

HSU ALUMNI AND FRIEND COMMUNICATION AND SOLICITATION GUIDELINES

University Advancement facilitates greater communication and engagement with alumni and friends of the University (donors, civic leaders, higher education leaders, parents, etc.). The goals are to improve the effectiveness of HSU's communications with alumni and others, to enhance alumni engagement with the campus, to bolster the reputation of the university, and to increase philanthropic activity.

This activity is guided by a number of existing communication and solicitation policies, executive memorandum, past practices, and also includes new guidelines and procedures. The purpose this document is to present a summary of those guidelines. These guidelines will continue to evolve based on a "*best practices methodology*," as well as feedback from the campus community and our alumni. HSU's success in these efforts depends on cooperation from across campus. These guidelines pertain to only non-academic or non-research related activities.

Communication

- **Humboldt Magazine:** University Advancement publishes and distributes the magazine (formerly *Humboldt Stater*) twice per year to 44,000+ alumni and friends of HSU.
- **Humboldt State Now:** This weekly e-newsletter is designed to share current news and information with the campus community and select external constituencies. Story suggestions can be submitted on-line via the *Humboldt State Now* web site.
- **The Boldt E-Newsletter:** This quarterly e-newsletter, also published by University Advancement, will increase its frequency in fall 2008 and will regularly be emailed to 13,000+ alumni.
- **Departmental Communications:** Departments and programs are encouraged to communicate with their respective alumni via a printed newsletter, an e-newsletter or the like. Newsletters or other non-solicitation communications should be sent in the fall semester before the fall break. Departmental fundraising solicitations, discussed below, can be sent in the spring. University Advancement will provide mailing labels or other necessary contact information. **These printed or electronic communications pieces must be submitted with a "Communication and Solicitation Form" (available on the University Advancement website - <http://www.humboldt.edu/~advance/>) at least three weeks prior to the distribution date.** University Advancement is charged with the responsibility to review and, in consultation with the appropriate Dean or Vice President, and the originating department, approve the design and content of these materials. It is best to consult with University Advancement as early as possible in the process.

Solicitations

- **Humboldt Loyalty:** University Advancement conducts this annual fundraising drive, which includes a pre-call letter sent to alumni and friends of HSU with telephone follow-up from professionally trained student callers, and other direct mail. Humboldt Loyalty is conducted during the fall and early spring (August – March.).
- **Departmental Solicitations:** Departments and programs are asked to schedule any direct mail or email based solicitations during the mid-spring (March/April). As with mailing label and communications requests, departments should complete a "**Communication and Solicitation**

Form” (available on the University Advancement website - <http://www.humboldt.edu/~advance/>). University Advancement is charged with the responsibility to review and in consultation with the appropriate Dean or Vice President, and the originating department, approve the design and content of all solicitations. University Advancement will provide mail merging of alumni names and addresses, as well as embedded “ask amounts” based on individual giving histories. Printing, handling and mailing are the responsibility of the individual department and can be arranged directly with the HSU Office of Marketing and Communication. All related invoices will be directed to the department conducting the solicitation. **Departments wishing to solicit their alumni in the spring should complete the Communication and Solicitation Form** (see <http://www.humboldt.edu/~advance/>) **and submit sample materials by February 28.** It is best to consult with University Advancement as early as possible in the process.

- **Major Gift Proposals:** Any proposal for a gift of \$10,000 or more must be reviewed and approved by University Advancement in consultation with the appropriate Dean or Vice President, and the originating department. This does not apply to any sponsored academic programs or research. Please complete the “**Communication and Solicitation Form**” (available on the Advancement website - <http://www.humboldt.edu/~advance/>) to submit a major gift proposal request.

Database Management

University Advancement maintains the alumni/donor database for HSU, and we advise against departments and programs maintaining separate databases. University Advancement cleans and updates the database several times per year (including address, phone, and e-mail acquisition and other information), and has staff and student workers dedicated to updating information and insuring to the extent possible that the most current contact information is available. When departments and programs receive updated information (addresses, phone numbers, e-mails, notification of a death, etc.) on any alumni, please forward this information to University Advancement at advance@humboldt.edu. Requested lists will be provided within three working days.

Please contact Dean Hart, Director of Alumni Relations and Annual Giving, with any questions: dean.hart@humboldt.edu or 707 826-5107. Thank you.