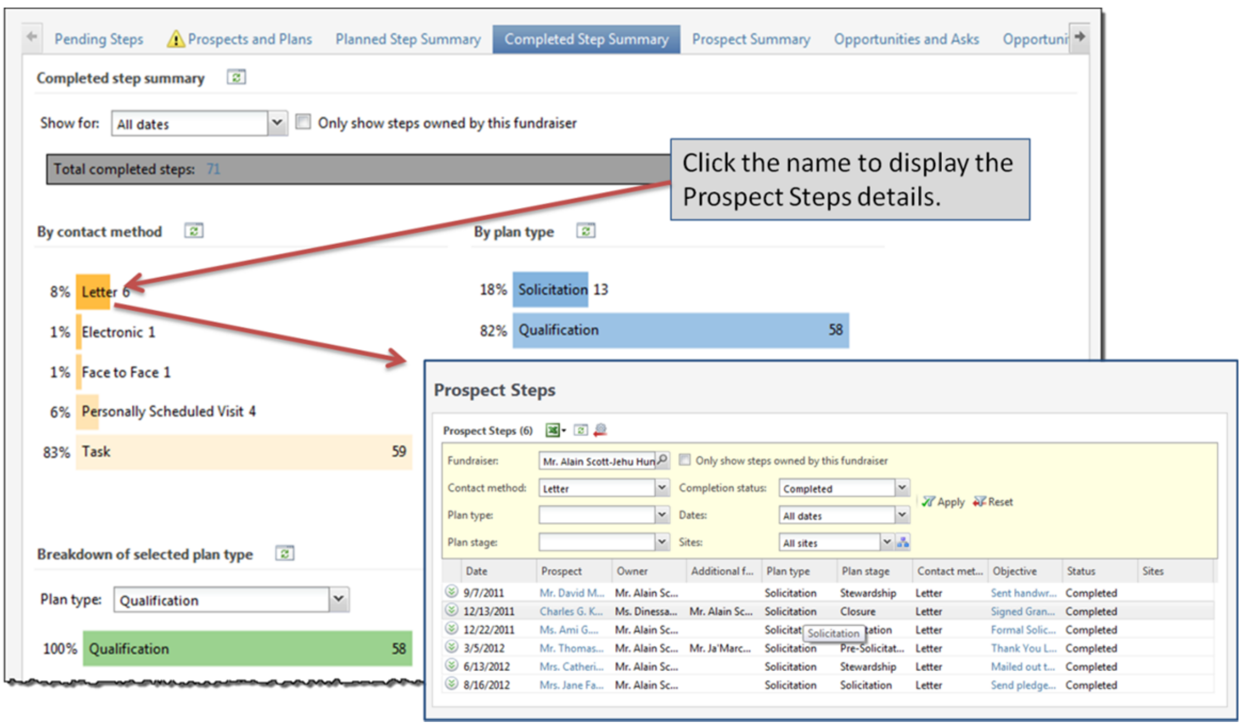


In the **Show for** field, select the number of days for which you want to view planned step information. For example, if you want to see how many steps you planned for the next seven days, select **Next 7 days**.

To see information about a specific step, click the name and the Prospect Steps page displays. On this page, you can go to the selected step, plan, or prospect.

Completed Step Summary Tab

The Completed Step Summary tab tracks information about your completed prospect steps both statistically and graphically. Steps are exclusive to prospect plans, and general interactions filed by the fundraiser are not included in these summaries.

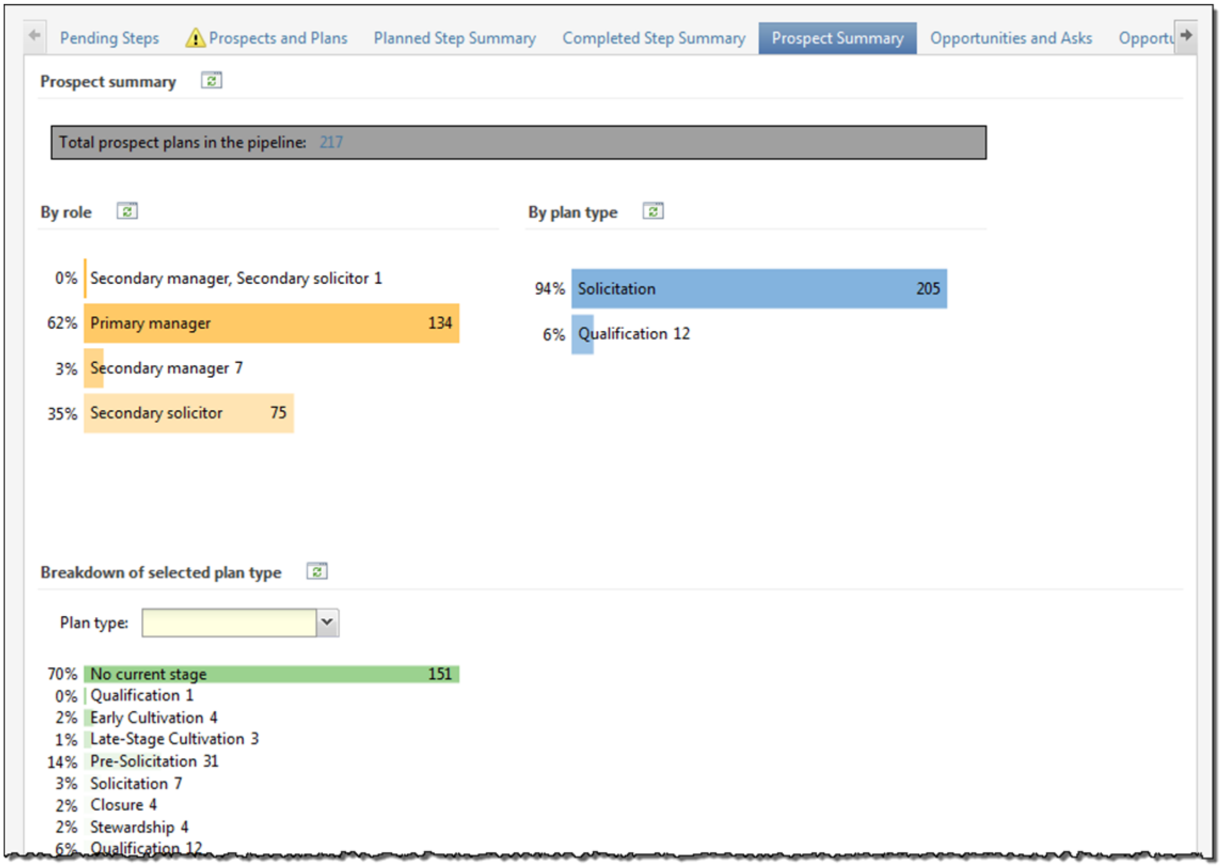


In the **Show for** field, select the number of days for which you want to view completed step information. For example, if you want to see how many steps you completed in the last thirty days, select **Last 30 days**.

To see information about a specific step, click the name and the Prospect Steps page displays. On this page, you can go to the selected step, plan, or prospect.

Prospect Summary Tab

The Prospect Summary tab helps you track the number of prospects in your pipeline, both statistically and graphically. ***If you are not regularly using steps within prospect plans for all prospects, this information may be incomplete or irrelevant.***

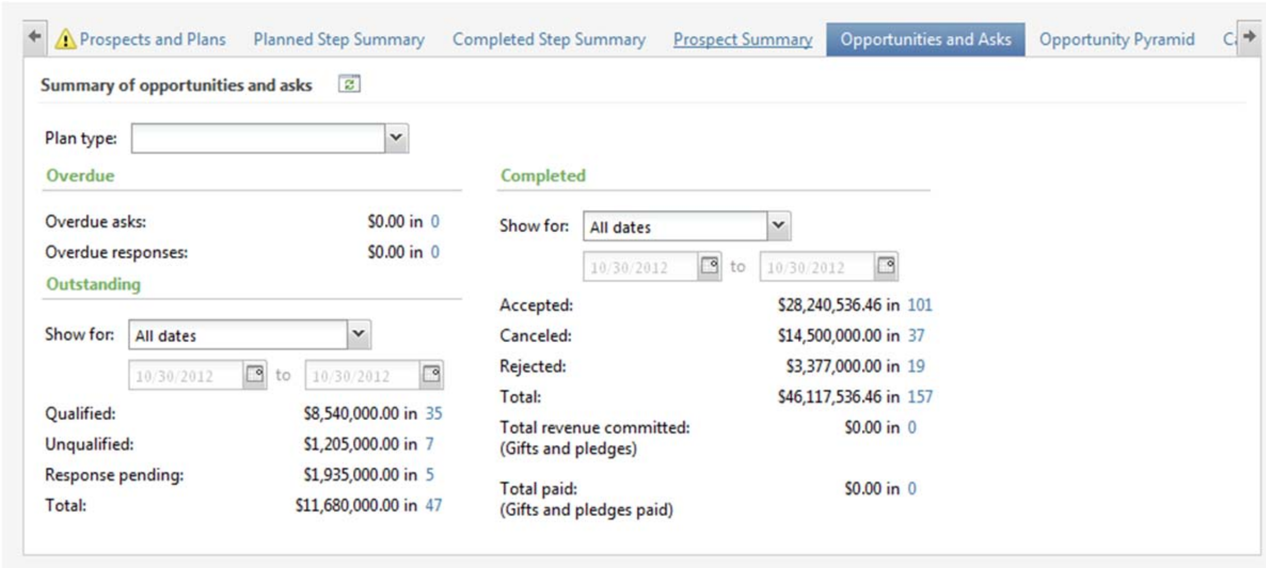


The gray bar near the top of the tab displays the total number of prospects plans assigned to you. The number of **Plan type** grids and corresponding graphs displayed depend on the number of plans currently assigned to your prospects. The grids let you know the plan stage of each prospect, along with the total number of prospects assigned the plan.

To see a list of prospects included in a Plan stage, click the name of the stage in the list. The Prospects page displays. From this page, you can go to a selected prospect's plan or prospect.

Opportunities and Asks Tab

The Opportunity and Asks tab tracks the opportunities (asks) assigned to you, including planned, pending and completed solicitations. This tab only displays opportunities for plans to which you are assigned as primary manager (i.e., secondary assignments are not included on this tab).



- You can filter the data displayed on the tab based on Plan type.
- In the Overdue section, you can view the number of your Overdue asks and Overdue responses.
- Overdue is considered anything before today's date.
- In the Completed section, you can view the dollar amount and number of Accepted, Rejected, and Total asks. Using the **Show for** field, you can select the time period for which you want to view data.
- In the Outstanding section, you can filter the data displayed using the **Show for** field.

Opportunity Pyramid Tab

Ohio State does not currenlty utilize this feature.

Campaigns Tab

Ohio State does not currenlty utilize this feature.

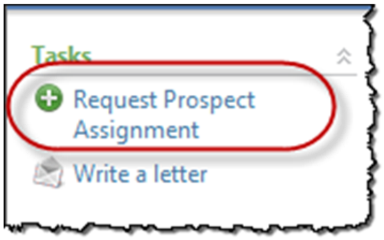
Prospect Requests Tab

Ohio State does not currenlty utilize this feature.

Requesting Prospect Assignment

Request Prospect Assignment for Non-Prospects

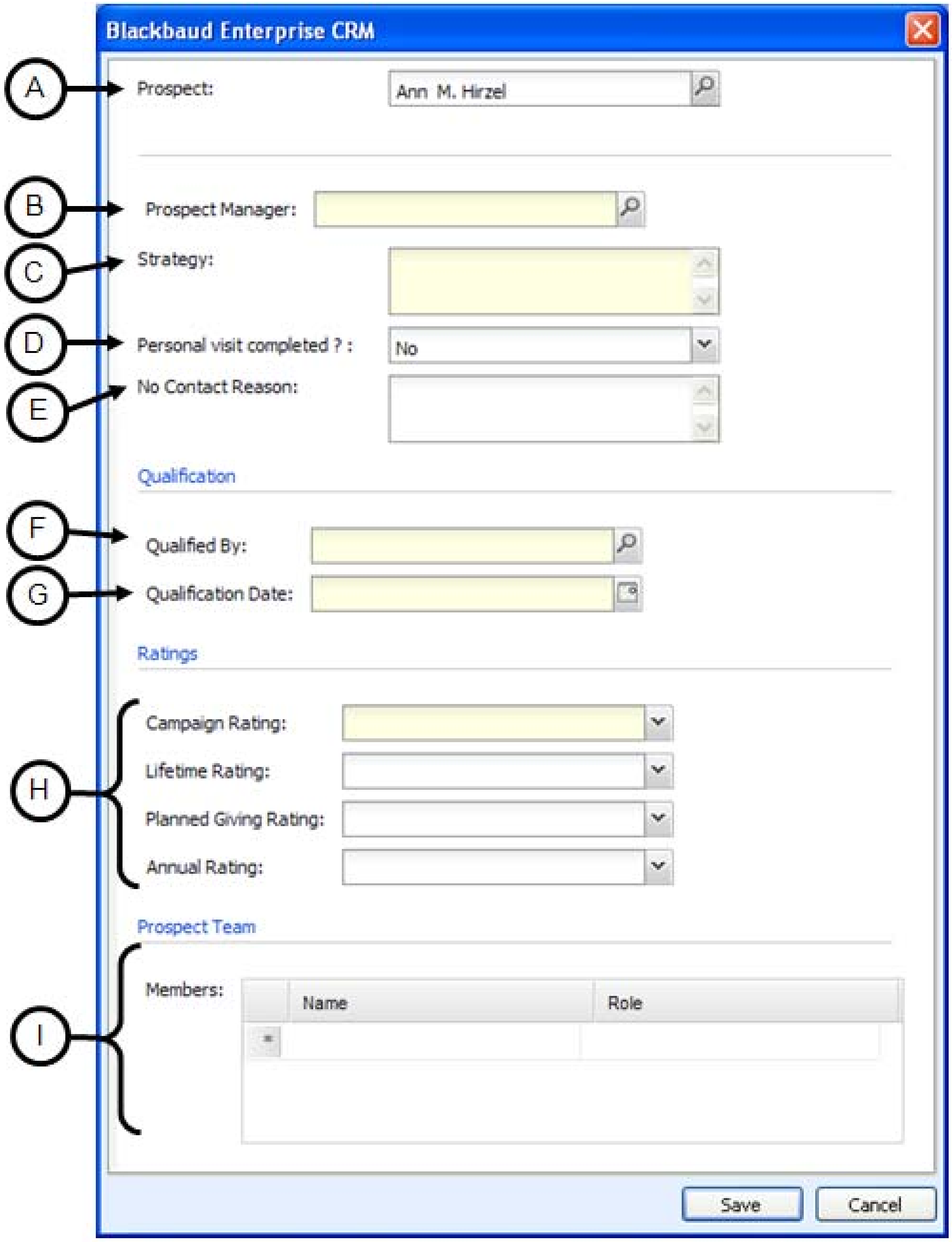
Prospect manager assignment may be requested for constituents who are not actively assigned as prospects.



To Submit a Prospect Assignment Request for Constituents with No Assignment:

1. Search for and open the constituent record for which you want to submit a prospect assignment request.
2. Click **Request Prospect Assignment** in the Task list on the left side of the page.
3. Search for and select the fundraiser you want to request as the assigned prospect manager.
4. Enter the additional information necessary and applicable for this request.
5. Click **Save.** The request is sent to a queue to be reviewed.

Requests for prospect assignment for constituents who are not yet flagged as prospects can be submitted via the constituent record. Requests are reviewed by prospect coordinators for approval.



A. The name of the constituent displays.

B. Search for and select the constituent record of the fundraiser who is requesting assignment (as this request may be submitted by an assistant, etc.)

C. Enter a narrative to describe the current strategy or goal for the prospect. For example, “Cultivate for gift to Gee Scholarship fund.”

D. Enter whether or not a personal visit has been completed.

E. If the personal visit has not been completed, enter a reason why there was no contact.

F. Search for and select the fundraiser who qualified the prospect.

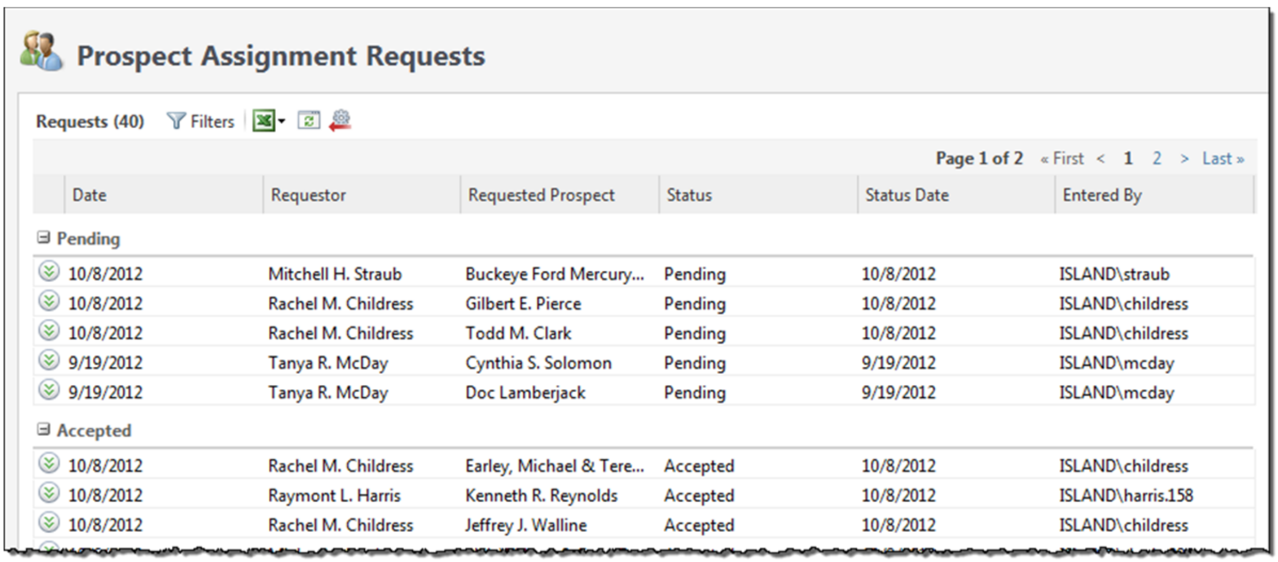
G. Enter the date the prospect was qualified.

H. Enter campaign, lifetime, planned giving, or annual ratings as applicable.
Note: These values are tracked in Modeling and Propensity of the constituent's wealth ratings.

I. If you know the identities of the prospect team members in advance, enter them here.

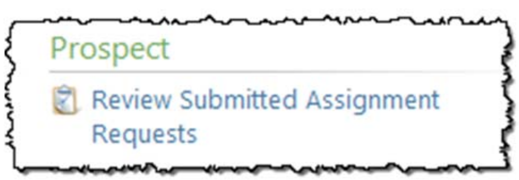
View Assignment Request

Prospect coordinators review the list of submitted assignment requests. The request can be accepted or denied and an explanation is added.



To Review Assignment Requests:

1. On the Prospect page, click **Review Submitted Assignments.**



Requesting Assignment Transfers

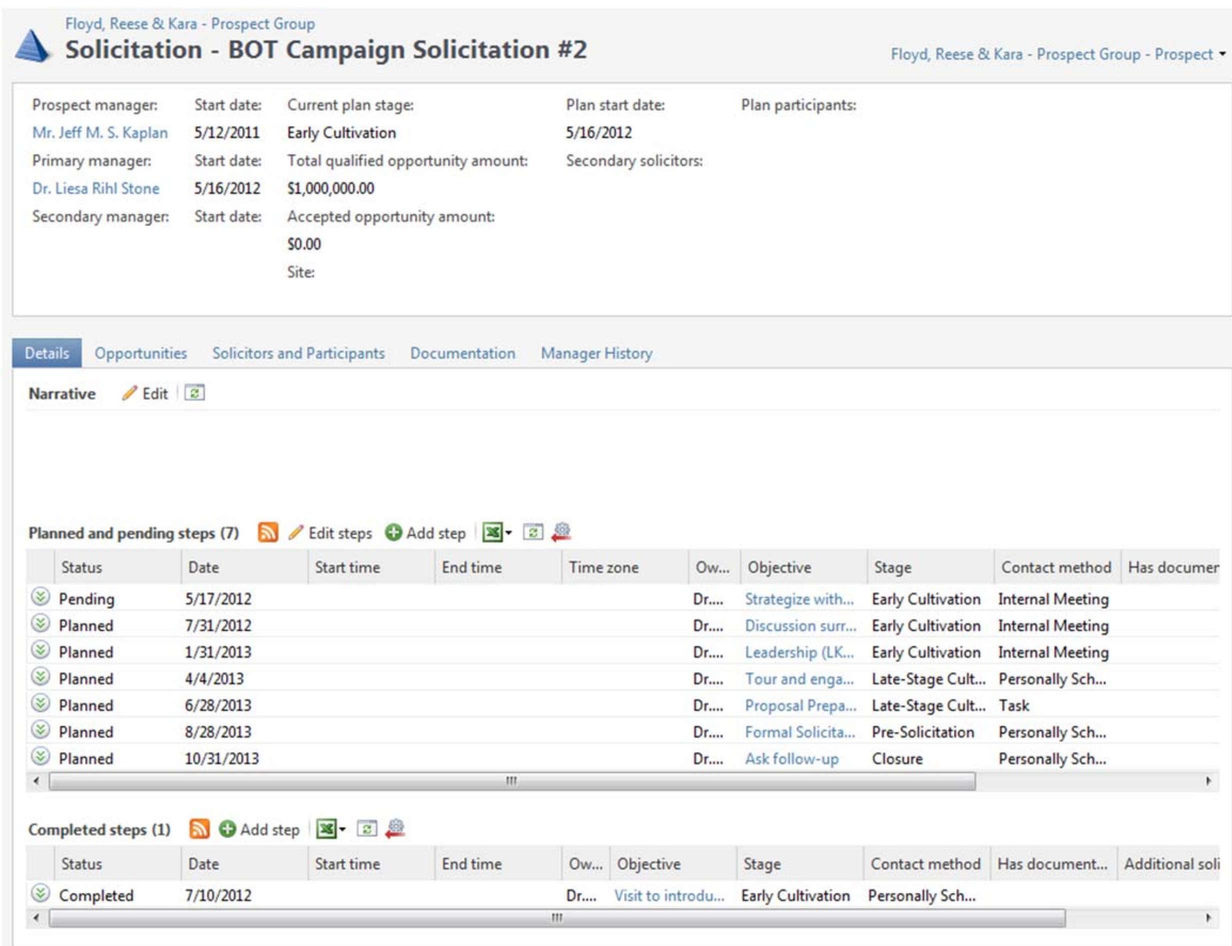
In order to transfer assignment from one Prospect Manger to another, an email should be sent to the Manager of Prospect Tracking. Transfers should be discussed between current and future PMs prior to the email request.

Requesting Prospect Dismissal (Removing from portfolio)

In order to remove a prospect from a fundraiser's portfolio, an email should be sent to the Manager of Prospect Tracking. Along with the request, a brief rationale for the removal should be included; this rationale will be recorded as a task along with the dismissal.

The Prospect Plan Record

A prospect plan tracks the prospect's plan activity including step details, ask opportunities and fundraisers associated with the prospect plan. On the prospect plan record, you can view steps, mark steps "Complete," edit a step, and more.



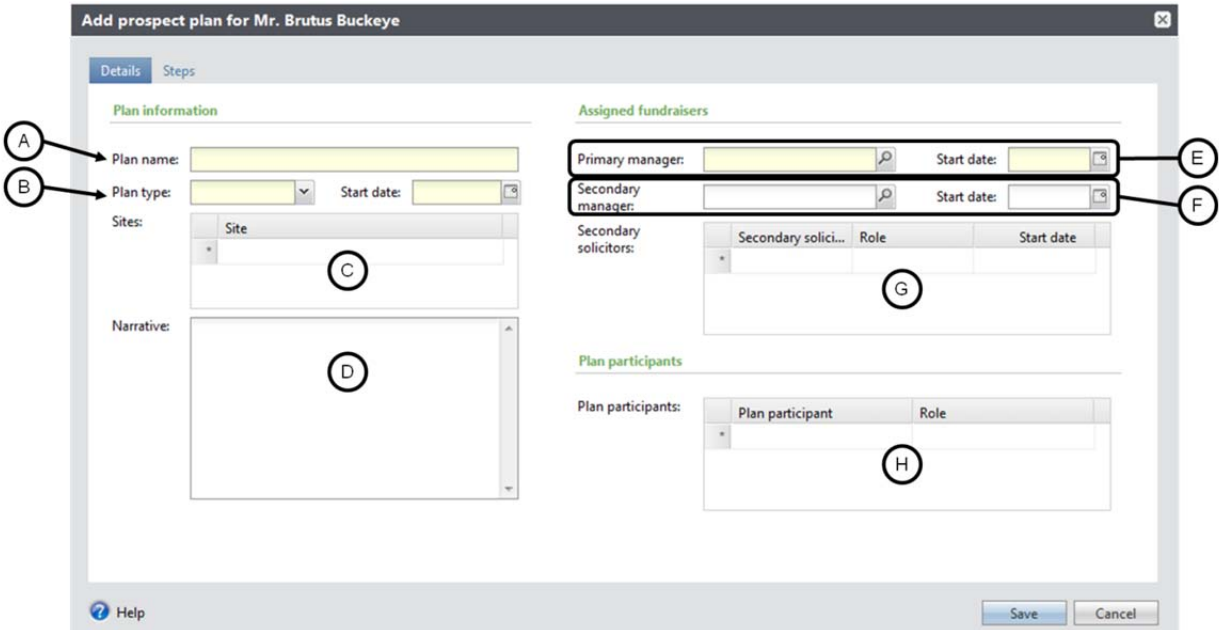
To Access a Prospect Plan:

1. Open the prospect record. If a constituent is a member of a prospect group, be sure to start from the prospect group record.
2. Click the **Plans** tab.
3. Click the name of the Plan to open. The prospect plan record displays.

Add a Prospect Plan

The Add a prospect plan window contains a Details tab and a Steps tab. These tabs contain similar fields and options as the Plan tab on the Add a prospect window discussed previously in this lesson.

Details Tab



A. Name the plan assigned to this prospect.

B. Select the type of prospect plan and start date to assign this prospect. See table below for available plan types and definitions.

C. OSU does not use Sites, so leave this field blank.

D. Enter any comments or notations that may help your colleagues to understand the plan.

E. Click the magnifying glass to search for the primary manager to assign this plan and enter a start date. The Primary Manager has the primary responsibility for the success of the plan and is the person most directly responsible for carrying out this plan. The Primary Manager may be, but is not required to be, the same as the Prospect Manager.

F. Click the magnifying glass to search for the secondary manager to assign this project and enter the start date (only when you need to document the involvement of additional OSU personnel, including development officers and other staff).

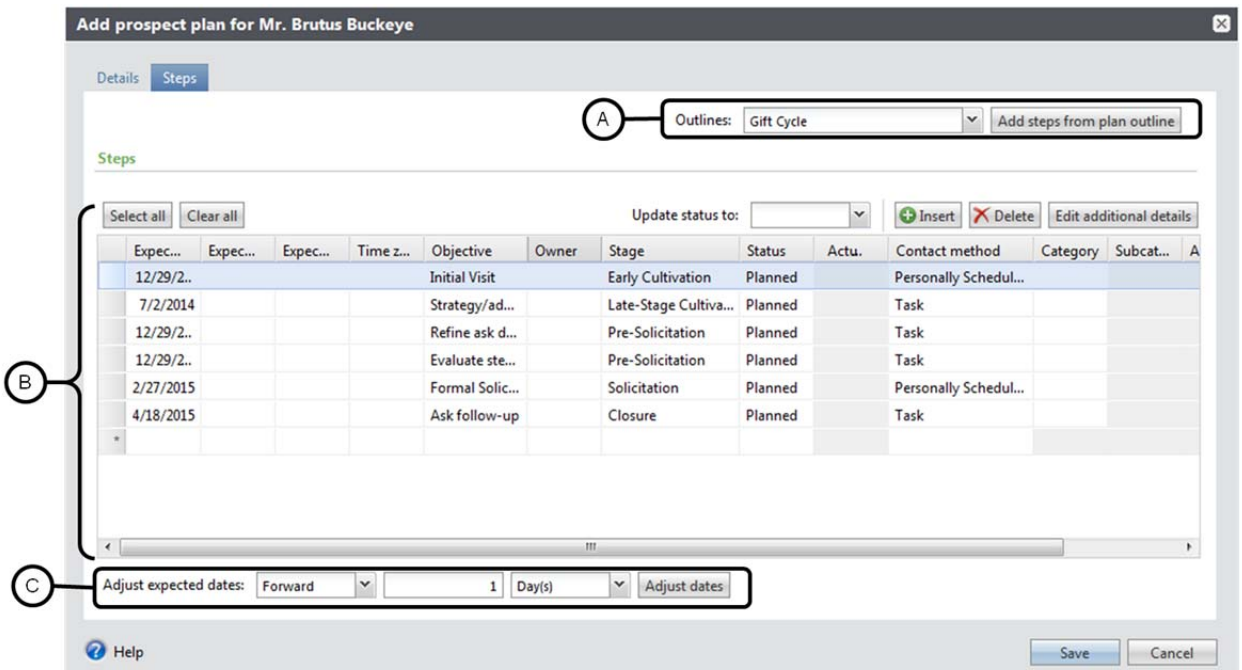
G. In the Secondary solicitors column, click the binoculars to search for the secondary solicitor to assign this project. In the Role column, select the solicitor's role (only when you need to document the involvement of additional OSU personnel, including development officers and other staff).

H. In the Plan participants column, click the binoculars to search for the constituent participants. In the Role column, select each participant's role. Plan participants are only necessary when attempting to qualify which specific prospect group members are involved and/or solicited in this plan, or when other key external constituents are involved.

I. If you do not need to add any step outlines, click "Save."

Steps Tab

You can add a pre-set series of plan steps, called a plan outline, for certain functions.



A. In the Outline menu on the Steps tab, select the type of prospect plan to assign to the prospect. Click **Add steps from plan outline** to populate the plan steps in the grid.

B. The steps from the plan outline default into the grid.

C. You can adjust all the dates in the Expected date column forward or backward by a certain number of days, weeks, months, or years.

To Add a Prospect Plan to an Existing Prospect:

1. Open the prospect record on which to add a plan.
2. Click the **Plans** tab.
3. On the action bar, click **Add, Add major giving plan**. The Add prospect plan for <constituent> window displays.
4. On the Details tab, enter the plan information, assigned fundraisers, and plan participants.

5. On the Steps tab, select the type of prospect plan to assign the prospect.
6. Click **Save.**

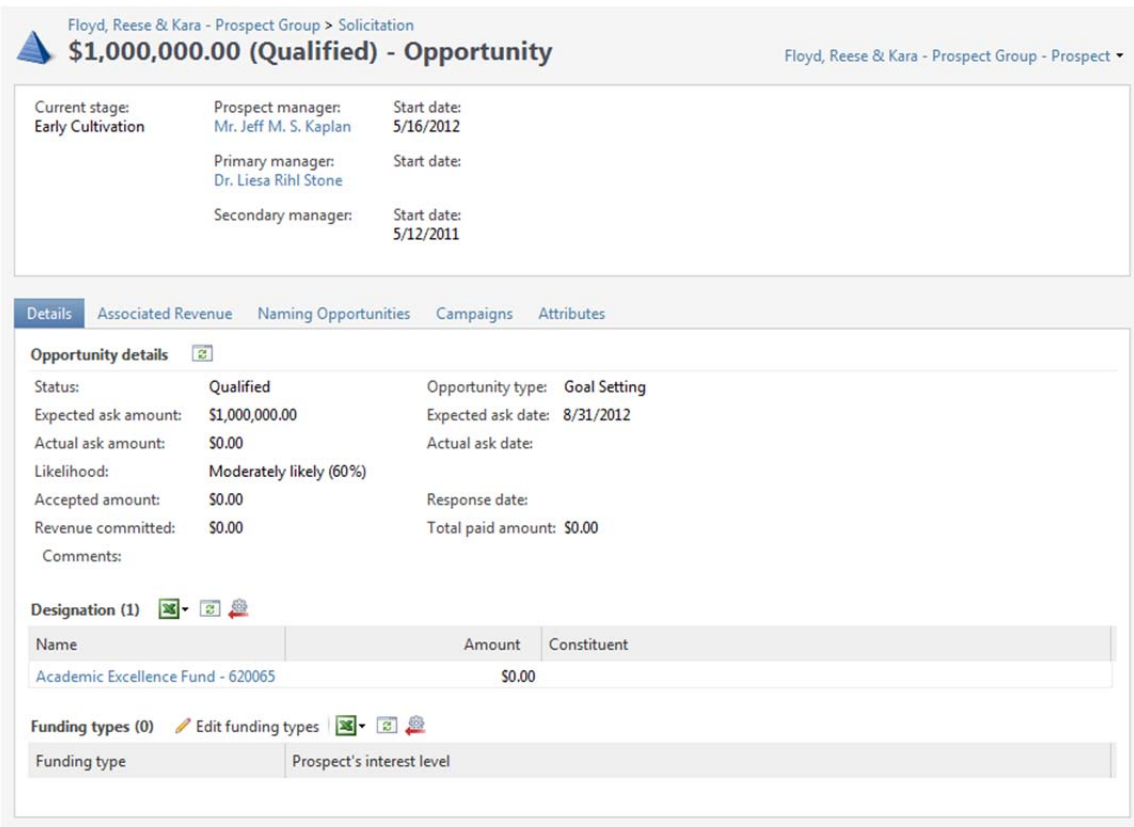
Plan Type	Description
Solicitation	Standard gift cycle moving prospect from cultivation through solicitation and closure.
Stewardship	Captures work related to general stewardship of the prospect, especially when no plans exist to solicit in the near future.
Probate Management	Used exclusively by the Office of Gift Planning; captures work related to booking planned gifts and dealing with estates in probate.
Volunteer Engagement	Used exclusively by the Campaign Office to track volunteer activities of high-level donors and prospects.
Qualification	Captures work completed to qualify a constituent as a prospect; created automatically at the time of initial assignment.
ILO: Sponsored Research Project **ILO: Relationship Development** **ILO: Community Relations** **ILO: Student Engagement**	Used exclusively by the Industry Liaison Office; captures work related to developing strategic partnerships between industry and the university.

Plan Assignments	Description
Primary Manager	Primary manager of the plan.
Secondary Manager	Development officer providing significant assistance with the plan, and/or other OSU personnel (such as deans, directors, faculty, and staff).
Secondary Solicitor / Internal Partner	Development officer(s) providing significant assistance with the plan, and/or other OSU personnel (such as deans, directors, faculty, and staff).
Secondary Solicitor / Volunteer	Board or committee members and/or other volunteers.

Plan Assignments	Description
Participant Role	
Key Influencer	Any constituent that has a great amount of influence on the prospect or prospect group but is not a professional advisor or volunteer.
Professional Advisor	Constituent, such as attorney or estate planner, advising the prospect.

The Opportunity Record

On an opportunity record, you can view and manage detail information about the opportunity.



To Access an Opportunity Record:

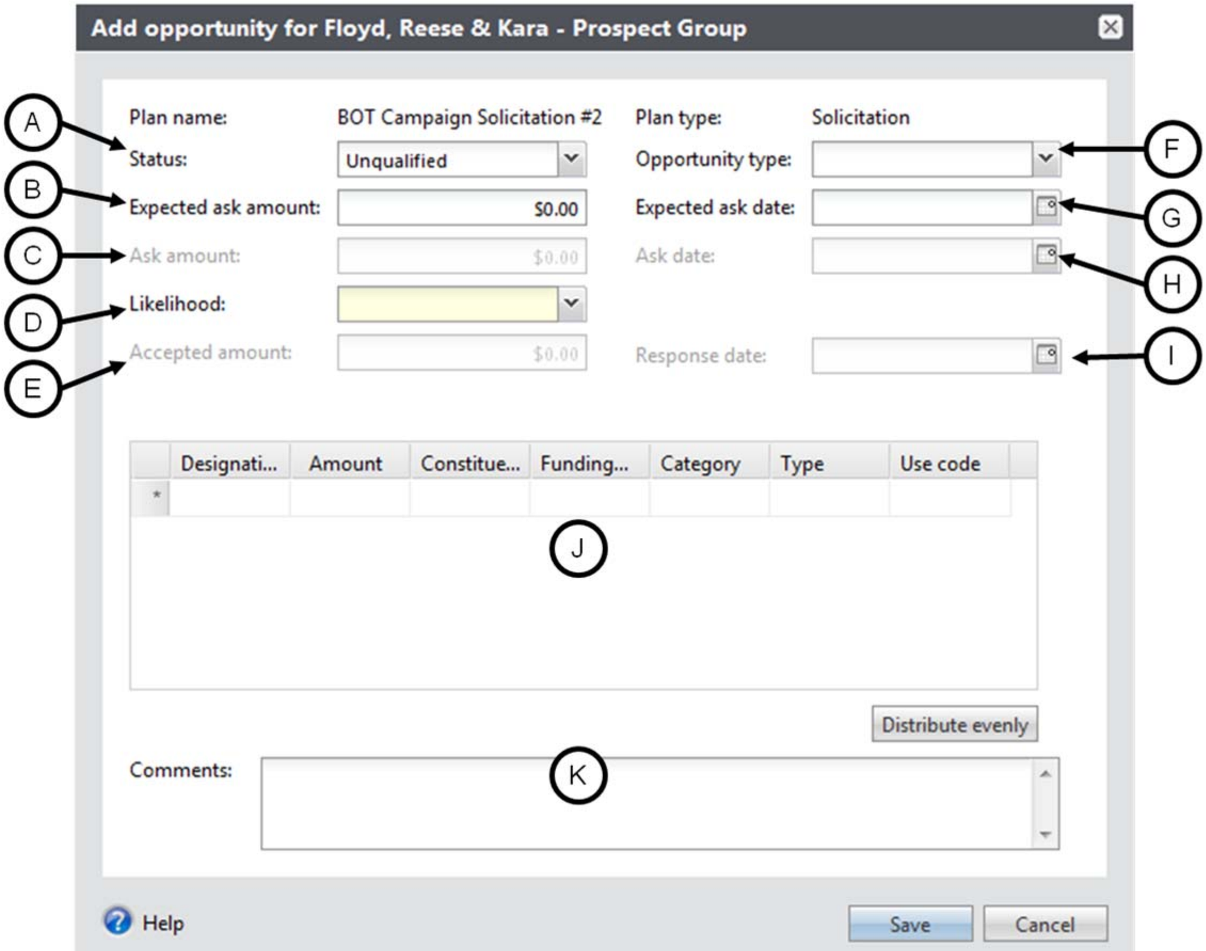
1. Open the constituent's prospect record.
2. Select the Plans tab.
3. Click the name of the plan where the opportunity is to be added. The plan record opens.
4. Select the **Opportunities** tab.
5. In the frame with the opportunity to open, click **Go to opportunity**.

Open the opportunity on your prospect's Major Giving Plan and review the information on the tabs.

Tab Name	Information
Details tab	The Details tab displays information about the opportunity and any designations associated with the opportunity.
Associated Revenue tab	The Associated Revenue tab displays revenue information associated with the opportunity.
Naming Opportunities tab	The Naming Opportunities tab displays naming opportunities associated with the opportunity. You can add, edit, and delete naming opportunities on this tab.
Campaigns tab	The Campaigns tab displays campaigns and designations associated with the opportunity.

Add Opportunities

On the Opportunities tab of a plan record, you can add information about opportunities to help you better track prospect steps and gift requests.



A. Select a status for the opportunity.

B. Enter the amount you plan to request from the prospect.

C. Enter the actual amount you asked for. This field is not activated if the opportunity's Status is "Unqualified."

D. Rate the likelihood of receiving the entered amount from this prospect.

E. Enter the amount the prospect agreed to give. This field is activated when the opportunity status is "Accepted."

F. Select the opportunity type.

G. Enter the date you plan to ask for a gift.

H. Enter the date you asked for the amount entered in the **Ask amount** field.

I. Enter the date the prospect agreed to the amount entered in the **Accepted amount** field.

J. In the Designation column, specify the designation to which you want the money distributed. In the Amount column, enter the amount of the gift you want allocated to the corresponding designation.

K. Enter any comments or notes related to the opportunity.

Opportunity Status	Description
Unqualified	Rough estimates of ask date and amount exist; specific designations are likely unknown.
Qualified	Ask date, amount, and designations are being finalized.
Response Pending	An ask has been made for support of this opportunity.
Accepted	The prospect has responded and indicated that they will make the gift to this opportunity.
Rejected	The prospect has responded and indicated that they will not make a gift in response to this opportunity.
Cancelled	After cultivating the prospect and perhaps even preparing a proposal, you determine that the ask will not be made.

To Add an Opportunity to a Prospect's Plan:

1. Open the prospect record.
2. Select the **Plans** tab.
3. Click the name of the plan where the opportunity is to be added. The plan record opens.
4. On the Plan page, select the **Opportunities** tab.
5. On the action bar, click **Add**.
6. Complete the fields and options on the **Add opportunity** window.
7. Click **Save.**

Edit Opportunities

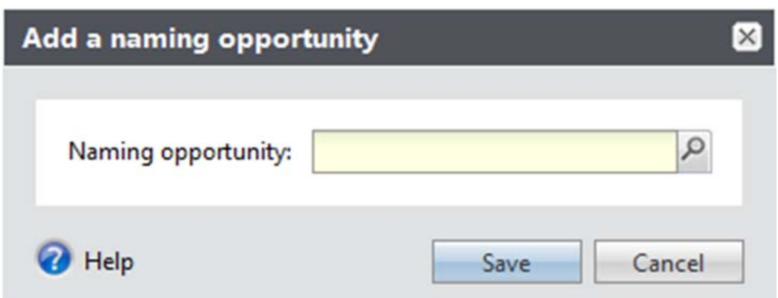
You will update opportunity records as you progress through the phases of moves management with prospects. For example, the status of an opportunity may move from Unqualified, to Qualified, to Response pending, then to Accepted.

To Edit an Opportunity:

1. Open the prospect record.
2. Select the **Plans** tab.
3. Click the name of the plan where the opportunity is to be added. The plan record opens.
4. On the Plan page, select the **Opportunities** tab.
5. In the frame with the opportunity to edit, click **Edit**.
6. Make necessary changes to the opportunity.
7. Click **Save**.

Add Naming Opportunities

You can associate a prospect with a specific naming opportunity by adding the naming opportunity to the prospect's opportunity record.



To Add a Naming Opportunity to a Prospect Opportunity Record:

1. Open the prospect opportunity record on which to add the naming opportunity.
2. Click the Naming Opportunities tab.
3. Click **Add**. The Add naming opportunity window displays.
4. In the **Naming opportunity** field, search for and select the naming opportunity.
5. Click **Save**.

Plan Steps

You can customize the prospect's plan by adding, editing, or deleting steps. Steps are measures taken in a prospect plan. Often times steps are interactions the fundraiser has with the prospect.

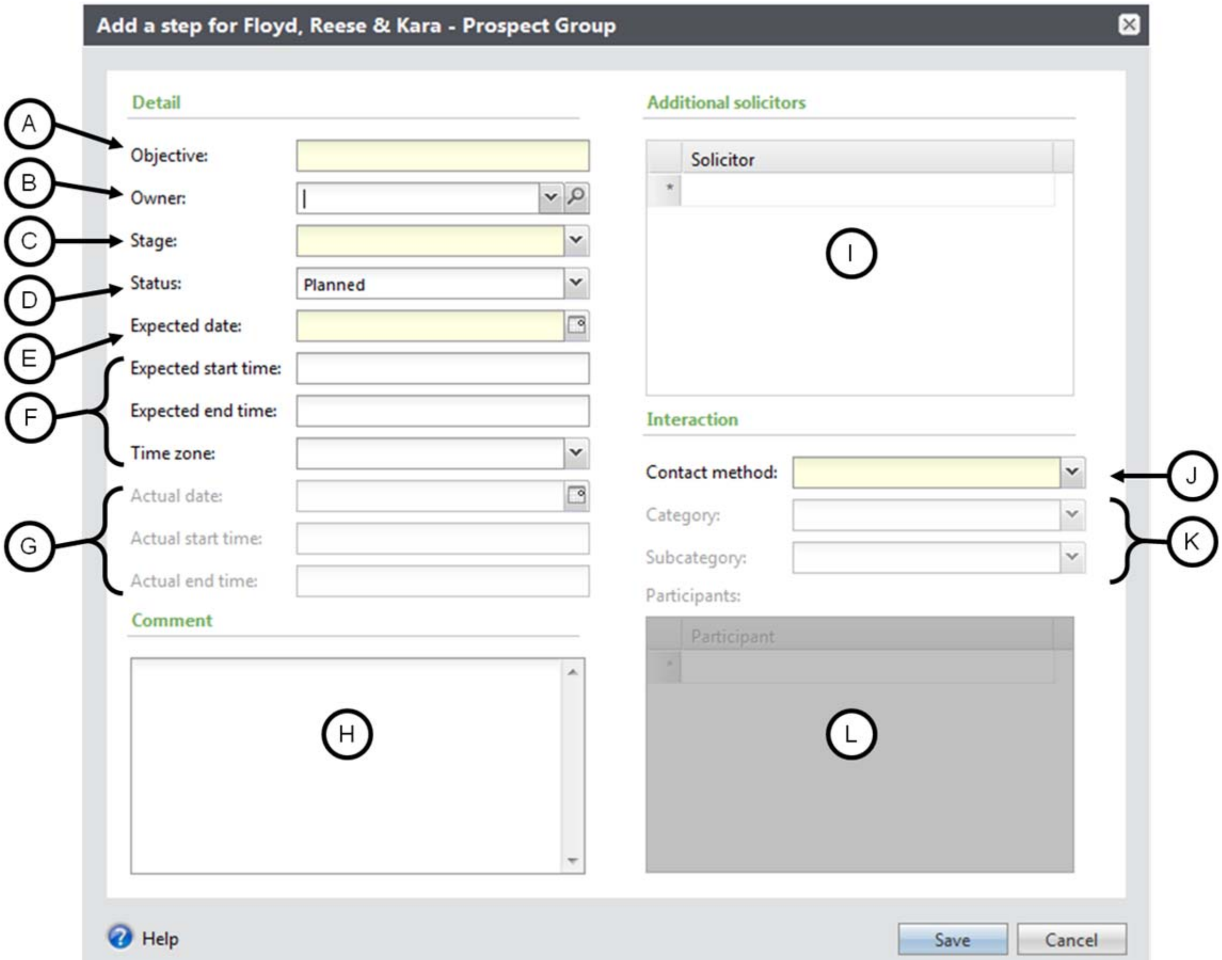
Pending Steps are the most immediate steps expected to be completed. Pending steps will also appear on the constituent's Interactions page. The stage selected for the earliest pending step will be used to determine the plan stage.

Planned Steps are steps that have not yet been completed and are planned for some future date. Generally, it is not advantageous to select this status. Planned steps do not display on the constituent's Interactions page, nor do they display on the step owner's Fundraiser page.

Add Steps

You can add steps to a prospect's plan from several locations:

- From the Pending steps tab of a fundraiser record
- From the Details tab of a prospect's plan



A. Enter the purpose or summary for the step.

B. Select a fundraiser to assign to this step. If the fundraiser is not listed in the menu, click the binoculars to search for the fundraiser to assign to this step.

C. Select the stage of the step**.**

D. Select the status of the step, such as **Planned, Pending,** or **Completed.**

E. Enter the date and times you expect the step to take place.

F. Enter the time zone where the step will take place.

G. If the step took place, enter the date the step occurred.

H. Enter comments to further describe this step.

I. List all additional solicitors to assign to this plan step.

J. Select how you intend to contact the prospect for this step.

K. Enter the **Category** related to the contact method.

L. Enter the **Subcategory** related to the contact method.

M. List all prospects that will participate in this step. This is especially helpful if you are working with a constituent group prospect.

To Add a Step to a Prospect's Plan:

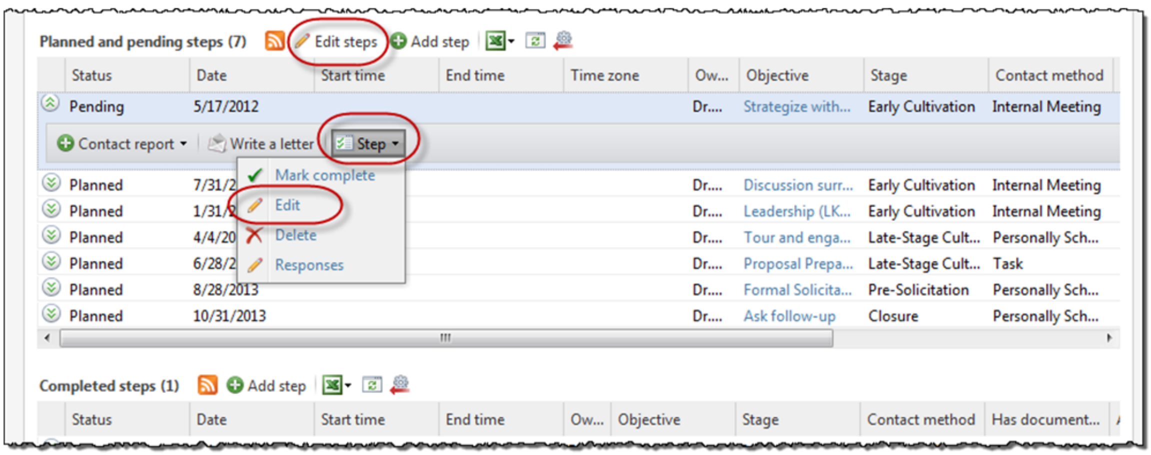
1. Open the prospect plan on which to add a step.
2. On the plan's **Details** tab, click the **Add step** button on the Planned and Pending Steps action bar. The Add a step window displays.
3. Enter the information for the step.
4. Click **Save** to save the step and return to the **Details** tab.

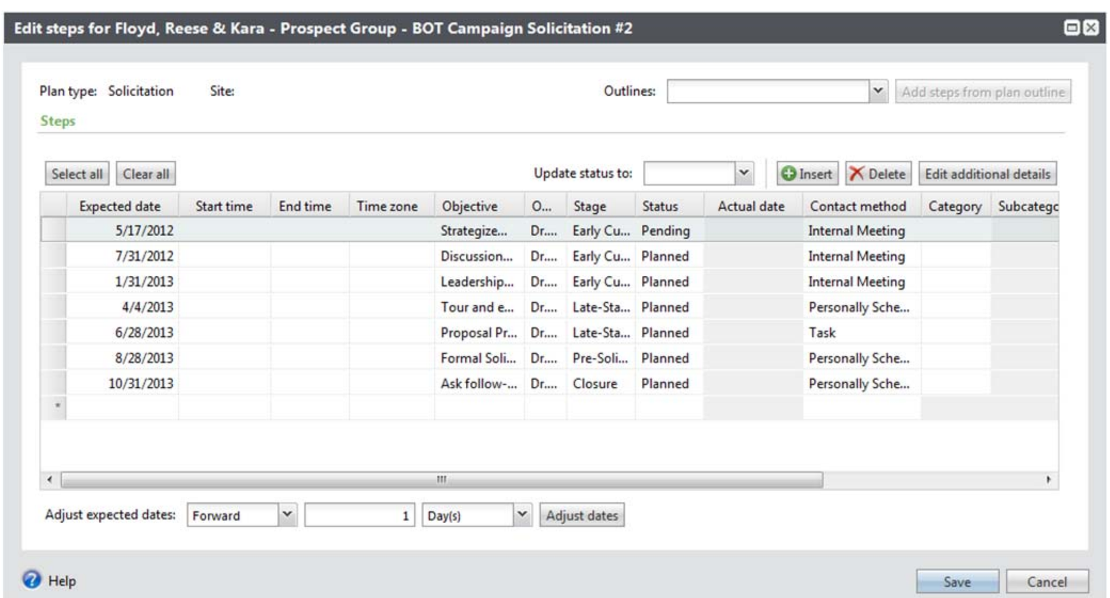
Plan Stage	Description
Qualification	Initial contact and qualification of suspect.
Early Cultivation	Early cultivation has begun for the first major gift (or next gift after stewardship); specific areas of future interest are likely vague or undetermined.
Late-Stage Cultivation	Cultivation and engagement become more purposeful; the prospect's interests gain definition as key relationships are developed; estimated ask date and amount can be added to the opportunity.
Pre-Solicitation	Solicitation details are coming together; "pre-gift" discussions may be taking place; ask amount, date, and designations are fairly well established and recorded in the opportunity.
Solicitation	Formal solicitation has been made and a response is pending; negotiations may occur after the initial ask.

Plan Stage	Description
Closure	A formal response, positive or negative, has been received and any unresolved details are being addressed.
Stewardship	The proposal has been accepted, and stewardship steps are in place.

Edit Steps

From either the Planned and pending steps or Completed steps section on the **Details** tab of the Plan page, you can edit existing prospect steps. In addition, from the Planned and pending steps section, you can choose to edit all steps included in the section.





To Edit Steps on a Prospect’s Plan:

1. Open the prospect plan on which to edit a step.
2. Select the **Details** tab.
3. In the **Planned and pending steps** frame, click **Edit steps** to edit all steps in the section
   OR
   click the row of a step and click **Edit** to edit only the highlighted step.
4. Make any necessary changes to the information on the Edit window.
5. Click **Save**.

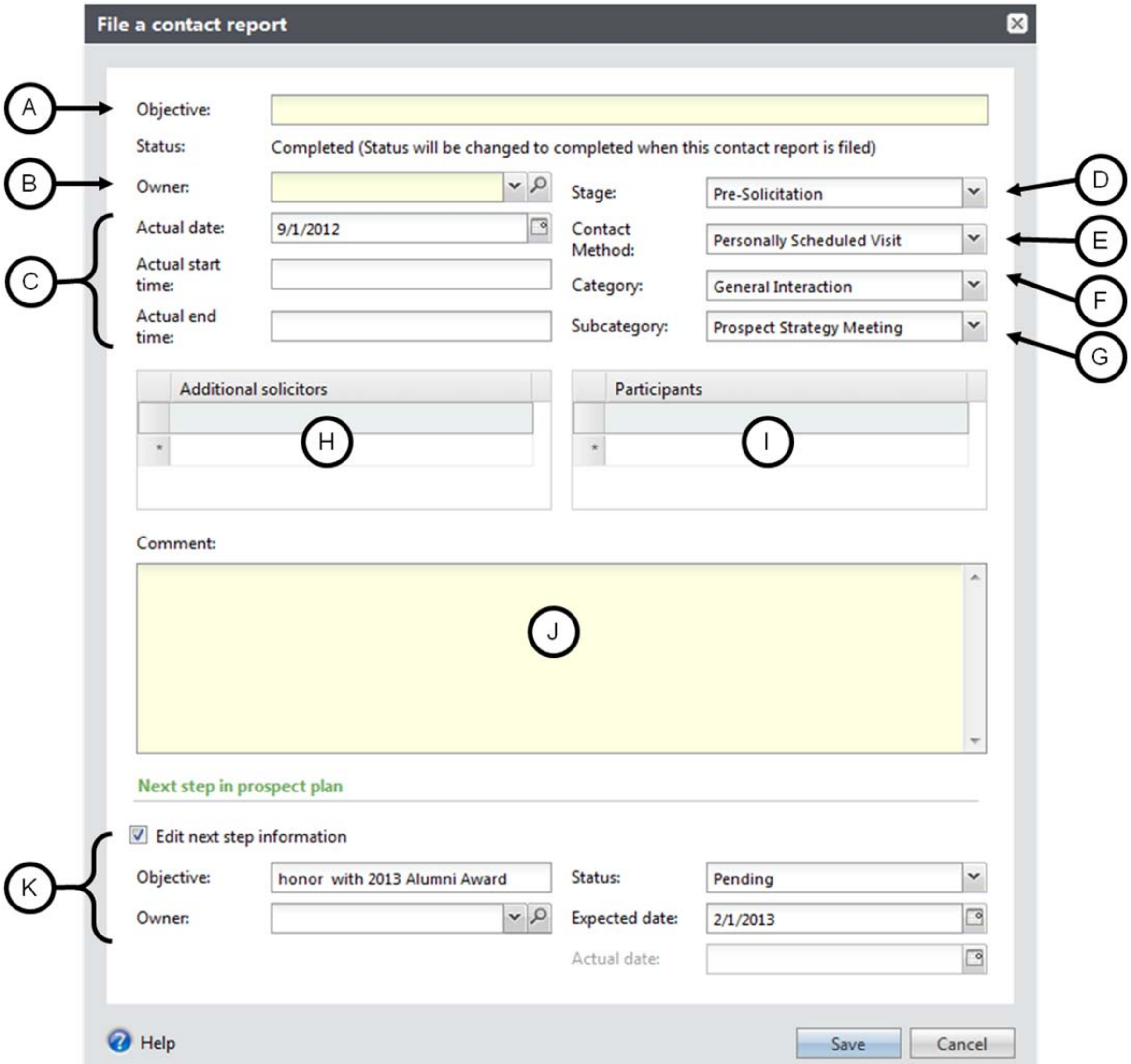
File a Contact Report

A **contact report** is a interaction within a prospect plan. Completed steps may also be considered contact reports.

When you complete an interaction with a prospect, such as a qualification visit, initial contact, or formal solicitation, you can file a contact report to keep track of your interactions. You can also file contact reports for unplanned activity with a prospect.

With a contact report, you can update the step’s details and enter any reactions or expected outcomes from the step. Using this information, you can determine if the next scheduled step is adequate or if you should customize the interaction to meet the prospect’s needs or interests.

Once you file a contact report, the information displays on the constituent’s Interactions page.



A. If different from the original objective, enter the purpose for the step.

B. If different from the original owner, enter the step owner.

C. Enter the date and times the fundraiser completed this step (times are optional).

D. Select the stage when the step occurred.

E. Select the method used to contact the prospect.

F. Select a category to further define the contact method.

G. Select a subcategory to further define the contact method.

H. Enter each solicitor who participated in the interaction.

I. Enter each participant included in the interaction. If filing from a prospect group record, all individual and organization participants must be listed.

J. Enter any additional details about the interaction.

K. Select the checkbox to update the next step information. You can update the step's objective, change the owner of the step, indicate whether the step is planned, pending, or completed, and enter the expected completion date. By default, this section displays the next pending step in the plan. However, if the plan does not include steps with a pending status, information for the next planned step displays.

To File a Contact Report from the Fundraiser's Record or via the Prospect Plan:

1. Open the fundraiser record assigned to the plan for the prospect and select the **Pending Steps** tab.

   OR

   Open the prospect plan and select the **Details** tab.

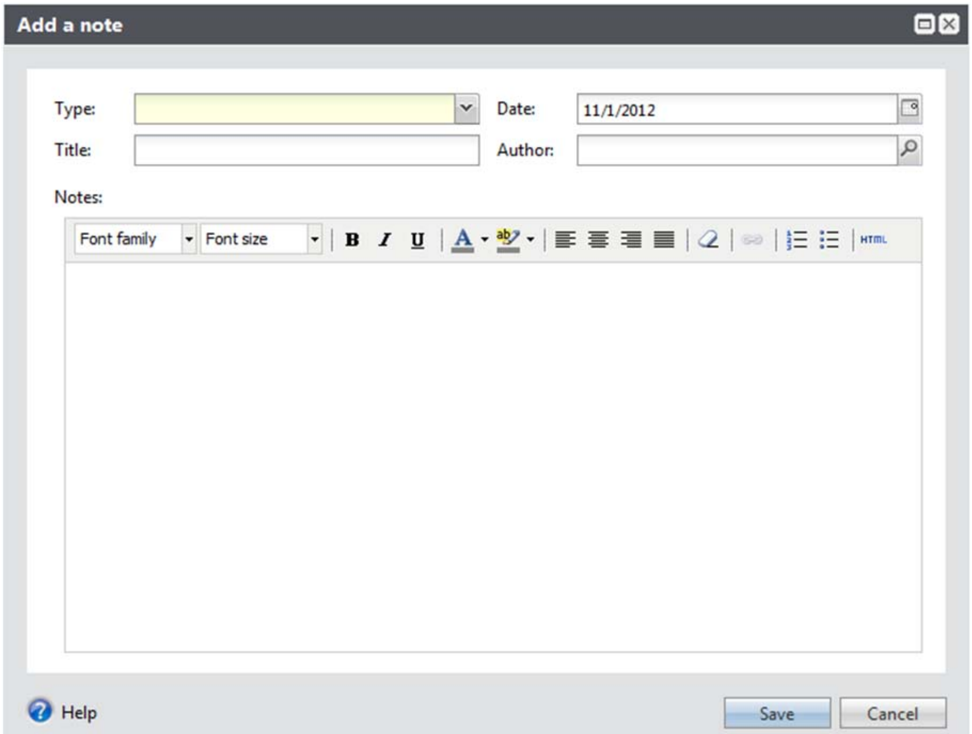
2. For an unplanned activity (i.e., the activity was not previously entered as a pending or planned step), click **Contact report** and then click **File an unplanned contact report.**
   - Select the prospect and the plan for the unplanned contact report.
   - Proceed to step 6.
3. For a pending plan step, click the row of the step for which you want to add a contact report. (Planned steps must be edited to Pending and saved before the next step.)
4. On the action bar, click **Contact report** and then click **File a Contact Report**. The File a contact report window displays.
5. Complete the fields and options available.
6. Click **Save**.

Add Documentation

The Documentation tab on a prospect's plan allows you add notes to the plan.

Notes

The Notes tab gives you the ability to create separate categories or types of notes and assign security to the information they contain based on the notepad type.



To Add a Note to a Prospect Plan:

1. Open the prospect plan on which to add a note.
2. Select the **Documentation** tab.
3. On the action bar, click **Add**, **Note**.
4. On the Add a note window:

- Select the note type.
- Enter a title and date.
- Enter your name as the author.
- Enter the note information in the **Notes** field.

5. Click **Save.**

Review

1. A prospect must have a constituent record before he or she can have a prospect view in your TAS database. True/False?

2. Describe how to add a plan to a prospect record.

3. Where on a prospect record can you specify the organizations, affiliations, activities, or pursuits in which a prospect expresses interest?

4. What action do you take to track interactions you have with a prospect, such as a qualification visit, initial contact, or formal solicitation?

5. How do you access an opportunity record?

6. On a fundraiser record, the _______________ _______________ _______________ tab tracks information about your upcoming prospect steps in both a statistical and graphic format.

7. What feature can you use to change the fundraiser assigned to a group of prospects previously assigned to another fundraiser?

8. Where can you access the mapping tool that lets you locate prospects and constituents on an interactive map?

9. How do you navigate to a constituent's Wealth and Ratings page?

Summary

- The Prospect Management process outlines the overall moves management process, the stages managed by fundraisers and donor prospect coordinators. The stages include research and confirm the suspect, add the prospect to the database, then qualify, cultivate, and solicit the prospect.
- A prospect must have a constituent record before he or she can have a prospect view in your TAS database. Be sure to search the database for the existing prospect before you add them as new to the database. Once you add a prospect, a Prospect and Planned Giving Info constituency is added to the Constituencies tab of the constituent record.
- When you complete an interaction with a prospect, such as a qualification visit, initial contact, or formal solicitation, you can file a contact report to keep track of your interactions. You can also file contact reports for unplanned activity with a prospect.
- Requests for prospect assignment may be entered into TAS. Prospect coordinators review the list of submitted assignment requests. The request can be accepted or denied and an explanation is added.
- A prospect plan tracks the prospect's plan activity including step detail, ask opportunities, fundraisers associated with the prospect plan, and any planned gifts.
- Once you add a default plan outline to a prospect record, you can customize the prospect's plan by adding steps, editing existing steps, or deleting steps.
- On the Opportunities tab of a plan record, you can add information about opportunities to help you better track prospect steps and gift requests.
- You can associate a prospect with a specific naming opportunity by adding the naming opportunity to the prospect's opportunity record.
- Fundraisers are the people who are involved with a prospect's management including planning, cultivation, and solicitation stages.
- The Assign prospects in bulk function allows you to assign or reassign a large number of prospects to fundraisers in your database.
- Use the integrated mapping functionality in the program to geographically locate prospects and constituents on an interactive map. This mapping tool is powered by Microsoft's Virtual Earth.
- The Wealth and Ratings page for each constituent displays the wealth data you have gathered for that constituent.

APPENDIX

TAS Prospect Management Definitions

Prospect Status	Description
Suspect	The constituent is believed to be capable of a major gift now of $50,000 or more (or less as identified by individual units) and has an identified area of interest with OSU.
Future Suspect	The constituent is not currently capable of a major gift but strong indicators for future giving and/or a need to build greater affinity with OSU exist.
Undetermined Suspect	The constituent has been reviewed by Research but is unable to be classified as a major gift suspect at this time. Revaluation will occur in a future screening.
Low Affinity Suspect	Regardless of capacity, the constituent has little known affinity to OSU.
Disqualified	After qualification visit to a pre-qualified (by Research) Suspect, a DO determines the Suspect is not a Prospect.
Prospect	A DO has qualified the constituent as a major gift prospect.
Prospect Group Member	The constituent is a member of a prospect group. Users should navigate to the group record to determine status, PM, and other prospect information.
Former Prospect	The constituent has been removed from active prospect management.
Former Prospect Group Member	The constituent was a member of a prospect group that has been removed from active prospect management. Users should navigate to the group record to view prospect history.

Prospect Assignments	Description
Prospect Manager	The prospect manager is assigned on the constituent's prospect record and is responsible for overseeing the entire prospect relationship including plans, opportunities, stewardship plans etc.
Prospect Assistant Manager	Works in partnership with the prospect manager to create and implement overall strategies and to facilitate communications among team members.
Prospect Research Manager	Research staff member assigned to this prospect for general tracking purposes. Research manager assignments will made by the director of Development Research.
Prospect Stewardship Manager	Stewardship staff member assigned to coordinate and implement overall stewardship activities for the prospect.
Industry Liaison Manager	Staff member from the Industry Liaison Office assigned to coordinate strong strategic relationships between industry and the university.

Plan Type	Description
Solicitation	Standard gift cycle moving prospect from cultivation through solicitation and closure.
Stewardship	Captures work related to general stewardship of the prospect, especially when no plans exist to solicit in the near future.
Probate Management	Used exclusively by the Office of Gift Planning; captures work related to booking planned gifts and dealing with estates in probate.
Volunteer Engagement	Used exclusively by the Campaign Office to track volunteer activities of high-level donors and prospects.
Qualification	Captures work completed to qualify a constituent as a prospect; created automatically at the time of initial assignment.
ILO: Sponsored Research Project **ILO: Relationship Development** **ILO: Community Relations** **ILO: Student Engagement**	Used exclusively by the Industry Liaison Office; captures work related to developing strategic partnerships between industry and the university.

Plan Assignments	Description
Primary Manager	Primary manager of the plan.
Secondary Manager	Development officer providing significant assistance with the plan, and/or other OSU personnel (such as deans, directors, faculty, and staff).
Secondary Solicitor / Internal Partner	Development officer(s) providing significant assistance with the plan, and/or other OSU personnel (such as deans, directors, faculty, and staff).
Secondary Solicitor / Volunteer	Board or committee members and/or other volunteers.
Participant Role	
Key Influencer	Any constituent that has a great amount of influence on the prospect or prospect group but is not a professional advisor or volunteer.
Professional Advisor	Constituent, such as attorney or estate planner, advising the prospect.

Plan Stage	Description
Qualification	Initial contact and qualification of suspect.
Early Cultivation	Early cultivation has begun for the first major gift (or next gift after stewardship); specific areas of future interest are likely vague or undetermined.
Late-Stage Cultivation	Cultivation and engagement become more purposeful; the prospect's interests gain definition as key relationships are developed; estimated ask date and amount can be added to the opportunity.
Pre-Solicitation	Solicitation details are coming together; "pre-gift" discussions may be taking place; ask amount, date, and designations are fairly well established and recorded in the opportunity.
Solicitation	Formal solicitation has been made and a response is pending; negotiations may occur after the initial ask.
Closure	A formal response, positive or negative, has been received and any unresolved details are being addressed.
Stewardship	The proposal has been accepted, and stewardship steps are in place.

Opportunity Status	Description
Unqualified	Rough estimates of ask date and amount exist; specific designations are likely unknown.
Qualified	Ask date, amount, and designations are being finalized.
Response Pending	An ask has been made for support of this opportunity.
Accepted	The prospect has responded and indicated that they will make the gift to this opportunity.
Rejected	The prospect has responded and indicated that they will not make a gift in response to this opportunity.
Cancelled	After cultivating the prospect and perhaps even preparing a proposal, you determine that the ask will not be made.

Interactions Guidelines

What is an interaction?

An ***individualized and meaningful*** activity with any constituent in which new information is obtained and/or that moves Ohio State's relationship forward (as it relates to giving, engagement, etc.) constitutes an interaction that should be filed in TAS.

Individualized means the activity was specific to the constituent, and not an event, form letter, or broad appeal.

Meaningful means the activity resulted in new knowledge about the constituent and/or relates to a strategy, gift conversation, gift negotiation or gift stewardship. When a colleague (or your future self) reads this they will get value from it.

How quickly should an interaction be filed?

All interactions should be entered in TAS within one week of the activity.

On which records should I enter the contact report?

For individuals, enter the contact report on constituent's individual record. Additional individuals contacted should be listed in the same interaction under "Participants." In no case should there be multiple interactions filed for the same activity.

For contacts with individuals representing organizations, enter the interaction on the organization record and include the individuals contacted as participants. For example, if you met with Jane Doe to discuss Company X, file the interaction on Company X's record and include Jane Doe as a participant.

Prospect plan steps are really just interactions tied to a specific plan. Some plans will occur on prospect group records, and steps/interactions filed on group records should have the group members listed individually as participants.

What should NOT be filed in TAS as interactions?

- Events
- Thank-you letters or form letters
- Board, committee, and volunteer meetings
- Group solicitations and appeals (to more than one individual, at any dollar level)
- Cards and notes for holidays and special occasions
- Random friendly encounters where nothing new is learned nor is the relationship advanced
- Meetings with administrators, faculty, physicians, etc. that do not directly cover their personal philanthropy

What if there are multiple contactors?

Many interactions will have multiple individuals representing OSU, such as DOs, deans, directors, volunteers, and other staff. In these situations, one single interaction should be filed with all additional personnel listed as additional contactors/solicitors.

All contactors are responsible for coordinating single entry of the interaction in TAS. (The primary/owner may add the interaction to TAS and others can review and make additions, if desired.)

Guidelines: Interaction Summary/Objective

Useful summaries explain purpose and/or outcome, who was visited by whom and where, and what was discussed. Date and contact methods are not necessary, as they are collected in another field. If an ask was made or a gift was presented, be sure that is clear in the title.

Examples of **complete summaries** include:

- Met with Logan and asked for $1M gift for cancer research support
- Dinner with Joe Steinmetz and OSU alumni to discuss fundraising for Ottoman and Turkish Studies
- Discussion and planning for event in Palm Beach hosted by Peter and Mary Jane
- Cultivation visit to determine interest in supporting Engineering programs
- Dr. Smith was asked and agreed to an $80K gift to support Ross HH Medical Director Fund
- Hosted Lois at KSA and CEG for facility tours
- Tony joined Drs. Abraham and Mazzaferri to hear an update on his gift to Cardiology
- Scott emailed with questions about draft of ME gift agreement

Examples of **incomplete** summaries include:

- Met for dinner
- PSV with Mark
- PSV lunch at Rusty Bucket
- Chicago trip
- Greeted during visit to basketball suite

Guidelines: Interaction Comments

The text should be concise and reflect the actual account of the contact. Interactions should include not only a statement of purpose, but also a summary of what was learned.

Tips for creating useful contact report text:

- Lead with a concise summary statement such as "The purpose of the contact was…."
- Include a conclusion such as "The result of the contact was…" or "I learned…"
- Describe who was meeting with whom (including full names and titles), where the meeting took place and the purpose of the meeting.
- Describe the topics of discussion and what various participants contributed to the discussion.
- Note and account for donor likes, dislikes and statements regarding their affinity to Ohio State, political statements, passion statements along with information on key relationships and biographical updates.
- If an ask was made or answered, be sure to include the amount, designation(s), initial or formal response, anticipated response date, and timeline for follow-up.
- Describe qualifying information:
- Family (members, size, structure, relatives, situations)
- Assets (hard, soft, liquid, investments, properties)
- Values (social, personal, other issue areas)
- Advisors (personal or professional)
- Motivations (projects, involvement, beat areas, experiences, passions)
- Career Information (where, what and for how long)

End the interaction with your overall summary of the contact and next steps.

Contact Method	Description
Attempt to Contact	One or more unsuccessful attempts to contact a prospect; may be a summary of attempts over multiple dates..
Electronic	Personal one-on-one electronic correspondence, such as email or text messages, where targeted and/or substantive information is exchanged beyond casual conversation.
Face to Face	A one-on-one interaction with the constituent; face to face interactions are unplanned and/or occur at events, meetings, etc.; substantive information is exchanged beyond casual conversation.
Internal Meeting	An internal meeting is held to discuss business and/or strategy related to a constituent and the constituent is not present.
Letter	Personal one-on-one correspondence used to distribute targeted information to the constituent.
Personally Scheduled Meeting	A personal meeting is deliberately scheduled and strategically planned with desired outcomes; it is intentionally initiated to deepen the university constituent relationship by evaluating interests or capacity, strengthening personal connectivity, or advancing the constituent toward a gift.
Task	Tasks track administrative steps related to the constituent that may not involve direct interaction with the constituent.
Telephone	An in-depth phone conversation where information worth recording and useful to moving the relationship forward is exchanged.

Guidelines: Specific Situations

Events
Athletic Events/Concerts/Shows Suite and Box Attendance
Board/Campaign Committee/Volunteer Meetings

<u>Any</u> activity with 10 or more constituents should be documented as an event, not an interaction.

You may have a meaningful one-on-one conversation and/or stage movement with an attendee at an event. In this case, you should file an additional interaction for only that attendee on his/her record; the type of this interaction is (by definition) a Face-to-Face interaction. Interactions at events of any type are not Personally Scheduled Visits.

Ethics and Privacy

Prospect and donor information may be considered public information and an individual could request to see the information contained on a constituent record. Therefore, discretion and common sense must be used when entering interactions and other information in TAS.

It is important to be factual, professional, and balanced in the approach and description of the activity. Interactions should only include information that will help advancement staff and representatives develop meaningful relationships with constituents.

Conjecture, personal opinion, and revealing intimate or private information are not to be a part of the constituent record. Interactions should not include health-protected information or potentially embarrassing details. Interactions should be crafted with discretion and sensitivity, always keeping the best interests of the constituent in mind. Consider how you'd feel if the constituent asked to see his/her own TAS record; are you comfortable with what they would read?

Health Information

Interactions should only include health information (1) when it has been relayed directly to the fundraiser by the constituents themselves and (2) when it is relevant to their interests and relationship to Ohio State. Even considering this general guidance, the fundraiser or staff member should use their own judgment and discretion as to what details, if any, should be documented. See the "Ethics and Donor Privacy" section elsewhere in this document.

HIPPA policies must be adhered to in all instances. If you have questions about HIPPA compliance or policy, please contact the Director of the Grateful Patient Program.

Categories

Category	Description
General Interactions	Record general contact with constituents not directly related to front-line fundraising or stewardship activities.
Fundraising	Record contact with constituents directly related to the gift cycle (qualification, cultivation, solicitation, and/or prospect plans).
Industry Liaison Office (ILO)	Exclusively used by the Industry Liaison Office to denote ILO activities.
Prospect Research	Exclusively used by the Prospect Research office to indicate activities carried out by research staff.
Stewardship	Record specific stewardship activities for constituents.

All interactions and contact reports require the selection of a category and subcategory. The subcategories available depend on the category selected.

Interactions for Prospects

In the **Fundraising** category of interactions and contact reports, the subcategory of **Prospect** should be used for all fundraising activities on prospect records (with the exception of the subcategory **Prospect Strategy Meeting**).

Contact reports filed on a **Prospect Group** record require the selection of all relevant individual or organization records in the "Participants" field.

GIFT PLANNING

When donors make contributions using a planned gift vehicle, you can track the details in ***The Advancement System (TAS).*** You can record both the initial gift value and the gift's remainder value, store basic payout information for applicable gift vehicles, and keep track of beneficiaries and relationships for a planned gift. In addition, when a planned gift consists of one or more assets, such as stock or property, you can itemize the assets.

Lesson Objectives

After you complete this lesson, you will be able to:

- Navigate to view planned gifts associated with a constituent
- Navigate the tabs of a planned gift record

Planned Gifts

Gift Planning is usually defined as a set of ways a donor can leave money or assets to a nonprofit at his/her death; or a way to invest money so that the donor receives benefits during his/her life and then bequeaths the remaining funds to the nonprofit.

In most cases, a planned gift will benefit OSU in the future. Unlike an outright gift that provides OSU full benefit upon receipt, a planned gift defers OSU's use of transferred assets until the death of a donor, or until the end of a specified period of time.

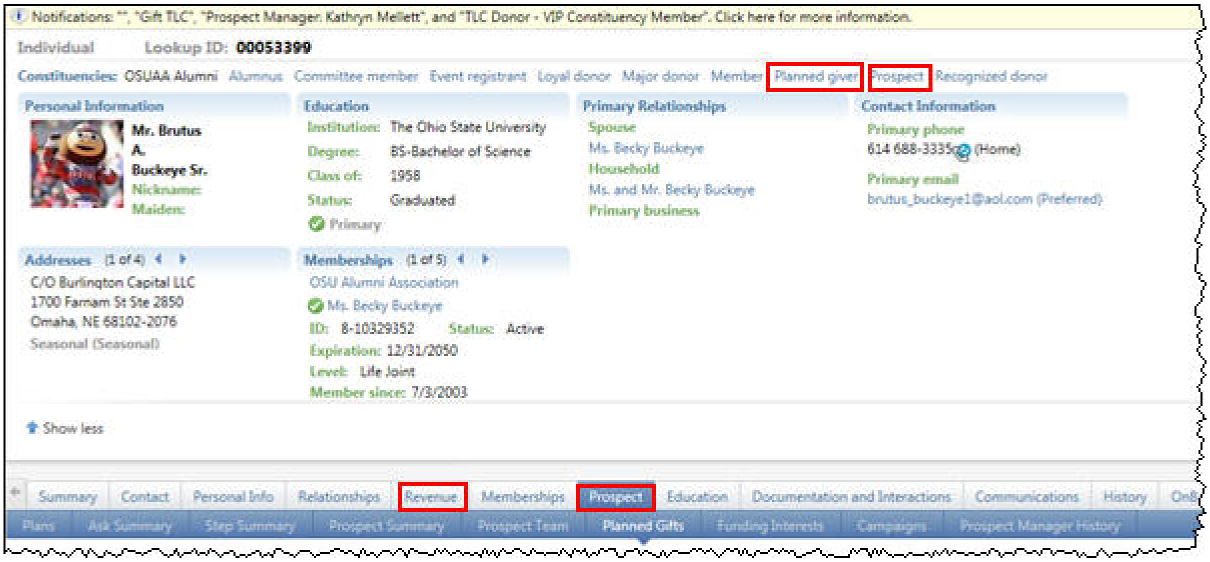
With ***TAS,*** a planned gift can be created using a variety of vehicles. Planned gift records contain tabs and fields specific to planned gifts, including the gift vehicle. The gift vehicle defines how the gift conditions are structured. In ***TAS,*** the planned gift vehicle options are represented in this graphic:

Vehicle
Charitable gift annuity
Charitable remainder unitrust
Charitable remainder annuity trust
Charitable lead unitrust
Charitable lead annuity trust
Pooled income fund
Life insurance
Retained life estate
Bargain sale
Outright gift
Bequest
Retirement plan assets
Testamentary charitable trust
Living trust
Other

View Planned Gifts

You can view and access planned gifts in several ways:

- Via the Planned Gifts tab on a prospect's record.
- Via the Planned Gifts tab on a prospect's plan.
- Via the Planned Gifts tab on the Revenue tab of a constituent's record. Planned gifts on this tab display for the prospect, as well as any constituents listed as planned giving relationships.
- Via the Planned giver constituency code.



To Open a Planned Gift Record:

1. From the prospect tab, select the Planned Gifts tab.
2. Select the entry you want to view.
3. In the Vehicle column, click the name of the entry you want to view.
4. The planned gift opens.

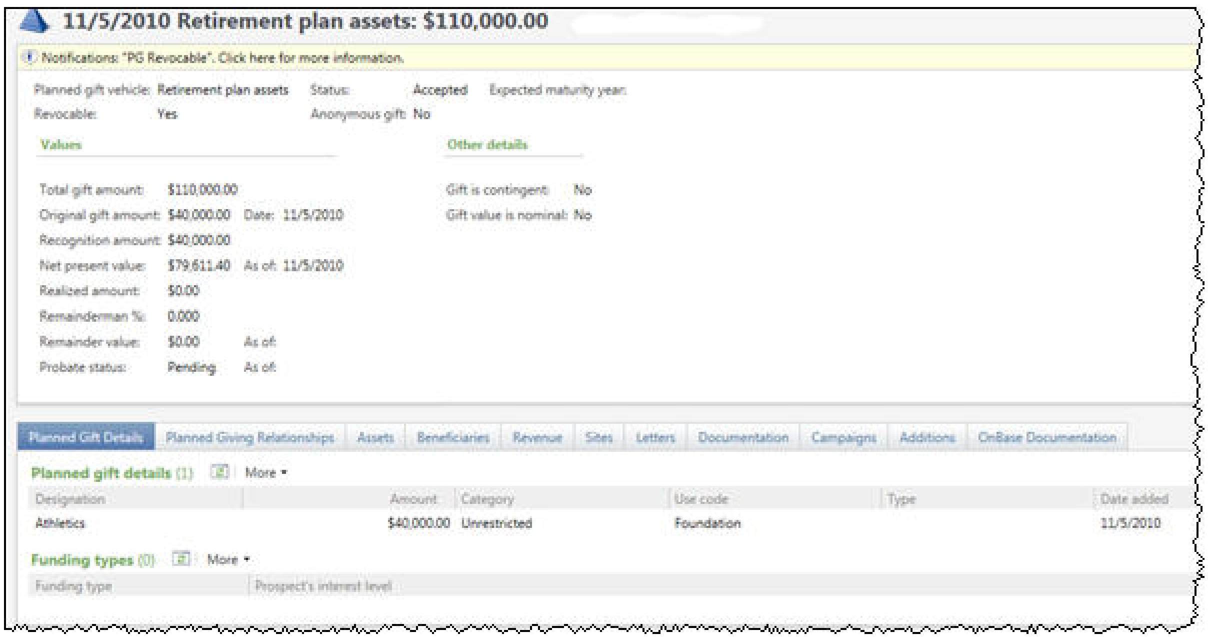
The Planned Gifts Tab

Planned Giving Summary

If you have additions to planned gifts, the gifts and amounts are all displayed on the Planned Gifts tab. The first row is the total of the original planned gift and any additions. You can expand that summary row to see the original gift and the additions individually.

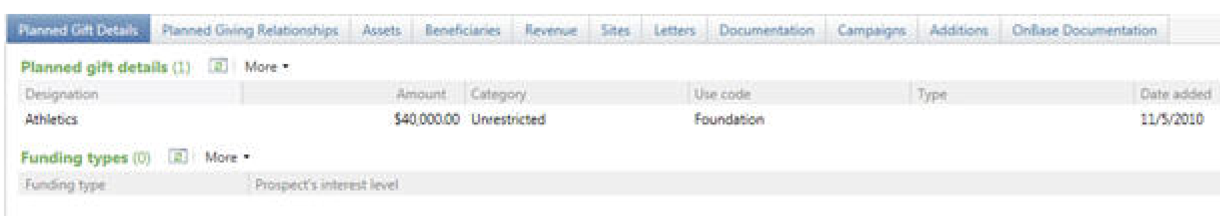
The Planned Gift Record

To view the detail level of the planned gift, click on the planned gift in the Vehicle column. The planned gift record displays details about the selected planned gift. The information displays on several tabs.



Planned Gift Details Tab

The Planned Gift Details tab contains information about how the prospect wants your organization to use the gift. You can view information about the designations to which to apply the planned gift and view the funding interests of the prospect to help determine to which designations to apply the planned gift revenue.



Planned Giving Relationships Tab

The Planned Giving Relationships tab tracks any prospect relationships relevant to the planned gift, such as an attorney or family member. From this tab, you can access the relationship's constituent record.

To Open a Relationship's Constituent Record from the Planned Gift:

1. From the open planned gift record, select the **Planned Giving Relationships** tab.

2. Click the name of the relationship entry that you want to open. The relationship's constituent record opens.

Beneficiaries Tab

On the Beneficiaries tab you manage the beneficiaries associated with the planned gift.

Revenue Tab

On the Revenue tab, depending on the type of planned gift, you may be able to view the planned gift revenue transactions and any payment transactions applied to the planned gift. (ex. A distribution from a bequest may show payments on this tab)

To Access a Planned Gift's Revenue Record:

1. Click **Revenue** tab.
2. Click **Back** to return to the Planned Gift record.

Campaigns Tab

When designations are associated with the planned gift and specific campaigns are associated with the designations, these campaigns display on the Campaigns tab. From this tab you can go to the campaign record.

Additions Tab

The Additions tab displays on the planned gift record for planned gifts of type:

- Charitable remainder unitrust
- Charitable lead unitrust

- Pooled income fund
- Life insurance
- Bequest
- Retirement plan assets
- Testamentary charitable trust
- Living trust
- Other

You can use the tab to track additions or modifications to the original planned gift.

For example, a donor may set up a bequest for a certain amount and later modify it to include more than the initial amount. In this case, you would have the original planned gift for the initial amount. You would also go to the Additions tab of the bequest and add the additional amount.

Additions to planned gifts can have their own designations and assets.

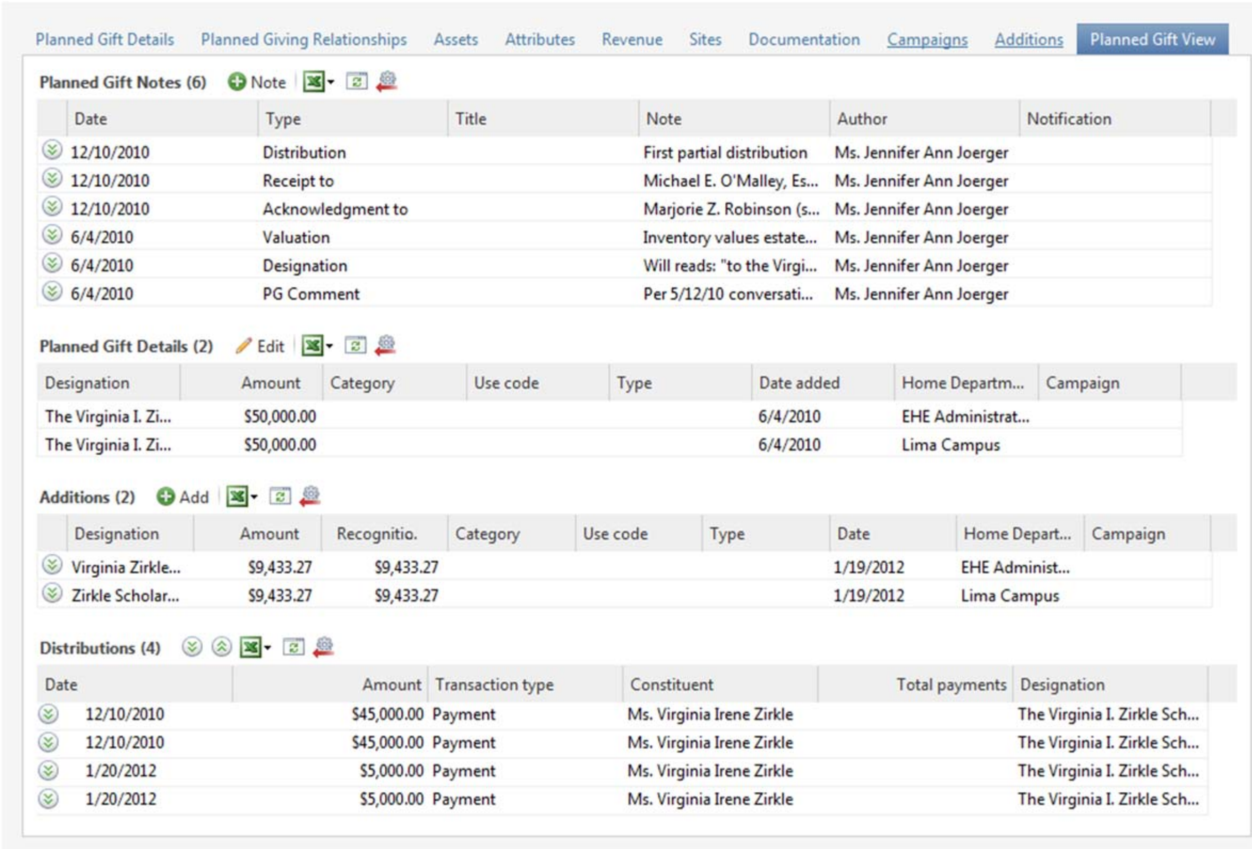
OnBase Documentation Tab

The OnBase Documentation tab allows you to view Planned Gift documentation.

To Access documentation for a Planned Gift:

1. Click OnBase documentation tab.
2. Click on name of document
3. Click on link to view the document.
4. Document viewer opens in a separate window. Planned gift document is displayed.
5. Close document viewer by clicking on x. 

The Planned Gift View tab displays a summary of the information tracked on the other tabs.



Planned Gift Details | Planned Giving Relationships | Assets | Attributes | Revenue | Sites | Documentation | Campaigns | Additions | Planned Gift View

Planned Gift Notes (6) Note

Date	Type	Title	Note	Author	Notification
12/10/2010	Distribution		First partial distribution	Ms. Jennifer Ann Joerger	
12/10/2010	Receipt to		Michael E. O'Malley, Es...	Ms. Jennifer Ann Joerger	
12/10/2010	Acknowledgment to		Marjorie Z. Robinson (s...	Ms. Jennifer Ann Joerger	
6/4/2010	Valuation		Inventory values estate...	Ms. Jennifer Ann Joerger	
6/4/2010	Designation		Will reads: "to the Virgi...	Ms. Jennifer Ann Joerger	
6/4/2010	PG Comment		Per 5/12/10 conversati...	Ms. Jennifer Ann Joerger	

Planned Gift Details (2) Edit

Designation	Amount	Category	Use code	Type	Date added	Home Departm...	Campaign
The Virginia I. Zi...	$50,000.00				6/4/2010	EHE Administrat...	
The Virginia I. Zi...	$50,000.00				6/4/2010	Lima Campus	

Additions (2) Add

Designation	Amount	Recognitio.	Category	Use code	Type	Date	Home Depart...	Campaign
Virginia Zirkle...	$9,433.27	$9,433.27				1/19/2012	EHE Administ...	
Zirkle Scholar...	$9,433.27	$9,433.27				1/19/2012	Lima Campus	

Distributions (4)

Date	Amount	Transaction type	Constituent	Total payments	Designation
12/10/2010	$45,000.00	Payment	Ms. Virginia Irene Zirkle		The Virginia I. Zirkle Sch...
12/10/2010	$45,000.00	Payment	Ms. Virginia Irene Zirkle		The Virginia I. Zirkle Sch...
1/20/2012	$5,000.00	Payment	Ms. Virginia Irene Zirkle		The Virginia I. Zirkle Sch...
1/20/2012	$5,000.00	Payment	Ms. Virginia Irene Zirkle		The Virginia I. Zirkle Sch...

Summary

- You can view and access planned gifts in several ways:
  - Via the Planned Gifts tab on a prospect's record.
  - Via the Planned Gifts tab on a prospect's plan.
  - Via the Planned Gifts tab on the Revenue tab. Planned gifts on this tab display for the prospect, as well as any constituents listed as planned giving relationships.
  - Via the Planned giver constituency code.

- On the planned gift, you can track the designations to which it is associated, funding types, and relationships relevant to the planned gift, such as an attorney or family member. You can also track assets and beneficiaries related to the planned gift.
- Planned gift attributes can be used to track specialized information about the planned gift when no field or tab exists for that information.
- The Additions tab lets you track additions or modifications to the original planned gift. For example, a donor may set up a bequest for a certain amount and later modify it to include more than the initial amount. Additions to planned gifts can have their own designations and assets.

Glossary of Gift Planning Terms

Bequest – donor names OSU the beneficiary of his/her will or trust

IRA rollover – Donor directs that his/her annual required minimum distribution from his/her individual retirement account is donated to OSU

IRA beneficiary designation – donor names OSU the beneficiary of his/her individual retirement account, to be received by OSU upon the donor’s passing

Life Insurance – donor names OSU the beneficiary of his/her life insurance policy or, donor names OSU the owner and beneficiary of his/her life insurance policy.

Charitable Gift Annuity – contract between donor and OSU where the donor transfers assets to OSU, and OSU guarantees a specific annual payment to donor, or other donor-chosen beneficiaries, for the remainder of an annuitant’s life (or 2 annuitants’ lives). **Annuitant = A person who is entitled to receive benefits from an annuity.

Charitable Remainder Trust – donor irrevocably transfers assets into a trust. A percentage of income is paid to donor or other beneficiaries for specified period of time. After the term ends, the income stops being paid to the charity, and the charity receives the assets in the trust.

Charitable Lead Trust – donor irrevocably transfers assets, such as cash, stocks and artwork, to a trust for a set term of years. Each year, payments are made from the trust to the donor's designated charity/charities. Once the trust's term expires, what is left goes to the donor's heirs.

Pooled Income Fund – A pooled income fund is a trust that is established and maintained by a public charity. The pooled income fund receives contributions from individual donors that are commingled for investment purposes within the fund. Each donor is assigned "units of participation" in the fund that are based on the relationship of their contribution to the overall value of the fund at the time of contribution.

Each year, the fund's entire net investment income is distributed to fund participants according to their units of participation. Income distributions are made to each participant for their lifetime; after which, the portion of the fund assets attributable to the participant is severed from the fund and used by the charity for its charitable purposes. A pooled income fund could, therefore, also be described as a charitable remainder mutual fund.

Life Estate – Donor irrevocably transfers title to a personal residence or farm to a charitable organization but donor retains the right to the use of the property for a term that is specified in the gift agreement. At the conclusion of the measuring term, all rights in the property are transferred to the charitable organization.

Accepted – OSU has been provided with the appropriate documentation to substantiate the planned gift expectancy and it is being counted in giving totals

In probate – donor has passed away and gift is working through the probate process in order to ultimately be delivered to OSU

Matured – OSU has received the entirety of the planned gift and nothing additional is expected

Total Gift Amount – sum of initial planned gift and any subsequent additions