



Service Level Agreement

University
Advancement

Jul 2016 – Jun 2017

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1.0 EXECUTIVE SUMMARY

University Advancement encourages and secures public and private resources to enhance recruitment and retention of world-class faculty, to encourage matriculation of a talented student body reflecting California's diverse population, and to acquire/build leading-edge facilities and equipment necessary for inquiry and the creation of knowledge for the 21st century. University Advancement tells compelling, impactful stories featuring UC Riverside's remarkable faculty, students, and programs. Its overall mission is to inspire pride, commitment, and investment in UCR now and long into the future. The organization is responsible for activities that provide a framework for strong support and enduring relationships with a range of external constituencies including alumni, parents, donors, community members, legislators, media, and friends of the University. We accomplish this through the work of five closely coordinated units:

Development establishes relationships with thousands of donors and potential donors to raise private support for students and faculty. The staff strives to match donor passions to faculty scholarship, student success, and programmatic initiatives prioritized by the UCR 2020 vision. Through the generosity of donations, the quality of the UCR educational experience is enhanced and students attain the skills and knowledge needed to succeed and lead in the 21st century. Development works closely with the deans and other campus leaders to execute activities according to campus priorities and advance the needs of the academy.

Alumni and Constituent Relations (A&CR) promotes and manages relationships between and among UCR, its alumni, current students, parents, and other external supporters. Through its various services, programs, and communications, the office engages constituencies to advance the university and its tradition of excellence. A&CR organizes campus-wide events such as convocation, homecoming, and commencements every year, works with Government & Community Relations to advocate at the state and federal levels, and reaches out to the living alumni in various formats. Deliberate efforts build and reinforce a culture of philanthropy among students – past, present, and future – so they will continue support for their alma mater long after they have moved on in their lives.

Strategic Communication is responsible for UCR's public image and brand. This unit guides and creates programs that publicize and support the university's mission of teaching, research and service to audiences worldwide through first-person communication, programs, digital/social networks, and publications. Working closely with the Development and A&CR teams, Strategic Communications raises awareness of UCR's brand with consistent messaging. The overarching goal is to inform and excite our external audiences about our awe-inspiring internal activities. "Living the Promise" is the theme of the university's first comprehensive campaign, built around the innovative research conducted by our faculty, our students' success, and our commitment to the citizens of California.

The administrative unit within University Advancement provides the necessary support for front-line advancement efforts, including resource management, fiscal accountability, and

advancement (donor) data management. In addition, this unit manages the investment activities of the UC Riverside Foundation in order to increase both the endowment and current use funds.

Office of the Vice Chancellor coordinates all activities handled by the UA departments, ensuring excellence and efficiency. This office, especially, works closely with the Chancellor and Provost offices, the UCR Foundation Trustees, the UCR Alumni Association, and all other campus leadership to promote and encourage the achievement of the goals in UCR 2020.

2.0 SERVICE LINE SUMMARY

Service Line Summary				
Service	Level of Service			Page #
	Core Service	Premium Service	Recharge Service	
Unit Services				
1. Fundraising campaign – major gifts	√			
2. Annual giving fundraising - pipeline	√			
3. UCR Telefund	√			
4. Scholarship fundraising	√			
5. UCR Foundation trustee management	√			
6. Alumni engagement activities	√			
7. Campus wide events	√			
8. Alumni Association board & chapter management	√			
9. UCR Publications	√			
10. Media relations	√			
11. UCR.edu	√			
12. Social media management	√			
13. Creative design/UCR brand management	√			

14. Video production				
15. Living the Promise & other image ads	√			
16. Leadership positioning	√			
17. Endowment management	√			
18. Gift processing: from acceptance → receipting	√			
19. E-mail blasts, invitations, etc.	√			
20. Giving websites creation & maintenance	√			

3.0 GENERAL SERVICE OVERVIEW

- UCR Brand management:
 - > 15,000 media hits including NY Times, Washington Post, Wall Street Journal, Bloomberg, LA Times, Sacramento Bee, National Public Radio, BBC, Bloomberg, among others
 - > UCR.edu: 41.1 million page views, 14.8 million sessions, 7 million users
 - > Facebook: 576 Posts; 53,040 “Likes”, 11.1 million impressions, 397,291 engaged users
 - > UCR channel on YouTube: 65 videos posted, 198,023 views, 1,903 subscribers
 - > Living the Promise ads: 104 million impressions
 - > UCR Today: 653 articles; 788,000 page views
- Endowment as of June, 2015 = \$184.4 million
- FY16 (ytd) fundraising = \$21.2 million; approximately 6,000 gifts
- 310,958 records in Raisers Edge database
- >100,000 living alumni; 2% alumni giving rate ytd March 2016
- Endowed chairs increased from 29 in 2008 to 55 currently.
- FY16 (through Dec) \$1.4 million raised for student support (9% of total)

4.0 SERVICE LINE DETAIL – ONE SERVICE PER PAGE FOLLOWS

1. Name of Service:	Fundraising campaign – major gifts
Brief Description of Service:	The comprehensive campaign is an organized 10-year plan for increasing philanthropic support to the campus. Work goes on continuously with campus leadership to set fundraising goals, themes, and priorities. Activities are coordinated between academic units and University Advancement to ensure results. Primary purpose of a campaign is to raise the “resting” fundraising level in that occurs in non-campaign years. A concerted effort this year was the raising of major gifts to create endowed chairs.
Customers Eligible to Request Service:	Coordinated by/through University Advancement, the campaign runs for the benefit of (and not at the request of) the entire campus. All philanthropic gifts “count” toward the campaign – there is a quiet phase and, later, the public announcement occurs -- again for the benefit of all colleges and schools, library, graduate division, athletics, and the student body.
Web Address	https://advancement.ucr.edu/development.html
Service Level Agreement Specifics:	<ul style="list-style-type: none"> • Assign experienced fundraisers to work with the campus units to identify and establish areas of highest need for the unit • Identify prospective donors with financial capacity through pipeline progress and research • Cultivate prospective donors by visiting, engaging, inviting to campus, etc. (Process may take over 12 months) • Discover donor passion(s) and affinity to give to UCR • Solicit (when donor is ready) for a specific passion that fits with 2020 campus goals; prepare legally binding gift agreement. • Plan campus-wide events to launch public phase of the campaign and to close completed campaign • Consult closely with campus leadership to determine campaign priorities – based on UCR 2020 and <u>not</u> determined by University Advancement. <p>Campaign progress to-date = \$134.6 million</p>
Recharge Services	None
Premium Services	None

2.Name of Service:	Annual giving fundraising – pipeline growth
Brief Description of Service:	Annual giving is the category of fundraising that deals with smaller (<\$25K) gifts (though larger annual gifts are always welcome!) These gifts are usually made from a donor’s discretionary resources and a result, often, of direct mail appeals. Direct mail marketing attempts to increase the size of gift each year (think public radio fundraising). Eventually, a few annual giving donors may become major gift donors as their personal affairs mature and capacity grows. Average length of time for an annual giving donor to make a million dollar gift is 17 years (based on a study of UCLA donors), so the need to keep donors of smaller gifts engaged with the campus is critical to the eventual growth of major gifts. This is known as growing the pipeline.
Customers Eligible to Request Service:	The annual giving staff works with faculty across campus to plan and execute (when appropriate) appeals for their areas. These are planned in advance and are based on research to ensure success. It is important to not create “donor overload” by having overlapping (or rapid) appeals as that diminishes enthusiasm and support for campus needs.
Web Address	https://www.ucr.edu/giving/ucr-fund.html
Service Level Agreement Specifics:	Increasing alumni giving to the university is a priority of the entire UC system. Total Annual Giving to date is \$1.6 million. Increase over FY15 YTD: \$550K (34%) Chancellor’s Greatest Needs Fund FY16 YTD = \$100.4K (67% above last year’s full year total) Actively applying principles of “lean” to improve efficiency and results.
Recharge Services	None
Premium Services	None

3. Name of Service:	UCR Telefund
Brief Description of Service:	A subset of annual giving, the UCR Telefund is a workforce of about 40 student callers. Through outreach to alumni, parents, and friends over the phone, the callers raise funds for various campus needs.
Customers Eligible to Request Service:	Deans/Leadership of Colleges, Schools, Student Affairs, Graduate Division, Athletics and Library can all request assistance. Careful planning and coordination are critical elements for success; too many overlapping/competing appeals are detrimental to the effectiveness of the effort.
Web Address	https://www.ucr.edu/giving/meet_telefund.html
Service Level Agreement Specifics:	To-date FY16 dollars raised through telefund = \$75,489, approximately 5% of the total annual giving year-to-date
Recharge Services	None
Premium Services	None

4. Name of Service:	Scholarship fundraising
Brief Description of Service:	Student support can be either at the annual giving or at the major gift level. All development officers stress to donors the need to assist our students financially so that they can stay focused on finishing their degrees in a timely way. Nearly 10% of the year-to-date private support this year has been directed at student support. The UCR Alumni Association also raises funds for their own scholarship fund to help current students.
Customers Eligible to Request Service:	University Advancement coordinates with the financial aid office to make sure the assistance reaches students as it becomes available.
Web Address	https://scholarships.ucr.edu/how_to_use.html http://alumni.ucr.edu/ucraa-scholarship-program/freshman-scholarship-program/
Service Level Agreement Specifics:	Scholarship fundraising follows the processes for raising annual and/or major gifts. Development officers from each unit on campus work donors to fulfill their desires to help students. Given the push to improve time-to-graduation, growing student support is a priority for Development. Through annual giving channel: Scholarship Assistance Fund (FY16 YTD) = \$41,529; up \$1,749 (4%) vs full year FY15
Recharge Services	None
Premium Services	None

5. Name of Service:	UCR Foundation Trustee management
Brief Description of Service:	The UC Riverside Foundation is a nonprofit corporation through which philanthropic resources flow to UCR. The business of the foundation is managed by, and all corporate powers of the foundation are vested in, its Board of Trustees. There are no employees of the UCRF; it is supported by various University Advancement units. Trustees are expected to demonstrate their support of UCR financially and through advocacy.
Customers Eligible to Request Service:	UCR Foundation provides a meaningful way for volunteers to show their commitment to higher education and UCR in particular. This activity, coordinated entirely by University Advancement staff, benefits the whole campus with no “eligibility” needed to request.
Web Address	http://foundation.ucr.edu/
Service Level Agreement Specifics:	<p>There are various committees (stewardship, investment, audit, executive) the trustees can serve on as a way to stay involved with UCR’s health and growth. Development coordinates committee membership and meeting schedules, manages the communications to and between members and campus leadership.</p> <p>FY15 Trustee giving 67% FY16 to-date is 57% -- several trustee gifts come at end of fiscal year. It would be strongly preferred that this be 100% participation; changing the culture (financial support was not an expectation until a few years ago). Newer trustees know the giving expectations and are happy to participate.</p>
Recharge Services	None
Premium Services	None

<p>6. Name of Service:</p>	<p>Alumni engagement activities (regional and local)</p>
<p>Brief Description of Service:</p>	<p>Because our alumni do not all live in the Riverside area and in an attempt to keep as many former students as possible engaged with their alma mater, alumni and friends are invited to regional receptions (LA, Bay area, Washington, DC, NYC, etc.) with special guests such as the Chancellor, Provost, faculty attending. These activities create the opportunity to network with other UCR grads while hearing about and learning of developments occurring at UCR. Part of the commitment to grow the pipeline (see #2). Highlander Day of Service is another example of a way to get alums (re-)connected with UCR.</p>
<p>Customers Eligible to Request Service:</p>	<p>By necessity, regional trips are planned out well in advance, with all academic areas “eligible” to request their alums be a focus of the area invitations.</p>
<p>Web Address</p>	<p>http://alumni.ucr.edu/events/category/reception/regional-networking/ http://alumni.ucr.edu/events/</p>
<p>Service Level Agreement Specifics:</p>	<ul style="list-style-type: none"> • Coordinated through the Alumni & Constituents Relations office • “Pitches” made at the regional events by an Alumni Association leadership (volunteer) for gifts of any size to UCR • Focused on areas where greatest numbers of alumni reside away from Riverside (attendance varies from 50-200) • Encourages on-going and/or renewed engagement with campus • On/Near campus activities are also held for alums in the area • FY16 YTD volunteer opportunities – 1,035 • Needs consistent support to yield committed volunteers and/or donors
<p>Recharge Services</p>	<p>None</p>
<p>Premium Services</p>	<p>None</p>

7. Name of Service:	Campus-wide events through Event Management & Protocol
Brief Description of Service:	The Office of Event Management & Protocol supports the university mission of teaching, research, and service through the effective development and management of events that communicate and enhance UCR's reputation for excellence. Most of these events are planned around the Chancellor's participation and often involve an effort to attract/engage our most committed donors.
Customers Eligible to Request Service:	Events such as convocation, commencement, homecoming, grad fair, etc., are coordinated by this office for the benefit of the entire campus and student body.
Web Address	https://specialevents.ucr.edu/
Service Level Agreement Specifics:	Other events for the benefit of the campus include the Chancellor's Dinner, Alumni Awards of Distinction, and Donor-Scholars Luncheon. These are ticketed events with a portion of the ticket price serving as a gift to campus.
Recharge Services	None
Premium Services	None

8. Name of Service:	Alumni Association Board & chapter management
Brief Description of Service:	The UCR Alumni Association, a 501.c.3, serves to preserve and promote the relationships between UCR and all its alumni. The UCR Alumni Association Board of Directors is a dedicated group of volunteers managed by the Alumni & Constituent Relations staff. Alumni Association chapters help to keep alums far afield in touch with each other and with the university. Dedicated alums who know what is happening on campus can be some of the strongest advocates for UCR.
Customers Eligible to Request Service:	Only alumni can serve on the board of directors while anyone can become a member of the UCR Alumni Association.
Web Address	http://alumni.ucr.edu/volunteer/board-of-directors/ http://alumni.ucr.edu/chapters-clubs/
Service Level Agreement Specifics:	Living alumni of UCR reached 100,000 in 2015. However, the majority of those alums graduated since 2000 due to the manner in which the campus enrolled students and grew. This demographic reality presents the challenge of keeping younger alumni engaged and excited about their university so that when they reach greater capacity, UCR will be among their philanthropic interests. FY16 YTD alumni donors 1,788
Recharge Services	None
Premium Services	None

9. Name of Service:	UCR Publications
Brief Description of Service:	<p>Strategic Communications staff (both media relations and marketing) produce two main publications:</p> <ul style="list-style-type: none"> • UCR Magazine a quarterly publication in print and digital format intended for alumni, general public, friends of UCR and donors. • Inside UCR provides news for faculty and staff of UCR. <p>The focus of articles is on faculty research and achievements, student stories of success, and news of the campus.</p> <p>On line versions include relevant and interesting videos to reinforce the information and emotions related to the stories. Many of these outstanding videos are produced (in part or entirely) by UCR student employees who receive training and coaching from the limited profession videographers (2) on the University Advancement staff.</p> <p>Other publications include special issue brochures (Living the Promise, for example), annual reports, etc.</p>
Customers Eligible to Request Service:	No need to request. These publications serve to inform individuals who can advocate, encourage support, attend themselves or send their children....these are marketing materials to help tell our stories for the benefit of the entire campus.
Web Address	http://magazine.ucr.edu/ https://ucrtoday.ucr.edu/inside-ucr
Service Level Agreement Specifics:	<p>15,000 media hits including NY Times, Washington Post, Wall Street Journal, Bloomberg, LA Times, Sacramento Bee, National Public Radio, BBC, Bloomberg, among others</p> <p>Other media outlets in service of storytelling:</p> <ul style="list-style-type: none"> > UCR.edu: 41.1 million page views, 14.8 million sessions, 7 million users > Facebook: 576 Posts; 53,040 “Likes”, 11.1 million impressions, 397,291 engaged users > UCR channel on YouTube: 65 videos posted, 198,023 views, 1,903 subscribers > UCR Today: 653 articles; 788,000 page views
Recharge Services	None
Premium Services	None


<p>10. Name of Service:</p>	<p>Media relations</p>												
<p>Brief Description of Service:</p>	<p>The Media Relations team of the Office of Strategic Communications spreads the word out to the media and the world about UC Riverside's research, programs, and people.</p>												
<p>Customers Eligible to Request Service:</p>	<p>All areas of campus. The media relations team works closely with the Chancellor's office and the schools/colleges. They provide press releases about research, connect experts to journalists, develop features for the publications. Additionally, they develop relationships with editors and reporters so that the UCR name and stories will appear (for free) in postings related to our campus activities. One example was the NY Times story about US doctor shortages that opened with UCR's new medical school as a creative solution to the problem.</p>												
<p>Web Address</p>	<p>http://mediarelations.ucr.edu/</p> <div data-bbox="561 816 1446 1446" style="border: 1px solid black; padding: 10px;"> <p style="text-align: center;">Major Media Mentions UC Riverside</p> <table border="1" style="margin-top: 10px;"> <caption>Major Media Mentions Data</caption> <thead> <tr> <th>Fiscal Year</th> <th>Number of Mentions</th> </tr> </thead> <tbody> <tr> <td>FY 2011</td> <td>747</td> </tr> <tr> <td>FY 2012</td> <td>923</td> </tr> <tr> <td>FY 2013</td> <td>646</td> </tr> <tr> <td>FY 2014</td> <td>964</td> </tr> <tr> <td>FY 2015</td> <td>1244</td> </tr> </tbody> </table> </div>	Fiscal Year	Number of Mentions	FY 2011	747	FY 2012	923	FY 2013	646	FY 2014	964	FY 2015	1244
Fiscal Year	Number of Mentions												
FY 2011	747												
FY 2012	923												
FY 2013	646												
FY 2014	964												
FY 2015	1244												
<p>Service Level Agreement Specifics:</p>	<p>Mentions in the NY Times, Washington Post, Wall Street Journal, Bloomberg, LA Times, Sacramento Bee, National Public Radio, BBC, Bloomberg, among others</p>												
<p>Recharge Services</p>	<p>None</p>												
<p>Premium Services</p>	<p>None</p>												

11. Name of Service:	UCR.edu website (UCR’s “home page”)
Brief Description of Service:	Strategic Communications created, updates, and maintains the “home” page for UCR. They establish the “look & feel” for the university image and brand on line. With an integrated approach, they bring together talents and tools to incorporate print, videos, photography, and creative design.
Customers Eligible to Request Service:	The home page changes often to reflect news of the campus, photos of students and faculty, and the beauty of the school. It exists for the benefit of the entire campus.
Web Address	http://www.ucr.edu/
Service Level Agreement Specifics:	UCR.edu: 41.1 million page views, 14.8 million sessions, 7 million users in 2015 Regular UCR business and news will continue to drive the site and help the public, faculty, staff, and students consume and share information. However, most important will be its presence in the case of a campus crisis.
Recharge Services	None
Premium Services	None

<p>12. Name of Service:</p>	<p>Social media management – Facebook, Twitter, YouTube, Instagram, Linked In</p>
<p>Brief Description of Service:</p>	<p>UCR has a presence on nearly all existing (and emerging) social media platforms in order to reach and engage our students now and later.</p>
<p>Customers Eligible to Request Service:</p>	<p>Meant to connect with and provide information to students and recent grads for the benefit of all colleges, schools, centers.</p>
<p>Web Address</p>	<p>http://careers.ucr.edu/onlineservices/socialmedia/socialmedia.html</p>
<p>Service Level Agreement Specifics:</p>	<p>Facebook: 576 Posts; 53,040 “Likes”, 11.1 million impressions, 397,291 engaged users</p> <p>UCR channels on YouTube: 65 videos posted, 198,023 views, 1,903 subscribers</p> <p>Also UCR maintains a presence on Instagram, Twitter, Snapchat, LinkedIn – anywhere students/alums like to go to learn and share.</p>
<p>Recharge Services</p>	<p>None</p>
<p>Premium Services</p>	<p>None</p>

13. Name of Service:	Creative design/UCR brand management
Brief Description of Service:	Serving needs of the campus and institutional executive leadership, our multimedia services team members are skilled at helping colleges and departments produce effective communications projects.
Customers Eligible to Request Service:	Deans/Leadership of Colleges, Schools, Student Affairs, Graduate Division, Athletics and Library
Web Address	http://creativdesign.ucr.edu/
Service Level Agreement Specifics:	Marketing team meets with potential campus clients to determine needs, vision, objective of the project or request. If the marketing team cannot meet the requested timeline, they will help to find freelancers that the client can hire directly.
Recharge Services	None
Premium Services	None (see above for comment about referrals)

14. Name of Service:	Video production
Brief Description of Service:	UCR's primary source for original video and television programming. Its facilities have full post-production capabilities and are a talented resource for the campus. The unit is very small (only 2 professional producers) so they expand their capacity to produce more product by working with (and training up) UCR students interested in developing these real-life skills.
Customers Eligible to Request Service:	The group produces and archives footage of campus and activities that can be dropped into other pieces. Any department can request to use footage from this source.
Web Address	http://videoproduction.ucr.edu/ https://www.youtube.com/watch?v=ITmwexBkEoU
Service Level Agreement Specifics:	Material is recorded for use in various contexts, always making sure that footage has various purposes. FY16 YTD YouTube views = 191,700
Recharge Services	None
Premium Services	None

<p>15. Name of Service:</p>	<p>Living the Promise & other image ads</p>
<p>Brief Description of Service:</p>	<p>Paid advertising promoting UCR have been placed in major news outlets (e.g., NY Times Sunday magazine) across the country in order to raise our profile with decision-makers. Name recognition, exposure about our faculty's research, and reputation have all been enhanced through this effort.</p>
<p>Customers Eligible to Request Service:</p>	<p>For the benefit of the entire campus.</p>
<p>Web Address</p>	<div style="text-align: center;">  <p>The image shows three magazine covers. On the left is 'The New Yorker' with a red cover and '90th Anniversary' text. In the middle is 'UC RIVERSIDE LIVING THE PROMISE' featuring a woman's face. On the right is 'The New York Times Magazine' with a white cover and 'HEART' text. Below the covers is the URL http://promise.ucr.edu.</p> </div> <p>http://promise.ucr.edu</p>
<p>Service Level Agreement Specifics:</p>	<p>An investment in institutional reputation that benefits the entire campus. Name recognition also benefits recruitment of faculty, student, and staff, research funding, and decision-maker attitudes. Not a quick-hit activity – this needs stability and consistency to continue to be effective.</p>
<p>Recharge Services</p>	<p>None</p>
<p>Premium Services</p>	<p>None</p>

16. Name of Service:	Leadership positioning – e.g. University Innovation Alliance
Brief Description of Service:	Advancing our leadership – chancellor, provost, deans, faculty – in an effort to bring attention to the great work being done at our campus. The UIA includes UCR among a notable group of universities working to enhance access and success at public research universities. Our media relations team helps to create opportunities to put our leaders out front to tell UCR's story.
Customers Eligible to Request Service:	Campus leadership, faculty
Web Address	http://mediarelations.ucr.edu/training.html https://www.washingtonpost.com/news/grade-point/wp/2015/09/09/uc-riverside-vs-u-s-news-a-university-leader-scoffs-at-the-rankings/ https://ucrtoday.ucr.edu/35590?utm_source=mar-09-2016&utm_medium=E-mail&utm_term=Story%2B4&utm_content=HTML&utm_campaign=Inside%2BUCR http://www.pe.com/articles/ucr-771177-wilcox-interview.html
Service Level Agreement Specifics:	Benefits are reputational which enhances every aspect of campus life – faculty, staff, & student recruitment & retention, research funding, morale, etc.
Recharge Services	None
Premium Services	None

17. Name of Service:	Endowment management
Brief Description of Service:	The UCR Foundation Investment Committee works to grow the assets in the endowment pool for the sole benefit of the campus. This is an extremely vital activity that depends heavily on knowledgeable volunteers on the committee working with an outside investment advisor, currently Graystone Consulting. The staff of University Advancement work closely with the Investment Committee to coordinate meetings with the consultant to ensure positive outcomes.
Customers Eligible to Request Service:	The endowment is a result of the generosity of donors who create funds across campus in every school and college. Development officers work diligently in every area of campus to encourage major donations in order to grow the endowment.
Web Address	http://foundation.ucr.edu/endowment.html
Service Level Agreement Specifics:	As of June 2015, the endowment was \$184.4 million.
Recharge Services	None
Premium Services	None

<p>18. Name of Service:</p>	<p>Gift processing from acceptance through receipting</p>
<p>Brief Description of Service:</p>	<p>Gift Administration serves campus departments, the development staff and the UC Office of the President (UCOP) as the delegated authority to accept, record, and receipt all charitable contributions to UCR. All gifts are recorded/receipted and pledges to the University tracked closely. Gifts can include checks, cash, credit cards, gifts of securities and gifts-in-kind. All are handled in compliance with IRS regulations and Governmental Accounting Standards Board (GASB) accounting standards.</p>
<p>Customers Eligible to Request Service:</p>	<p>Gifts are accepted in support of all areas of campus.</p>
<p>Web Address</p>	<p>https://advancement.ucr.edu/gift_administration.html</p>
<p>Service Level Agreement Specifics:</p>	<p>Responsibility for management of the donor records (of which there are over 300,000 in the Raiser's Edge database) falls to the gift processing area. The number of gifts varies each year (and is expected to grow over the campaign); currently averages above 10,000 transactions per year.</p>
<p>Recharge Services</p>	<p>None</p>
<p>Premium Services</p>	<p>None</p>

19. Name of Service:	E-mail blasts, invitations, newsletters, etc.
Brief Description of Service:	Advancement Services (also known as Constituent Management Technologies or CMT) is a small group of UA programmers who facilitate sending mass mailings for campus activities relating to campus activities such as newsletters, invitations, and other email blasts. The mission is to support the programmatic needs of all campus partners by providing computer systems services to facilitate communication with alumni, friends, and donors. Especially important is the maintenance of the UCR giving site where supports can donate money online.
Customers Eligible to Request Service:	Colleges, Schools, Student Affairs, Graduate Division, Athletics and Library
Web Address	https://advancement.ucr.edu/cmt.html https://www.ucr.edu/giving/how.html
Service Level Agreement Specifics:	CMT exists to cultivate, develop and maintain collaborative relationships with Raiser's Edge® users in order to have a complete understanding of the needs of our colleagues. (Raiser's Edge is the donor database.)
Recharge Services	None
Premium Services	None

20. Name of Service:	Giving websites – creation/maintenance
Brief Description of Service:	This is the main giving site (link below) that University Advancement staff created, update, and maintain. Included are the funds for donation, stories of donors' motivations, etc. Working with the marketing and programming staff, additional and new material is created, new giving websites are loaded, and/or new funds are added to the site to enable anyone from anywhere to give conveniently.
Customers Eligible to Request Service:	The UCR giving site is maintained for the benefit of the entire campus.
Web Address	http://www.ucr.edu/giving/ https://advancement.ucr.edu/cmt.html https://www.ucr.edu/giving/how.html
Service Level Agreement Specifics:	<p>The links on the giving page (see above) provide the donor with information on particular giving areas as well as additional information and online giving form.</p> <p>The list of funds to give to (click on Areas to Support, then click on one of the options) is always growing as each college, school, area of campus attracts donors who wish to establish a new fund for a unique purpose. The priorities of the campaign influence these funds, but do not limit them. As long as a gift is consistent with the mission of the campus, it will be accepted.</p> <p>Gifts do not need to go through the giving site – donations by check /mail are also acceptable, but credit card payments are becoming more common. The giving site is PCI compliant for the protection of all involved.</p>
Recharge Services	None
Premium Services	None