

University Advancement Services

Departmental Support Functions

Departments often wish to send out mailings, email blasts, invitations, and more to assist with fundraising and engagement opportunities with Alumni, Retired Faculty and Staff, and Friends of the University. University Advancement Services plays an integral role in assisting departments with these requests.

Common Requests:

- A mailing for an event hosted by the department requesting RSVPs
- A solicitation mailing for fundraising opportunities offered by the department
- Email blasts for newsletters, invitations, etc. to various University constituents from the department

What We Do:

- Provide mailing lists directly to Central Receiving (or Marketing for Emails) based on the criteria provided by the Departments for their targeted markets
 - Due to privacy issues, University Advancement Services will **NOT** provide personal identification to departments such as street addresses, phone numbers, email addresses, certain demographics, SSN #s, and more
- Work closely with departments to ensure that all target market criteria is clearly delineated to maximize the results of the contact piece
- Make data updates to individual records that your department may receive in order to ensure the most current information is available
- Answer reasonable requests made by departments regarding individual information and data requests to the best of our ability while adhering to privacy laws and standards
- Assist departments with forms as needed to ensure full understanding of a project, request, or deposit

What We Won't Do:

- Proofread newsletters, mailers, emails, etc.
- Design mailing pieces, templates, etc. for communications
- Provide personal information to departments about individual constituents

Special Note:

In order to maintain the most accurate and efficient database possible, please forward any individual updates for contact information (e-mails, phone numbers, address changes, etc.) as well as any returned mail pieces to Nikki Long in the University Advancement Office.

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