

Audience Groups for Communication Pieces

Departments engage in work that is not only transformative for their students, but of high value and interest to non-students whether they are alumni, friends, donors or potential donors. Department communication is the best way to keep these groups engaged and connected with the work that is being done. Below are the standard groups that should be included in communications:

- Endowment Donors to the Department (or Unit if Department is unavailable)
- Prospects (active and deferred) to the Department (or Unit if Department is unavailable)
- Donors from the last 5 years to the Department
- Alumni of the Department
- If applicable, committee members for a department
- Henry Suzzallo Society Members to CAS or that are Alums of your Department
- Prospects (active and deferred) to any other Department that may be interested (per MarComm/Department/FLF discretion)

For events or communication pieces on a specific topic, consider:

- Adding in Prospects (active and deferred) to any other Department that may be interested in the topic
- Adding in past event attendees - if they have been marked in Advance, that data can be pulled by Central if you provide the Activity Code
- Excluding anyone that is outside of the Western Washington and Puget Sound regions
- Including or Excluding Prospects based on Affinity Score – if the goal of the event is to engage people who haven't been engaged before, invite those with an affinity score of 3 or Below; if the goal is to steward and engage our closer supporters, invite those with an affinity score of 3 or Above.
- If space is an issue, limiting Donors invited to those with a higher giving history to the Department (\$1K+)
- If space is an issue, limiting HSS donors to those that are alumni of your Department only