

List Creation, Analysis and Audience Strategy Consultation

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. By leveraging the work that is being done by Central Advancement to discover the specific interests of alumni and friends, a Department can expand their reach and engage more broadly without needing to expend more Department time in the effort. CAS Advancement Services can help in this work in a variety of ways:

- **List Creation** (Turnaround 3-4 weeks)

This is a simple and easy way to append audiences to an already established communication list based on best practices for audience inclusion. It can ensure that all audience types that would have an interest in a Department's communication are on the list to receive it. Groups will be added to a mailing list, duplicates removed, no mail/lost/deceased would be removed.

Appended groups typically include:

- Unit/Department Prospects
- Henry Suzzallo Society Members
- Donors of a certain amount to the Department in the last 5 years
- Donors with established endowments for a Department
- Alumni

- **Department Communication List Analysis** (Turnaround 6-8 weeks)

An analysis of a Department's current mailing lists can provide an overview of the people that have been receiving newsletters, event invitations and other larger scale communication pieces and can also illuminate any gaps in audience segments.

This report includes a summary of the following information and the specific list will be categorized by UW Engagement and Unit Affinity. This allows the overall to be grouped in degrees of connectedness to the University, and, if a known Prospect to the Unit, their connectedness to the Unit of the Department:

- Alum of Department Y/N
- Department Donor Last 5 Years Y/N
- UW Prospect Y/N
- Record Status (Active, Lost, No UW Contact, Deceased)
- Preferred Mailing Name
- Entity Type (Alumni, Friend, Staff, etc.)
- Henry Suzzallo Society Status
- UW Engagement Score
- Unit Affinity (for Unit Prospects Only)
- UW Lifetime Giving/Total Years of Giving
- Department Lifetime Giving/Total Years of Giving
- Department Last Gift Date
- Department Degree Count
- Region

- **Audience Strategy Consultation** (Turnaround 3-4 weeks)

Audience Strategy Consultation allows for the inclusion of people, based on the specific purpose of the communication who were not known to the Department directly.

This will include consultation regarding:

- Audience segments to focus on based on the nature of the communication/event
- Audience segments to potentially exclude depending on the communication type
 - Example: Events that happen on campus should probably not be mailed to someone in Hong Kong
- Conversation and guidelines on the steps for recording event activity and other communication on a record in Advance

TO NOTE: Recording event invitation/attendance, personal communication (mail, phone, email) or other department involvement into ADVANCE helps inform the University of the work that is being done to communicate and connect with individuals. CAS Advancement Services is happy to consult on best practices and methods for entering that information into ADVANCE as needed; please contact donrsrvrs@uw.edu