

Process for Running the Annual Report

The following pages are an example of policy and procedure documentation for a mailing. It is provided by Bill Connors, CFRE, for Blackbaud's Conference for Nonprofits "Creating Effective Policies and Procedures for The Raiser's Edge" session on Monday, November 16, 2009. Bill can be reached at bill@billconnors.com and 415.861.5454.

This documentation should be considered in the context and approach outlined by Bill at this session. In summary, Bill believes that first and foremost an organization's documentation needs to record what is unique to that organization and should not be focused on teaching readers how to use The Raiser's Edge—Blackbaud has thousands of pages of documentation to do that. Organization-specific policy and procedure documentation should be written such that a knowledgeable user can come in and continue an established process, such as recurring reports; it should not be written to teach a novice user how Reports work.

The following example reflects that approach in that it does not explain how to navigate in The Raiser's Edge but simply tells the user the names of the report parameter sets to use; the parameters used; perhaps most importantly, why those parameters are used—the fundraising rationale and management direction; and related procedures outside The Raiser's Edge for which a staff person is not going to remember the details over time or that a new user would not automatically know.

This is an example of a "real, live" document in process from an actual organization using The Raiser's Edge, and is not a perfected model but a realistic one (and is shared with permission). It demonstrates what can be reasonably created and updated over time as the person responsible for generating the reports runs and documents the process. In the interest of space and usefulness, some details have been deleted. The yellow highlights are a visual reminder of important points to remember or revisit.

If you were not at the session, more information on the recommendations made during the session can be found in Bill's book Fundraising with The Raiser's Edge: A Non-Technical Guide (Wiley, February 2010).

Annual Report

Questions and Manual Adjustments

See the Annual Report folder on General for last year for the questions that arose and the manual adjustments that had to be made to the RE reports after they were generated—changes that could not be easily accommodated within the software to reflect correctly on the canned report.

Step 1: Update the Annual Report Exclusion Attribute

1. Run a query of the records with this attribute.
2. Review the list and identify anyone with the attribute where the attribute should be removed for the new year's report.
 - a. This should really be done for all the ARCO records where this attribute was globally added in 2007 by Bill Connors. With different data entry procedures the need for handling this way should go away.
3. Add new instances of the attribute as necessary to exclude records.
4. See the Configuration, Attributes documentation for a full explanation of the attribute.

Preparing Your Computer before Running

1. Be sure that User Options for Reports are set to show Anonymous donor as follows
 - a. With asterisks for tasks to prep list for review
 - b. As Anonymous for final publication list

1. Cash, Pledge & Stock Gifts

Notes on Correct Way to Do This Now

Criteria accepted by Patricia Wilson January 2007

There continues to be no query. All the information can be handled on the report parameters still.

In Reports, Analytical Reports, Donor Category Reports, there is the template for this report called "Annual Report Cash, Pledge & Stock Gifts." Notes:

1. Review the Fund filters to add any added since the last time the report was run.

Criteria of those included, both individuals and organizations

- a. Cumulative amount of \$1,000 or more where
 - i. Gift date is last fiscal year (9/1/xx – 8/31/xx)
 - ii. Gift Types of all Cash (outright, MG pledge pay, recurring gift pay), Pledge and Stock (outright, sold and unsold, for donation value, not sold value); Others were included as of 2/26/07 per direction from Patricia until we figure out more about how we are going to use Other as a gift type here; GIKs are not considered 8/21/07: we missed Scott _____ from the 06 annual report because he paid _____'s pledge; should we revisit using Pledge rather than Payment?
 - iii. Note that we found a problem after the final running of the report where a donor who had a pledge (_____) was listed while the payer of the pledge (_____) was not listed for the money because we based on pledge rather than payment. Should we switch to consideration based on payment or look to check for these situations some other way?
 - iv. All funds are counted except
 1. Fund 4601 Wish Vendor Expense needs to be excluded since this is money spent, not given
 - v. All campaigns and appeals are included
 - vi. Soft credits are not considered or included
 - vii. Matching gifts gives credit to BOTH.
- b. Miscellaneous records that should be excluded because of data anomalies are handled with the Annual Report Listing Exclusion attribute as the easiest and fastest (see the Configuration document about this attribute about the speed issues of an exclusion query) way to exclude miscellaneous records. This list should be reviewed, as indicated above, before being relied on in a new year.

- i. This is how Event Records are being excluded.
- ii. This is how Charity Funding Services is being excluded.
- iii. In 2006 this is how money raised, not given, is being excluded (could not just exclude External Events money by appeal because there was lots of money entered into the donors' records as well—problem is inconsistency):
 - 1. ARCO

Notes on History

- External Event Hosts were excluded previously. They should not be in case they gave money as well. The process for recording money raised vs. given has to be better distinguished at the point of data entry.

2. Gifts-In-Kind Report

Reports, Analytical Reports, Donor Category Reports, Annual Report Gifts-in-Kind. Notes:

Filters BOTH by gift type (GIK only) as well as by fund (4500 and 4600)—a gift must meet BOTH criteria to show up on the list. Use the maintenance query to see if there were GIKs entered into some other fund.

Does not exclude Affiliates or Wish Child cons codes—need to get clearer on if and how GIKs are entered into Wish Children's records.

Sum of last fiscal year's GIKs must be greater than or equal to \$5,000.

Includes GIJKs from the Program side not just Development and Events.

There is also an exclusion attribute for GIKs that should be looked at for update, especially removal of last year's additions.

Notes on History

Based on Domenic's query (11/06):

- Only include from \$5,000+
- Includes only gifts to funds 4500 and 4600, no others
- (query not filtered by gift type, only report)
- Cons Code not Affiliate, Wish Child
- Pulled out the Do Not List based on Approach Restriction attribute

Domenic had a Donor Category Report (11/06) which I used as the basis for mine.

3. Event Hosts/External Events

Reports, Demographic and Statistical Reports, Statistical Report named "Annual Report List External Events." No query necessary, all criteria appear to be captured fine through report.

- Uses the External Event gift attribute, not the RMT External Event attribute—should he have used the RMT one? NO, this attribute was not used on any FY06 gifts.
 - Remove the following events per Janelle 12/06:
 - MAW Bracelets
 - Misc External Events
 - St. Rose School (KFWK event)
- Filtered by both attribute (on tab 2:Fields) and appeal—gifts with one without the other?
 - Cleaned up all gifts with the appeal but without the attribute.
 - For gifts with the attribute but without the appeal in the following combos (see "BC - Ext Event Attib w/o Ext Event Appeal" query if necessary):
 - Appeal = E00-Events General, Attrib = 4000th Wish Celebration (55 of these) Don't include because it's not an external event per Janelle. 12/28
 - Appeal = E37 Weekend for Wishes, Attrib = Kim Lopez Marathon (8 of these) Counts as WFW report below.

- Appeal = E35 Porsche Owners Club, Attrib = POC Charity Event at Laguna Seca Raceway (115 of these) Handle with Porsche Owners Club Event below.
- This report includes all gift types, not just Cash and Stock, including GIK, Pledge and Other (doesn't double-count money). Janelle says there probably aren't any GIK, Stock.

The report needs to be tiered by the same categories using for the Cash Pledge & Stock Report. Therefore minimum amount to qualify is \$1,000—tab 7:Detail. .Export to Excel with dollar amount. Sort in Desc order by amount and break into tiers. And then sort alpha within tiers.

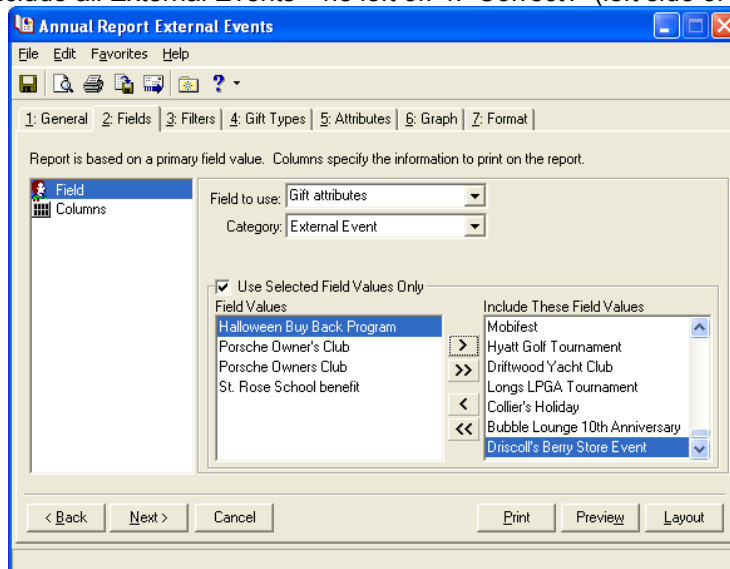
Also be sure to consult the manual change list.

Be sure to also calculate the amounts for the following specific External Events and list them on the tiered report accordingly as well:

- “Porsche Owners Club Event”
- Driftwood
- PeeWee

Notes on History

- Domenic didn't include all External Events—he left off 4. Correct? (left side of list below)



JANELLE 12/28: HALLOWEEN BUY BACK IS A DUPLICATE OF CANDY BUY BACK; MERGE HALLOWEEN INTO CANDY (CANDY SHOULD REMAIN) done 1/23/07