Constituent Management

# Adding New Constituents

* When entering a new constituent, always search for a previous record.
	+ Make sure that all of the check boxes except the “exact match only” box are checked on the search screen. Something must be entered in the last name or first name field for some boxes to become active.
	+ Use variables
		- \* = search for anything before or after the asterisk
			* Ex. \*example\*
		- ? = search for any value in this space
			* Ex. Exam?le
		- [] = search for a series
			* [a,b] will search for anything beginning with a or b
			* [a-c] will search for anything beginning with a, b, or c
	+ Look for nicknames – Robert may be listed as Bob or Rob
	+ Search part of address to see if same name is listed at the same address
	+ Once you are sure that this constituent is not already in RE, then you can begin to enter the individual or organization.
	+ Determine if the constituent is an individual or organization. Organizations include corporations, community associations, foundations, schools, etc.
	+ Select the appropriate “add new record” link from either the record screen or the home screen.

## Adding an individual

* Begin by entering name information, including last name, first name, middle name, title, suffix (where applicable).
* Enter all known information for the constituent, including age, spouse, business, any known relationships with other constituents.
	+ If spouses have different names, make sure that the Addressee and Salutation are properly formatted (ex. Mr. John Smith and Ms. Betty Johnson – Dear Mr. Smith and Ms. Johnson).
* Required fields are as follows: last name, title, constituency code, primary addressee, and primary salutation. These fields must be entered to save the constituent.
* Choose the appropriate constituency code for the individual. Options include individual, staff, Board Member, Ex- Board Member, grateful parent, etc.
* All minors should have a solicit code of “Do Not Contact”
* If the gender of an individual isn’t apparent, the title and gender should be “unknown.” The addressee should be first name and last name, and the salutation should be first name.
* First and last names should each be capitalized
* If there is no known address, check ‘Has no valid address’

## Adding an Address

* Addresses should be added with the street name spelled out
* Apt, Unit, Suite, etc. should be added on the first line
* Capitalize each word in the street address
* See separate section for updating addresses

3825 Greenspring Avenue

Or

3825 Greenspring Avenue, Suite 3

Other examples:

PO Box 2222

4408 Jenny Court – 1st line

PO Box 721 – 2nd line

RR1, Box 35C

100 Light Street, 32nd Floor

2225 N Charles Street

7896 Tall Pines Court, Apt. A

## Adding an organization

* Begin by entering the name of the organization. RE will allow the user to use the “\” character to signal where the system will search for the record. Ex. The Annie E.\Casey Foundation. When searching for this record, you will search for Casey Foundation instead of “the Annie E.” The full name without the “\” can be entered as an alias so that one can search for the beginning of the name.
* Enter any acronyms for the company as an alias.
* Determine the correct constituency code.
	+ Donor advised funds or family funds located at a parent foundation should be coded “individual foundation” if the donor adviser is solicited as an individual.
	+ When a donor advised fund or a family fund is solicited as a foundation, the record should be coded “foundation”
* When creating a donor advised fund, the advisor of the fund should be added as a contact with the “Advisor” or other appropriate relationship type.
* When adding a contact, first search to ensure that the individual is not already a constituent, if so the two records can be linked.
* Be sure to select the contact check box and to select the type of contact from the drop down list.
* Also be sure to enter a title, if one is known, and to select the print checkbox next to the title field.
* Choose the primary salutation and primary addressee from the general 2 tab. If the individual has a record in RE and has a spouse, it may be necessary to create a no spouse addressee/salutation and to select this addressee/salutation type in the individual’s record. This can then be selected on the general 2 tab of the contact record to ensure the proper addressee/salutation is used in mailings.

# Adding Funds, Grants and Appeals

**Adding New Funds**

* + Click New Fund
	+ Enter new Fund # in Fund ID box
	+ Enter new Fund Name in Fund Description box
	+ Save and Close

**Adding New Grant #’s**

* + Click New Fund
	+ Fund ID = Grant #\_\_\_\_\_\_\_
	+ In Description – Enter Grant # - Dr. Name – Grant Name
	+ Click Fund is restricted

**Adding New Appeals**

* + Open existing appeal (change nothing in existing appeal)
	+ Click: New Appeal
	+ Update Year in New Appeal box
	+ Copy over packages from existing Appeal
		- -In New Appeal box, click the packages tab
		- -Click: Copy From
		- -Search for existing appeal and open/doubleclick
		- Check all packages that apply (if updating appeal to new year make sure all boxes are checked)
		- Click: OK, Save and Close

# Merging Constituents

* Ensure that the records to be merged are for the same constituent. Double check address, previous addresses, e-mails, phone numbers. For individuals, use LexisNexis to verify Jr, Sr, etc.
* Begin by determining which record to keep:
	+ Keep the record with the most current information
	+ If the information on both records is dated the same time, then keep the record with the most information
* Transfer any information from the Bio 1 and 2 tabs that is not on the record to keep
* List all the tabs with check marks, meaning there is information in the tab.
* Copy Constituent ID of the extra record and Close.
* On the main record, go the Constituent Menu -> Merge - > Merge a constituent into (name)
* Paste the constituent ID of the extra record and double click on the constituent’s name.
* Select the tabs that have information that you’d like to merge. Always merge Membership as well because the check mark doesn’t always show up.
* Click Merge Now.
* After the merge is complete, open the extra record and confirm that all of the information has been moved.
* Wait at least 15 minutes for the record to sync with Luminate. I like to create a list of constituent IDs to be deleted and delete them later in the day.
* Delete the extra record.
* Open the main record and clean up any duplicate data.

# Updating Addresses

## Manually

If you have new address information for a constituent, follow these steps to update the address (be sure you don’t delete the old address):

* Open the address you want to update
* Go to Address -> Copy Preferred Address to Alternate (This will automatically create a copy of the address with an address type of Previous Address and will uncheck both Preferred and Send Mail boxes)
* Type in the updated address information
* Click Save and Close
* You should now have an Alternate Address with the old information and a Preferred Address with the new information

For returned mail that you don’t have new address information for:

* Uncheck Send Mail
* Change address type to Previous Address
* If it was the only address on the record, check “Has No Valid Address” on Bio 1

# Managing Deceased Records

**Marking Records Deceased**

* Check the Deceased box on Bio 1
* Enter the deceased date if you have it
* If the individual has a spouse with their own record:
	+ Confirm marital status on the spouse record (this should happen automatically)
	+ Check spouse addressee and salutation (you should be prompted to do this when the record is saved)
* If the individual has a spouse that does not have their own record, one will automatically be created:
	+ Open the new spouse record and ensure that all required fields are entered.
	+ Confirm marital status on the spouse record (this should happen automatically).
* Check spouse addressee and salutation.

It isn’t necessary to code the record as do not mail etc. as deceased records are automatically excluded from mailings.

**Changing Records from Deceased to Not Deceased**

###### Records are sometimes marked incorrectly as Deceased through a deceased screening

* Uncheck the Deceased box on Bio 1
* Open the most recent address and ensure that Send Mail is checked. Delete the date in the Date To box.
* If the individual has a spouse:
	+ Check the spouse’s marital status
* Open the spouse’s record and click on Relationships. Open the relationship record for the individual that had been marked deceased. Click on the General 2 tab and ensure that “Automatically soft credit this individual for gifts” is checked.
* Confirm the addressee/salutation on both records.

# Solicit Codes and Checkboxes

**Solicit Codes**

|  |  |
| --- | --- |
| Personal Solicitations Only | Do not send mass solicitations by mail or email. OK to receive personal solicitations, Society solicitations, event invitations, and newsletters. |
| Do Not Contact | Supersedes all solicit codes. Do not contact constituent for any reason. All minors should be coded as Do Not Contact. |
| Do Not Mail | Do not mail or solicit by mail; OK to contact by phone |
| Do Not Solicit | OK to mail but not solicit. OK to send newsletters, magazines, invitations, or information. All minors should be coded as Do Not Solicit. |
| Do Not Call | Do not call for any reason; OK to send general mail and solicitations. |
| Do Not Phone Solicit | Do not solicit over the phone; OK to call for general information. |
| Do Not Publish | Do not publish donor's name in any public manner. |
| Do Not Invite | Do not send event invitations; OK to mail other items. |

**Bio 1 Checkboxes**

|  |  |
| --- | --- |
| Is Inactive | Do not send mass solicitations by mail or email. OK to receive personal solicitations, Society solicitations, event invitations, and newsletters. |
| Requests no email | Use for anyone who has unsubscribed from emails, OK to leave the constituent’s email address filled in. This information will sync through to Luminate (it’s not necessary to make the change in Luminate as well) |
| Has no valid address | Use for all returned mail that we can’t find a valid address for and anyone who is being entered with incomplete address information. |

When adding a solicit code, always add a note explaining the code:

* Notes-> New Notepad
* Type: Solicit Code Explanation
* Description example: “Requested to be removed from mailing list in response to fall appeal”
* Description example: “Under 18 y.o.”

# Actions

Actions should be used to track personal touches as well as non-solicitation mailings and emails (solicitation mailings are listed on the Appeals tab).

To enter an action:

* Open the constituent record.
* Click on the Actions tab then New Action.
* Select the appropriate action category and action type.
* Enter the action date and time, if applicable (this can also be a future date).
* Click on the Solicitors box and select the solicitor, if applicable.
* If the action is completed, check the action completed box and enter the date. If you are entering a future action, leave this blank.
* If you are entering a mailing, enter a description of the mailing under Document.
* To set up reminders, click on Auto Remind. Click on Notify and select your username.
* To enter Notes, click on the Notes tab and click on New Notepad.
* Save and close.

# Data Audits

Data Audits are queries that should be run daily, weekly, and monthly in order to find irregularities and mistakes in data entry. By opening a record within the query, you can use the blue arrows to navigate between records easily and quickly.

**Daily**

Title but no Gender – add appropriate gender for the title supplied.

**Weekly (each Monday)**

No Valid Addr w/ Send Mail – uncheck Send Mail or check address for correctness. Use Lexis Nexis if needed

No Title – add title if name is clearly male/female. If not, add Unknown and fix Addr/Salutation

No country Listed – add correct country, use Google Maps if needed

Mr. and Mrs. Clean up – If there is a spouse record, add Mrs. to the spouse and change main const. to Mr., then re-check Addr/Salutation

Inactive Blank Phone Number – check “Show Inactive Phone Numbers”, if there is an inactive phone/email/fax that is blank, delete it.

Gender Clean Up – if gender is blank, add Male/Female/Unknown

Former Address coded as Send Mail – unmark send mail if there is a current address, use Lexis Nexis if needed

Addresses with Abbreviations – Spell out: Avenue, Street, Road, Lane, Circle, Suite. Abbreviate Apt. # and use PO Box instead of variations like P.O. Box.

**Monthly (end of each month)**

Zip but no City – search for city

Tribute description incorrect format – Tribute should look like: In Memory of: John Doe

Title Unknown Clean Up – Add correct title if clearly male/female

Org with Home Phone – change to business unless the org is an individual found.

Need Addr/Salutation – add correct addr/salutation

Missing Const. Code – add correct constituent code

Male but Marked Widow – change to widower

Female but Marked Widower – change to widow

Email address doesn’t contain @ - fix or delete

Dr. Clean Up – add gender if name is clearly male/female

Deceased but Head of Household – change spouse to head of household

Country = USA, not United States – change to United States

City but no zip – look up address to find correct zip

City = Luthvle Tim – change to Lutherville Timonium

 Gift Management

# Gift Entry Policies

## Gift Fields

##### Gift Date

Use the date on the check or pledge form. If no date is available, use date the gift was received.



##### Gift Type

* Cash: use for all checks, cash, credit cards, payroll deduction, or money orders
* Pledge
* Stock/Property
* Gift-in-Kind
* Other: use for Planned Gifts
* Recurring Gift

##### Stock Gifts

To enter stock gifts, you will need: High/Median/Low Letter & Trade Confirmation from Morgan Stanley

Entering into RE -

* Amount = “Value” on H/M/L letter
* Date = “Date Received into account” (found on the H/M/L letter)
* Type: Stock/Property
* Fund: Someone will let you know
* Issuer median price – (found on H/M/L Letter)
* Sale of stock date = Trade Date (found on trade confirmation)
* Sale of stock GL post date/Post Date – Use SALE of STOCK DATE
* Sale of stock GL post status – always “Not Posted”
* Broker fee – on trade confirmation (add all fees for total-SR & PR)
* Sale of stock amount – total amount (Net) found on trade confirmation
* Issuer – name of Stock Company
* Issuer = Stock Symbol
* Issuer number of units – on H/M/L letter

Nothing in Reference unless someone told to or you feel something is necessary.

## Matching Gifts

* Ensure the organization is in RE and is set up as a matching gift company
* Create the MG Pledge

If individual’s gift has not been batched:

* Highlight row for gift to be matched
* New Matching Gift
* Search for the company

If individual’s gift has already been batched

* Open the gift on the individual’s gift record
* Click on the Matching Gift tab
* New Matching Gift
* Search for the company
* Save and close.

## Pledges

Add to Reference column: Pledge Payment; <Constituent>, <Pledge Date>

## Charitable Gift Annuities

* Enter the amount of the charitable deduction in the Gift Amount field
* Gift Type is ‘Other’
* Gift subtype is ‘Charitable Gift Annuity’
* Campaign: Planned Giving – Annuities

## Payroll Deduction

* Gift Type: Cash, Pay-Cash, or Pledge
* Gift Subtype of EmpPayroll
* Pay Method - Other

## Previously Deposited Gifts

* Enter in a separate batch
* Enter ‘Previously Deposited’ in the reference field
* Write “Previously Deposited” on the batch report for Finance

## Donor Advised Fund Gifts

* Hard credit goes to the record that wrote the check (ex. The Associated, Baltimore Community Foundation
* Individual and/or family foundation are soft credited

## Money Orders

* Gift Type: Cash
* Gift Subtype: Money Order
* Pay Method: Other
* Ref number: Money Order number
* Ref date: Date on Money Order

## Honor/Memorial Gifts

* Set up honor/memorial description field in the format:
	+ In Honor of: <name>
	+ In Memory of: <name>
* If gift is a tribute gift for a specific person, set up a new record for them with constituency code “Honor/Memorial”. Create the tribute on their record.
* Always check to make sure you are linking the gift to the correct tribute, and that there aren’t duplicate tributes listed for the same person.

## Anonymous Gifts

There are 3 types of anonymous gifts:

* If the donor always gives anonymously, mark on Bio 1 “Gives Anonymously”
* If the donor only gives certain gifts anonymously, mark on the Miscellaneous tab “Gift is Anonymous”
* If donor information is not provided for the gift, list the gift on the Anonymous record whose address is 123 Anywhere. (should be the first one to come up)