



Policy on external DAR-related communications

Policy Type: Local

Responsible Office: Office of Development and Alumni Relations

Initial Policy Approved: 8/2015

Policy Statement and Purpose

All official business communications with donors, alumni and prospects must be coordinated with the Office of Development and Alumni Relations' Communications and executed using the DAR database of record, RADAR. Business communications include, but are not limited to, publications, letters, emails, solicitations, events (invitations, follow ups, forms, etc.), surveys and acknowledgements.

Turnaround times established by DAR and defined on the DAR intranet must be followed for development and deployment of DAR communications. Any major changes or additions to the communication or the recipient criteria could result in the rescheduling of the communication.

The purpose of this policy is to maintain the value and quality of communications from VCU and its individual academic and administrative units. Additionally, coordination within RADAR allows for robust segmentation and reporting opportunities.

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Who Should Know this Policy?

All university employees engaged in activities related to development and alumni relations are responsible for knowing this policy and familiarizing themselves with its contents and provisions.

Definitions

Official business communications

Communications that pertain to any fundraising, donor, prospect, alumni or university-affiliated foundation activities, including, but not limited to, publications, solicitations, event notices, surveys, emails and acknowledgements.

Advancement Services' systems

All systems managed by Advancement Services, including, but not limited to, RADAR, Development and Alumni Relations intranet and Internet sites, online reporting center, online giving and payments, online event registrations and event registrations, e-communications, alumni website and alumni portal.

Recipient list

The list of constituents to receive a communications.

Related Documents

- Advancement Services' Request for Services Policy
- Disciplinary Policy
- VCU Identity guidelines (<http://www.identity.vcu.edu/>)
- CAN-SPAM Act: Requirements for Commercial Emailers
- Direct Marketing Association's Online Marketing Guidelines
- Project turnaround times [See DAR staff Intranet]
- Quality-assurance checks for e-communications [See DAR staff Intranet]

Contacts

The Office of Development and Alumni Relations officially interprets this policy. The Office of Development and Alumni Relations is responsible for obtaining approval for any revision as required by the policy Creating and Maintaining Policies and Procedures through the appropriate governance structures. Please direct policy questions to the senior director of Development and Alumni Communications.

Procedures

1. Submit a Help Desk ticket for a Direct Marketing Effort.
 - a. To expedite creation of your request, please make sure this form is completely filled out and all content is attached to the request.
2. DAR Marketing team reviews the request. If the request is missing information, the Marketing Associate's will call with questions until ticket is fully filled out.
3. If the request is simple, then the Marketing Associate's will enter the ticket into RADAR.
 - a. If the request is complex, it will be sent to the RCSC for review.
 - b. If the request is not approved by RCSC and DAR Leadership, it is sent back.
4. If the ticket requests an email form of communication, a subticket is created by Online Services, and the existing email procedure is followed.
- 5.

Forms

See the Advancement Services Online Request forms at <http://staff.oda.vcu.edu/HelpDesk>.

Revision History

This policy supersedes the policy of the same name approved by the vice president for Development and Alumni Relations in December 2013.

This policy supersedes the policy of the same name approved by the vice president for Development and Alumni Relations in December 2012.

This policy supersedes the following BOV policy approved in May 2009:

- 9.1.4 Advancement-related E-mail Policy

FAQs

This policy has no FAQs.