

Spelman Solicitation Process

The Leadership Gifts Team's primary objectives are to identify, cultivate, solicit and steward leadership level prospects. Team members are assigned a portfolio of prospects, where they manage relationships with a focus on matching current and future donor's philanthropic desires with the priorities and initiatives of the College. Below is a step-by-step guide in how to properly document closed solicitations.

Key: LGO - Leadership Gift Officer; PGO-Planned Giving Officer; LGC - Leadership Gift Coordinator; DC (Development Coordinator); VPIA - Vice President of Institutional Advancement;

	Action	Person Responsible
1.	<p>Leadership Gift Officer receives signed copy of the Gift Agreement form outlining the following:</p> <ul style="list-style-type: none"> a. The amount of the contribution b. The designation of the contribution c. The payment schedule for how the contribution will be paid d. Matching gift company information. NOTE: Matching gift amount should not be included in the pledge amount or reflected in the installment amounts. Matching gifts should be treated as separate amounts which the donor will be acknowledged for, once matching gift documentation is received. e. Donor contact information with signature <p>If the donor is establishing a scholarship (either endowed or named/restricted) proceed to step 2. If the solicitation includes a planned giving, proceed to step 3. If neither, proceed to step 4.</p>	LGO Solicitor
2.	<p>The leadership gift officer should work with the donor to complete the Scholarship Agreement (either endowed or named/restricted). The donor is required to sign two (2) copies of the scholarship agreement. Both copies should be forwarded to the Vice President of Institutional Advancement for their signature. Once the VP of IA signs, one copy is mailed to the donor for their records, the other follows the next few steps.</p>	LGO & LGC
3.	<p>If the solicitation includes a Planned Gift provision, the following should be documented:</p> <ul style="list-style-type: none"> a. Completed Record of Gift Intention: 	LGO, PGO, LGC, OSAS

	<p>Used for: Beneficiary designations in a will or trust, insurance policy, retirement assets, etc.</p> <p>This document should outline the planned giving vehicle, company name and address (for insurance policies, retirement plans, etc.) and donor biographical information (including birth date).</p> <ul style="list-style-type: none"> b. Complete the Planned Gift Submission form c. Gift Annuity contracts and memorandum (for BFA) <p>Donor should sign the appropriate documents. Originals should be given to LGO who will provide copies to OSAS for donor's files. LGO will also provide copies for the PG files, PGO's file, LGO's file, and BFA (annuity, etc.). The LGO or PGO will mail a copy of the documentation to the Donor along with appropriate follow-up, thank you note, etc.</p>	
4.	<p>The Gift Agreement (and/or Scholarship Agreement), should be copied and scanned for documentation. The copies should be distributed as follows:</p> <ul style="list-style-type: none"> a. Leadership Gift Officer records (Rockefeller files) b. Advancement Services (Liane & Durba for Milligan files) c. Stewardship (Stacey/Akilah) d. Mailed to the donor/prospect 	LGO & LGC
5.	<p>Acknowledgement:</p> <p>The following should take place acknowledging the signed gift agreement:</p> <ul style="list-style-type: none"> a. President of Spelman (for gifts \$10k+) and PG b. VP of IA (for gifts \$1k - \$9,999) and PG c. AVP of Development or LGO (for all other gifts) d. Guardian Society membership (birthday card & acknowledgement) for Planned Giving donors. Letters should be personalized and speak to the PG. <p>LGO, PGO, & LGC should verify this happens within 48 - 72 hours after receiving the signed gift agreement.</p>	<p>LGO & LGC</p> <p>PGO, LGC, OSAS</p>
6.	<p>Data Entry:</p> <p>The following should be documented in Banner:</p> <ul style="list-style-type: none"> a. Proposal should be updated as Funded in AMAPROP b. Contact report should reflect the acknowledgement of the funding status. c. Pledge & Payment scheduled entered d. Pledge & Payment schedule verified in Banner e. Payment scheduled added to the Pledge Reminder excel 	<p>LGO/LGC</p> <p>LGO/LGC</p> <p>OSAS</p> <p>LGC</p> <p>LGC</p> <p>OSAS</p>

	f. Guardian Society inclusion should be added to the donor's record (for Planned Gifts)	
7.	<p>ASANA:</p> <p>If the donor pledges \$25k+ they should be added to KJ Prospects (with tags representing the donor's city and the gift amount).</p> <p>**Which may include PGs on a case-by-case basis**</p>	LGO & LGC
	PROCESSING CONTRIBUTIONS:	
	<p>Contributions via Cash, Check, Credit Card or via mail:</p> <ul style="list-style-type: none"> • Gift should be recorded via the Gift Collection Form • Both the contribution and the gift should be delivered to the Office of Annual Giving • OAG will ensure delivery to Advancement Services. 	
	<p>In Kind Contributions:</p> <ul style="list-style-type: none"> • Have the donor complete the Spelman College Non Cash Gift Acceptance Form. • Form and additional supporting documents should be submitted to Liane Sewell who will process this transaction. • Gift acknowledgement should be mailed to the donor. 	
	<p>Stock & Securities/Wire Transfers</p> <ul style="list-style-type: none"> • Share the Securities & Wire Transfer worksheet with the donor. • Have them indicate the date transaction and where the funds should be designated. • For stocks, ask the donor to provide details on the stock and the number of shares being transferred. • For both wire transfers & stock gifts, notify Liane Sewell in Advancement Services. Liane will notify Business & Finance. • Once the transfer has taken place, Liane will be notified and the gift will be processed through Banner. 	