I. CODING MAJOR GIFT PROSPECTS

Outline by Katrina Freeburg, Director of Individual Giving

Context

This document is designed to provide history and context for gift officers and database administrators using Seattle Prep's Raiser's Edge database (RE). Information is current as of Spring, 2019. This attribute was created in preparation for the *Level the Field, Raise the Bar* Capital Campaign.

Defining the Major Gift Prospect

Individuals who give the gap or higher ($5,150 in 2019-20), or who use sophisticated vehicles to donate assets to Seattle Prep, are likely to have extremely high philanthropic capacity. These individuals are known as Major Gift Prospects.

Capturing this information is helpful in identifying individuals for major gift asks including capital campaigns, endowments, matching donors for giving days, and special projects (i.e. seeding the top giving level for the auction paddle raise).

This information is captured in an **Attribute** category called **Major Gift Prospect** (MGP). Descriptions represent financial transactions, rather than the individual, and never expire. This attribute is only assigned to constituent records and applies to all individuals in the record. Only remove attributes if the qualifying transaction was coded incorrectly or the constituent family has a significant life change or drastic decrease in financial capacity, such as divorce, job loss, death of a spouse or onset of a serious medical condition.

Sourcing Prospect Information

Most Major Gift Prospect indicators are identified when a gift is made. i.e. a stock or a Donor-Advised Fund (DAF) gift. Foundation or DAF names and fiscal sponsor information on stationery and checks can be shared by the gift processor. Major Gift Prospect indicators can also be found by running a query for a specific letter assigned in RE (i.e. IRA Distribution or Stock Thank You) or by a relationship linking the individual to a foundation record.

Information about tuition payments comes from the accounting office. Lists reflecting full tuition payments are requested from the accounting office in mid-May. Follow-up with a second request in June or September for parents who paid after the May deadline (including transfer students). Ask that faculty, staff and parents on tuition assistance be excluded from the request.

Attributes Defined

Every attribute contains fields for Description, Short Description, Date and Comments. Definitions for the Major Gift Prospect Attributes are listed in Table 1. The Short Description field for Major Gift Attributes is left blank.

Table 1. Major Gift Prospect Attributes Defined

Attribute Name	Definition
DAF gift	Gifts from a donor-advised fund
Family Foundation/Trust	Gifts from a family foundation or trust
Full Tuition	A full tuition payment for one or more children
IRA	Gifts from an IRA or other retirement account
Stock	Gifts of stock

New descriptions can be added to Raiser's Edge as philanthropy at the school evolves. For example, angel investors, or gifts of real estate or cryptocurrency.

Records may have multiple Major Gift Prospect attributes, but duplicate attributes are unnecessary, unless the gift officer wants to reflect gifts from multiple family foundations or transactions for multiple individuals in the record. For example, an IRA rollover donation made by both spouses.
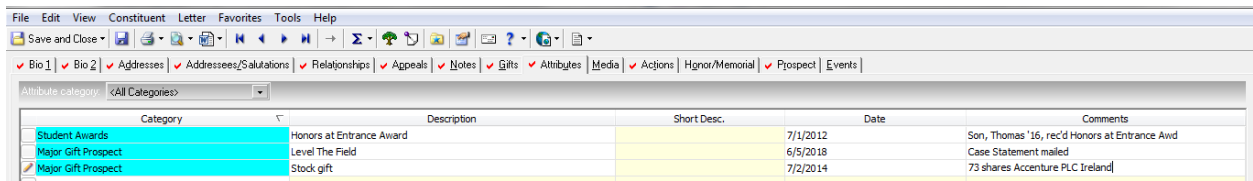
Whenever possible, the date field reflects the date of the qualifying transaction. If that date is unknown, it reflects the date the information was discovered.

Comments are used to provide additional information about the attribute as outlined in Table 2. Whenever possible, complete comments for Full Tuition, Family Foundation/Trust and DAF. Other comment fields may be left blank.

Table 2. Attributes and Comments

Attribute Name	Comments to Include
DAF gift	Name of the DAF and sponsor if known. See the Comments column in Sample A.
Family Foundation/Trust	Name of the family foundation or trust, or its fiscal agent. See the Comments column in Sample B.
Full Tuition	School year for which tuition was paid and if there are two or more, include the number of children enrolled. See the Comments column in Sample C -1 and Sample C-2.

IRA	Retirement vehicle used.
Stock	Company name and number of shares if known.

See the Comments column in Sample D. |

Sample A - <u>DAF gift attribute</u>

Sample B - <u>Family Foundation/Trust attribute</u>

Sample C - 1. <u>Full Tuition attribute for the current school year</u>

Sample C - 2. <u>Full Tuition attribute for multiple school years</u>

Sample D - <u>Stock attribute</u>

Adding a Major Gift Prospect Attribute

Once the information has been identified, open the **Attributes** tab to assign the attribute to a record.

1. Click on a blank line and select "Major Gift Prospect" from the **Category** drop-down menu, or begin typing the words "Major Gift Prospect" until the attribute appears.

2. Tap the Tab key to proceed to the **Description** field. Type or select the appropriate description.

3. Tap the Tab key to proceed to the **Short Description** field and tap the Tab key again to proceed to the **Date** field.

4. Tap F3 to enter today's date, type in the date, or use the calendar function to select the date of the transaction.

5. Tap the Tab key to proceed to the **Comments** field and enter the relevant comment if known. Use Table 2 Attributes and Corresponding Comments for reference.

6. Continue adding attributes as needed or when finished, tap the **Save** button at the top of the screen.

When finished, click the Save and Close button to exit the record.