

Workday: Activities	Expense Activity Description	Description	Example
AC01357	DV-Communication - Advertising	Advertising costs - ads in magazines, newspapers, etc	Ads placed in magazines for Cavalier Travels, Gift Planning, etc. All ads placed on social media (Facebook, Instagram, etc.).
AC01358	DV-Communication - Postage	Postage/ mailing costs	Stamps for mailing invitations/thank yous/etc., FedEx charges for mailing gift agreements, coins for Paperless Post, etc.
AC01359	DV-Communication - Printing	Printing costs	Mailings, invitations, solicitations, publications - anything sent to a printing service for external distribution or consumption.
AC01360	DV-Communication - Phones	Cell phones, desk phones, etc	Cell phone costs, any telecom charges from ITS, long distance calls, conference call lines, etc.
AC01361	DV-Donor Recognition	Costs for donor and volunteer recognition (non-employees)	Token or other thank you gifts for a donor, prospect or volunteer; gifts for giving society members.
AC01362	DV-Event - Campaign	Costs for events associated with fundraising	Any event held to cultivate, solicit and steward donors: Reunions, Parents, stewardship events, Bicentennial events, Campaign chair events, etc.
AC01363	DV-Event - Engagement	Costs for engagement events	Club events, Accepted Student Parties, Student Send-offs (SSO), tailgates/pregame events, Lifetime Learning events, Run with Jim, etc.
AC01364	DV-Event - Internal	Costs for any event in which attendees are UVa or foundation employees	Staff retreats & parties (summer picnic, holiday party), in-office strategy sessions held over lunch, new employee welcome breakfasts, departing employee send-offs, snacks and drinks for meetings, etc.
AC01369	DV-Travel - Alumni Visit	Costs for travel and lodging when visiting donors and prospects	Alumni Visit — anytime we meet with any donor or prospect for the purposes of engaging or soliciting. Travel includes transportation, lodging and misc. expenses.
AC01370	DV-Travel - Events	Costs for travel to/staffing an event	An Event meant to identify, cultivate, engage, solicit or steward donors and prospects, typically put on by Engagement or Donor Relations. Fundraisers may also attend.
AC01371	DV-Travel - Business Meeting	Costs for travel to a meeting	Business meetings, such as the BOV, Legislative meetings in Richmond, meeting with Board members/Campaign Chair/volunteer boards, retreat, etc. Examples of these types of costs are mileage and parking.
AC01372	DV-Travel - Professional Development	Costs for travel to conference, seminar	Travel costs associated with attending a professional development event.
AC01373	DV-Meals - Hosted	Costs for meals associated with soliciting and/or stewardship	Dining (or beverages) with a donor or a prospect; typically not employed by UVA (outward facing).
AC01374	DV-Meals - Non-Hosted	Costs for per diems while traveling and for meals with employees only or employees and candidates	Non-hosted is individual per diems while traveling or with colleagues (including foundation partners) as part of a business meeting. This includes meals with job candidates aka "future colleagues" (a change for FY2019).
AC01375	DV-Professional Development	Costs associated with conference registration	Registration fees for training, conferences and webinars.
AC01376	DV-Professional Memberships	Costs associated with membership in a professional organization	APRA, CASE, etc: professional organizations that require a fee for membership.
AC01377	DV-Professional Services & Subscriptions	Costs associated with magazine subscriptions and professional services	Proofreaders, e-mail testing tools, Advancement Weekly magazine, subscriptions for web-based services (Juicer, E-mail on Acid, Sauce Labs, Mailchimp, etc.). Anything with a monthly subscription cost.
AC01378	DV-Recruitment	Costs associated with recruiting new employees to University Advancement	Costs for job advertisements, flights, hotels, etc.
AC01379	DV-Supplies - Internal	Office supplies	All consumable office supplies (pens, toner, bottled water, paper, etc.) that are needed to perform job duties.
AC01380	DV-Supplies - Event Support	Cost of supplies for events	Any consumables needed to put on an event (balloons, flowers, UVA branded merchandise to give away, etc.)
AC01382	DV-Technology - Hardware		Computers, peripherals and other equipment purchases.
AC01383	DV-Technology - Software & Licenses	Any software licensing costs	Adobe Pro, Adobe Creative Cloud, Smartsheet subscriptions
AC01384	DV-Wages - Student	Student Wages	Student worker wages, including Federal Work Study and non-FWS; incentives for student callers.
AC01385	DV-Misellaneous Expenses	Costs that don't fit anywhere else	Flowers for a co-worker after surgery, farewell gift for departing/retiring co-worker, any donations, etc.