

## Interactions: Types and Purposes

Accurate documentation of the date, type, and purpose of your contacts with donors and prospects helps build a valuable history that will help you, and the advancement officers who come after you, to cultivate and steward individuals on behalf of the University of Virginia.

Our goal is *not* to document every chance encounter with a prospect but to document meaningful interactions that move the relationship forward accurately.

***It is important to clearly understand how we accomplish our work. Accurate characterization of the contact or interaction type and purpose are very important to understanding our business.***

### Interaction Types

Interaction type helps describe the various methods and venues in which we make contact. It is important to accurately document the type of interaction.

Contact Type	Description
<b>Visit</b> (Planned Donor/Prospect)	<b>An intentional, usually private, in-person contact between an advancement officer and a prospect</b> , made by appointment, and usually to qualify, cultivate, solicit, or steward the individual.
<b>Virtual Visit</b>	Same as above. The only difference is it's virtual instead of meeting in person.
<b>Phone Call</b>	Contact with an individual by phone; may be for any contact purpose, not for tracking phonathon.
<b>Email</b>	Contact with an individual via email; it may be for any contact purpose, but not for tracking mass messaging.
<b>Correspondence</b>	Written (often mailed) letter or note to an individual; may be for any contact purpose. Not for electronic communications, not for mass mailings.
<b>Meeting</b> (Peripheral Interaction)	<b>A noteworthy contact</b> between an advancement officer and a prospect, made <b>at a meeting with another purpose</b> (e.g., at a board meeting, event planning meeting), made intentionally or incidentally, and is peripheral to individual qualification, cultivation, solicitation, or stewardship.  <b>OR</b>

	A meeting between an advancement officer and third party (e.g., a key faculty member or other advancement officer) about a prospect.
<b>Event</b> (Peripheral Interaction)	<b>A noteworthy contact</b> between a gift officer and a prospect <b>at an event (e.g., at a reception, dinner, cocktail party, sporting event)</b> , made intentionally or incidentally, and is peripheral to direct individual qualification, cultivation, solicitation, or stewardship.
<b>Text Message</b>	Communication between the donor and a gift officer <b>with the express understanding</b> that this type of communication is at the donor's discretion.
<b>Video Message</b>	A <b>personalized, recorded message created and delivered to a prospect or donor</b> , usually for the purposes of Cultivation or Stewardship. Considered a special (or significant) contact, based on time and resources required for production. Not used for tracking mass marketing messages.
<b>Prospect Research Lead</b>	Information supplied by research to provide leads for gift officers and begin and/or further the relationship with the prospect.
<b>DXO Ask</b>	The DXO program uses interactions to log/track their solicitations with the "substantive" button.
<b>EverTrue Comment</b>	EverTrue comments help with collaboration with colleagues, tracking relationships with donors, and relevant news about the donor
<b>Team Leader Strategy Note</b>	An overarching statement of a long-term approach to be taken with a prospect and is required for any prospect beyond the qualification stage.

### Interaction Purposes

It is important to document the purpose of your contacts or interactions accurately. Contact purposes are often related to the prospect's stage in Advance, but there are also a few more task-specific contact purposes available.

Contact Purpose	Description
<b>Cultivation</b>	Gift officers engage prospects in meaningful conversations about affinity, interests, ability, and willingness to make a gift. This is the time to get more specific and clarify the prospect's giving interests as they relate to our mission.

	<p>Your objective is to:</p> <ul style="list-style-type: none"> <li>• Share vision</li> <li>• Develop gift readiness</li> <li>• Ask for permission to bring a proposal.</li> </ul>
<b>General Contact</b>	<p>Gift officers check in, send meeting materials, or engage in general relationship-building with the prospect in a way that <b>does not provide answers to development-related questions nor directly move the prospect toward making a gift.</b> General contact is often a step toward more substantial contact, such as Cultivation or Solicitation.</p> <p><b>Examples</b> include working with a prospect on board meetings or event planning, and constituent engagement efforts.</p> <p><b>Note:</b> Not every encounter warrants documentation. Use your discretion.</p>
<b>Prospect Identification</b>	<p>For use of Prospect Research to discover and evaluate prospective donors and their philanthropic capacity, interests, relationships, and inclination to give and to inform and support UVA's fundraising strategies and outreach efforts.</p>
<b>Qualification</b>	<p>PMR&amp;A identifies, and gift officers qualify to determine whether the individual is a prospect.</p>
<b>Scheduling</b>	<p>Identifies your attempts to obtain a visit with a prospect and helps avoid simultaneous requests by multiple UVA representatives.</p> <p>Also helpful in documenting a history of unsuccessful attempts and can help us to disqualify prospects.</p>
<b>Solicitation:</b> Annual Fund	<p>Gift Officers solicit money for UVA 's schools and units that are raised continuously throughout the year.</p>
<b>Solicitation:</b> Assist	<p>When two or more development officers, faculty, friends, or influential people are working with a donor on securing a gift, uses include having a third-party reach out to a donor for solicitation purposes, or having a faculty member give a presentation on a possible funding need.</p>
<b>Solicitation:</b> By Volunteer	<p>Third-party, such as a class agent or board member, soliciting on behalf of the Gift officer for UVA.</p>

<b>Solicitation:</b> Corporate/Foundation	Consists of approaching a private foundation or corporation for support. This usually entails an application process, including a letter or proposal.
<b>Solicitation:</b> Follow-up	Used to indicate a separate follow-up contact within a reasonable time after a formal solicitation.
<b>Solicitation:</b> Major Gift	When a gift officer plans on soliciting a prospect for a gift of \$100K or more.
<b>Solicitation:</b> Planned Gift	When a gift officer and a Planned gift officer work together to support a donor's intention to contribute a major gift to UVA, beyond their lifetime.
<b>Strategy</b>	A strategy note should accompany all proposals, and, ideally, all portfolio assignments. The strategy note should outline your current cultivation and/or solicitation approach and be updated as the engagement progresses.
<b>Stewardship</b>	Stewardship contacts document efforts to properly thank the donor and show the impact of their gift. Associated activities include, but are not limited to: <ul style="list-style-type: none"> <li>• Personalized impact reports or giving updates</li> <li>• Correspondence from leadership (deans, directors, etc...)</li> <li>• Connecting donors to faculty or other beneficiaries</li> <li>• Meetings or events to celebrate a gift.</li> </ul>

### Contact Attitude

- Negative
- Positive
- Undecided

### Contact Outcome

- Future prospect for program
- Is a prospect for program
- Disqualify for my program
- Disqualify for my program due to lack of response

### **All completed contact reports must contain the following:**

- Participant(s)
- Purpose

- Outcome
- Next Steps
- Any and all information that builds upon the foundational relationship between the prospect and Uva.

**DO NOT include:**

- Health information of the prospect (or their relatives or other acquaintances), even if they disclosed it to you; this includes diagnoses, prognoses, etc....and any other protected health information - this is a [HIPAA violation](#).
- Personally identifiable information (e.g., credit card numbers, social security numbers, etc.)
- Unprofessional, personal judgments of the prospect's character, attire, opinions, etc.;
- Unnecessary details that would be considered irrelevant to the advancement business relationship between the prospect and the University and/or its affiliated organizations (UAO's).
- Simply stating "more to come" or "details to follow." Do not add a contact report until you fill out the visit details.

**Resources:**

**HIPAA**

Office of the Vice President for Research, Protected Health Information (HIPAA) Regulations and Research: <https://research.virginia.edu/irb-hsr/protected-health-information-hipaa-regulations-and-research>

UVa Compliance Network document stating University Advancement in under the HIPAA Privacy Rule: <https://compliance.virginia.edu/sites/g/files/jsddwu841/files/2021-09/Hybrid%20Entity%20Designation.pdf>

US Department of Health and Human Services HIPAA Resource Page: <https://www.hhs.gov/hipaa/index.html>

**FERPA**

University Policy STU-002: Rights of Students at the University of Virginia Pursuant to the Family Educational Rights and Privacy Act (FERPA): <https://uvapolicy.virginia.edu/policy/STU-002>

University Registrar Student's Right (FERPA): <https://registrar.virginia.edu/ferpa>

University Registrar FERPA FAQs: <https://registrar.virginia.edu/ferpa/ferpa-faqs>

Student Financial Services Gramm-Leach-Bliley Act Compliance: <https://sfs.virginia.edu/gramm-leach-bliley-act-compliance>

US Department of Education FERPA Policy:

<https://www2.ed.gov/policy/gen/guid/fpco/ferpa/index.html>

## **FOIA**

Office of the University Counsel About FOIA: <https://universitycounsel.virginia.edu/foia>

Office of University Counsel UVa's Responsibilities:

<https://universitycounsel.virginia.edu/foia/uvas-responsibilities>

UVa Compliance Program: <https://compliance.virginia.edu/>

US Department of Justice FOIA Resource Page: <https://www.foia.gov/>