Reference Guide for Prospect Management in RE

Action Entry

1. Search for the prospect and go to the “Actions” tab of their record. Then click on “New Action”.
2. Select the Action Category (communication method) radial button. Examples: (phone call, meeting, mailing,...)
3. Enter the Action Type based on the purpose of the communication. See below sections for a list of action types.
4. Enter the date the communication occurred for the Action Date. It will default to today’s date.
5. For the Solicitor field, ENTER YOURSELF FIRST, then any team members by clicking the Solicitor button and searching for each member. NOTE: Only team members who were involved in the action should receive credit for it.
6. Mark the “Action completed on” check box and fill in the date the action was completed.
7. Enter an Action Status to reflect where the prospect is in the Prospect Life Cycle after the action occurs.
8. From the Notes Tab on the action record, click on “New Notepad” and select Contact Report as the type. Enter a brief description in the Description field; then enter details in the notes box. Include enough detail that a colleague can look at the note and have a good understanding of the substance of the meeting, phone call, etc. Also include your planned next step(s) for the prospect.
   See CONTACT REPORT GUIDELINES for more details on the content that should be included in contact reports.

Measured Action Types

DO - Solicitation Major Giving: (Major Gift Solicitation)
DO - Solicitation Annual Giving: (Annual Gift Solicitation)
DO - Discovery Call: (Initial meeting with prospect) ONLY ONE PER PROSPECT
DO - Significant Contact: (Substantial meeting or contact with prospect that moves them closer to making a gift)
DO - Planned Giving Solicitation: (A solicitation for a planned gift - talk to the planned giving team during preparation)
DO - Solicitation Follow Up: (A follow up meeting with a prospect directly following the solicitation to obtain the signed documents for a commitment, a negative response, or to continue discussions as a result of the solicitation).

NOTE: Only Measured Actions with the category of “Meeting” will be counted towards your goals.

Adding an Action Reminder

1. From an Action record, select the Auto-Remind checkbox on the right.
2. In the “Set Reminder for” fields, choose the number of days/weeks/months to be reminded ahead of the action date.
3. Click “Notify” and select the people who you want to be reminded (from the list of RE users).
4. Select Raiser’s Edge Reminders, Outlook Reminders, or Both (from the same screen where you selected reminder recipients).
5. Click Ok, then save and close the action.

Adding a Call Pending action for a Prospect

1. Check the RE record to make sure the prospect doesn’t have a Primary Manager or Affiliated Primary Manager.
2. Add an action with type “DO - Call Pending” on the record and use the notify function to alert your researcher
3. Prospect Research will change the action date to reflect the expiration of the “Call Pending”.
4. Prospect Research marks the action as completed the day the “Call Pending” expires.

NOTE: There will be a pop-up in RE when a prospect has a “Call Pending”. Do not contact these prospects (unless you added the action).
Request Assignment using Actions
(To be assigned as Primary Manager, Affiliated Primary Manger or Team Member)

1. Before requesting to be assigned as a solicitor for a prospect, check their record to see if there’s already a Primary Manager listed. If there is, discuss your request with that DO first. If there’s no Primary or Affiliated Primary Manager on the record, go to step 2.
2. From the prospect’s record, go to the Actions Tab and add a new action with today’s date as the Action Date.
3. Fill out the following fields with corresponding values on the General Tab of the action:
   - Action Category- “Task/Other”
   - Action Type- “DO - Request Assign”
   - Action Status- Based on where they are in the Prospect Life Cycle
   - Action Solicitor- Enter yourself as the solicitor
   - Completed?- Make sure NOT to check the “Completed” box on this action. Research will do this after they’ve made the assignment.
   - Auto Remind - remind a research staff member (1 day ahead of time) using RE reminders. See “Adding an Action Reminder” section for step by step instructions on adding reminders.

Note: You must have had a Face to Face meeting with a prospect within the past 12 months to request assignment.

Adding Attempted Appointment Action for a Prospect

1. Search for the prospect and go to the “Actions” tab of their record. Then click on “New Action”
2. Select the Action Category of “Task/Other” and Enter the Action Type “DO – Attempted Appointment”
3. Enter the date the communication occurred for the Action Date. It will default to today’s date
4. In the Solicitor field, enter the DO’S NAME who attempted the contact.
5. Mark the “Action completed on” check box and fill in the date the action was completed.
6. Enter an Action Status to reflect where the prospect is in the Prospect Life Cycle after the action occurs.
7. On the Notes Tab on the action record, click on “New Notepad” and select Attempted Appointment as the type. Enter a brief description in the Description field then enter details in the notes box.

Linking an Action to a Proposal

From the Proposal record, go to the “Action” tab. Click on “New Action”. From the search screen, click on “Find Now” on the right to search all of that constituent’s actions that haven’t already been linked or use the search options to find a specific action for that constituent. Once you find the action, Double click on it to link it to the proposal. To add a new action and automatically link it to proposal; follow the same procedure as above, but click on “Add New” on the right instead of “Find Now”. What you’re doing is adding a new action directly from the proposal instead of searching for an existing one to link.

Proposal Entry

1. From the Prospect Tab on the prospect’s record, go to the Proposal section on the left. Check to see if there’s an existing active proposal on the record (in which case you should contact the solicitor on that proposal). Otherwise click “New Proposal”.
2. Make the Proposal Name clear and descriptive.
3. Select the Proposal Unit, which is the college or area the proposal is for.
4. Enter yourself and any team members as “Solicitors” by clicking on the Solicitor button and searching for the solicitor name.
5. Select a Target Date, which is the date you plan to make the ask by.
6. Select a Target Amount, which is a dollar range in which your anticipated ask amount should fall.
7. Select a Proposal Status (select “Developing Approach” until you’re ready to be cleared for solicitation). Update status as needed.
8. Select a Proposal Purpose to reflect what the proposal will be for (Scholarship, Program Support, Unrestricted, etc.).
9. Select a Proposal Type to reflect the high level means of support (Current Operations, Endowment, Capital, etc.)
10. Add a Proposal Note with type of “Strategy/Cultivation Plan” describing your plans for the prospect.
What needs to be included in a Strategy/Cultivation Plan?

1. Discuss the area(s) of interest indicated by the prospect
2. Indicate the action date of the contact report where you documented their interest(s)
3. Discuss any interests that might be excluded from this proposal.
4. Describe structure of gift

Amount Asked/Date Asked - Fill these values in after you’ve made the solicitation.
Amount Committed/Commit Date - Fill these values in after the gift commitment has been made and is in writing.

See GUIDELINES FOR ENTERING A PROPOSAL for more detailed instructions and requirements for proposal entry.

Requesting Clearance for Proposals

You must request and be granted clearance before making asks that are >= $100K.

1. Make sure that you’ve entered a proposal on the prospect’s record and that all the required fields are populated: Proposal Name, Unit, Purpose, Type, Target Date, Target Amount and Status. The initial status of a proposal should be “Developing Approach”.
2. When ready to request clearance, change the Proposal Status to “Seeking Clearance”.
3. From the “Notes” tab on the proposal, enter a new note with a type of “Strategy/Cultivation Plan” and enter your strategy in the note box. Be descriptive when entering your strategy, but try to keep it at 2-4 sentences.
5. The Director of Research will run the Clearance Report which shows details for the prospect (actions, ratings, gifts, etc.). After Research reviews the request and report there will be 3 possible outcomes:
   A. Cleared - If you’re cleared, Research will add a proposal note of “Clearance (For Research Only)” with a description of “Cleared” and change the Proposal Status to “Cleared for Solicitation”.
   B. Pending - If Research needs more info, they will add the note “Clearance (For Research Only)” with a description of “Pending”. Any details that Research needs will be included in the notes box.
   C. Declined - If your request is declined, Research will add the note “Clearance (For Research Only)” with a description of “Declined” and detail why it was declined in the notes box.

Note: Prospect Research will send a report weekly to DOs indicating proposals that have been cleared

Classification

Classification is used to track where a prospect is in the screening/confirmation process (Prospect Tab>General on constituent’s record)

This data should be reviewed/updated regularly by a prospect’s primary manager

Prospect - Screened - Initial value for prospects segmented/rated through Blackbaud or any other source going forward.
Prospect - Research Confirmed - Set by Prospect Research and used for Proactive Leads only.
Prospect - DO Confirmed - Once assigned, the DO will set this value to confirm a prospect is a Major Gift prospect.
Not a Prospect - A DO or Prospect Research has determined that an entity will never be a prospect for Clemson.

Prospect Status

Prospect Status is used to track where a prospect is in the Prospect Life Cycle (Prospect Tab>General on constituent’s record)

This data should be reviewed/updated regularly by a prospect’s primary manager

Lead - Initial value for all prospects segmented/rated through Blackbaud and for all prospects not yet visited
Attempting - DO is attempting to contact prospect but has been unable to set up a Discovery visit. Attempts must be recorded in RE.
Discovery - The DO Confirmation step is in progress (see classification of “Prospect - DO Confirmed”).
Cultivation - DO is building relationship and moving prospect closer to making gift.
Pre-Solicitation - Prospect is cultivated and DO is within 1 to 2 meetings of asking for a gift.
Decision Pending - Prospect has been formally solicited and is considering the proposal/making a gift. (Maximum of 5 years)
Short-term Stewardship - Gift made and donor stewarded before returning to cultivation status for next gift. (Maximum of 5 years)
Permanent Stewardship - Donor has made their transformational gift, but will need periodic contact for an extended period of time.
Not Right Now - DO has determined that now is not a good time. This will be tracked & DO will re-evaluate after x years.
Ratings

After a constituent has been screened by Blackbaud, Reeher or other sources, ratings like the ones below will appear on the Prospect tab of the constituent’s record (under ratings section on the left).

<table>
<thead>
<tr>
<th>Source</th>
<th>Date</th>
<th>Category</th>
<th>Description</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blackbaud Analytics - WP</td>
<td>5/3/2013</td>
<td>Major Giving Capacity - WP</td>
<td>Capacity</td>
<td>$100,001.00 - $250,000.00</td>
</tr>
<tr>
<td>Blackbaud Analytics - WP</td>
<td>5/3/2013</td>
<td>Major Giving Capacity Value - WP</td>
<td>Capacity Value</td>
<td>$113,000</td>
</tr>
<tr>
<td>Blackbaud Analytics - WP</td>
<td>5/3/2013</td>
<td>Estimated Wealth - WP</td>
<td>Wealth Range</td>
<td>$1,000,001.00 - $2,500,000.00</td>
</tr>
<tr>
<td>Blackbaud Analytics - WP</td>
<td>5/3/2013</td>
<td>Estimated Wealth Value - WP</td>
<td>Wealth Value</td>
<td>$2,260,000</td>
</tr>
<tr>
<td>Reeher</td>
<td>5/3/2010</td>
<td>Major Giving - EVI</td>
<td>Score</td>
<td>1-99 based on data compiled by Reeher</td>
</tr>
<tr>
<td>Development Officer</td>
<td>6/20/2014</td>
<td>DO - Confirmed Tier</td>
<td>Numeric value</td>
<td>1-18 based on DO’s evaluation of prospect</td>
</tr>
<tr>
<td>Blackbaud Analytics - WP</td>
<td>7/9/2013</td>
<td>CU - Overall Tier</td>
<td>Numeric value</td>
<td>1-18 based on rating hierarchy</td>
</tr>
</tbody>
</table>

See table of the 1-18 **RATING SCALE**.

Overall Rating Hierarchy

<table>
<thead>
<tr>
<th>RATING TYPE</th>
<th>GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>BB - Segmentation Tier (modeling score)</td>
<td>D</td>
</tr>
<tr>
<td>BB - Screened Tier (screening score)</td>
<td>C</td>
</tr>
<tr>
<td>PR - Confirmed Tier (Research score)</td>
<td>B</td>
</tr>
<tr>
<td>DO - Confirmed Tier (DO score)</td>
<td>A</td>
</tr>
<tr>
<td>CU - Overall Tier (based on hierarchy)</td>
<td>#(LETTER)</td>
</tr>
</tbody>
</table>

Each rating is graded based upon the level of confidence. A DO Confirmed rating is the most reliable rating, so if someone has a CU Overall Rating of 3a, that means the constituent has been rated a 3 by a DO. Likewise if they are a 4b, prospect research as rated them a confirmed 4. The C and D ratings are unconfirmed and based on modeling predictors. The A and B ratings are the most reliable.

To Add Development Officer Rating (DO - Confirmed Tier):

From constituent’s record go to Prospect tab > Ratings > Click New Rating

1. **Source** = Development Officer
2. **Date** = Current date
3. **Category** = DO - Confirmed Tier
4. **Description** = Select the tier based on your personal knowledge of the prospect
5. **Note** = Reasoning for giving a particular rating

Managing Affiliated Prospects in Raiser’s Edge

If spouses each have their own constituent record in Raiser’s Edge, that doesn’t necessarily mean they are separate prospects. More often than not, the pair gives as a couple. There are other instances when one constituent may be affiliated with another, but they give as a single entity. A few examples are: a company that has multiple branches or offices with separate records in RE or a company/owner that each has their own record, but are considered one prospect. In those cases, it’s important that the Primary Manager flags the spouse or affiliated records of his or her prospects so other DOs don’t try to cultivate them. Here’s how to do this in RE:

1. Request from Research to be added as a solicitor with type “**Affiliated Primary Manager**” on each affiliated record (spouse/company/owner etc.). This flag will let other DOs know not to contact the affiliated person or company.
2. Proposals and actions should only be added to one of the records. You decide which spouse or company record they should be added to, just make sure to be consistent and enter them all on the same record.
3. Before you contact a new prospect, **ALWAYS** check their relationships tab to see if they have a DO listed as “Affiliated Primary Manager”. If they do, then that DO is already working with the prospect as part of a spouse pair or other affiliated prospect group.
Prospect Management Reports
These reports are on the Development Intranet under Reports>Prospect Management Reports. (BBNC login and password required)

Activity and Outcome Report - Lists goals and progress towards goals of measured actions and proposal ask/committed amounts with a distinction of Primary Manager/Team Member.

Solicitation Pipeline/Projection Report - Lists pending proposals and those projected to be delivered over the next 24 months

Active Proposal Data Integrity Report - Shows active proposals with highlighted sections that need the attention of a DO for cleanup.

Prospect State Aging Report - Management tool showing Prospect Classification, Prospect Status & recent proposal data for DO or Team