

Advancement Services Programs

Description

Gold, silver and bronze awards may be awarded within each subcategory to recognize model advancement services programs. These awards identify institutions that have developed a program or process that has resulted in a significant positive impact on an institution's overall advancement division. All institutions, regardless of staff size, budget, or number of constituents, are encouraged to enter.

Subcategories

1. Overall Operations - encompasses the entirety of the advancement services area within the institution.

2. Gift/Bio Administration, Compliance, and Ethics - reserved for the specific area responsible for data-entry of either gift and/or biographic information, and may also include gift coding and agreements and gift policies, as well as compliance with IRS, state and university regulations policies and procedures.

3. Donor Relations/Customer Service - includes those areas responsible for addressing and responding to donor issues and communications related to gifts and pledges and may include stewardship and public relations activities at some institutions.

4. Information Systems - while not always a department within an advancement operation, this subcategory includes any area devoted to the technologic infrastructure supporting the advancement division and process.

5. Prospect Research - includes both the research function and, at many institutions, the management and tracking functions as well.

6. Other Programs - training programs for staff and other constituencies, outreach programs, and programs that do not meet the criteria in the above subcategories.

Judging Criteria

The judges will look for entries that specifically:

- * Demonstrate good planning/objectives and solid results;
- * Serve as models for other institutions and are replicable;
- * Reflect strategic management of available resources;
- * Supports the mission of the institution;
- * Demonstrate creativity and innovation; and
- * Demonstrates integration with advancement goals in purpose and execution