Donation Processing Procedures

IRAQ AND AFGHANISTAN
VETERANS OF AMERICA

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INTRODUCTION

The processing of donations is the cornerstone of stewardship for the organization. It is the basic data that informs the status of fundraising within the organization. If you are responsible for donation processing you are a steward for the organization.

We understand stewardship to be the following:

stew·ard·ship [**stoo**-erd-ship, **styoo**-] ***noun***
1.the position and duties of a steward, a person who acts asthe surrogate of another or others, especially by managingproperty, financial affairs, an estate, etc.
2.the responsible overseeing and protection of somethingconsidered worth caring for and preserving: *New regulatorychanges will result in better stewardship of lands that are crucialfor open space and wildlife habitat.*
3 the office, duties, and obligations of a steward
2 the conducting, supervising, or managing of something; *especially* : the careful and responsible management of something entrusted to one's care <*stewardship* of natural resources

You are one of the stewards along with the administrator of the organization's database and accuracy is paramount. A clean database is like money in the bank. Good Luck.

THE PROCESS STEP BY STEP

1. **Gather checks and payment media.**
2. **Review, classify and prepare media for entry**
3. **Enter all donations**
4. **Run a donation report in Salesforce**
5. **Run a Thank you note report in Salesforce**
6. **Import data into WORD and perform a mail merge**
7. **Print and mail Thank you letters.**

WHAT IS SALESFORCE?

Salesforce CRM is an online web-based Customer Relationship Management (CRM) service from Salesforce.com. As with all CRM software, it captures and organizes communications and information from current or prospective customers from many departments across a company or organization

Salesforce is a proven system to help manage large volumes of information across an organization and improves communication between departments for exceptional customer service.

REVIEW AND PREPARE YOUR MEDIA FOR ENTRY

Determine whether the donation is one of the following:

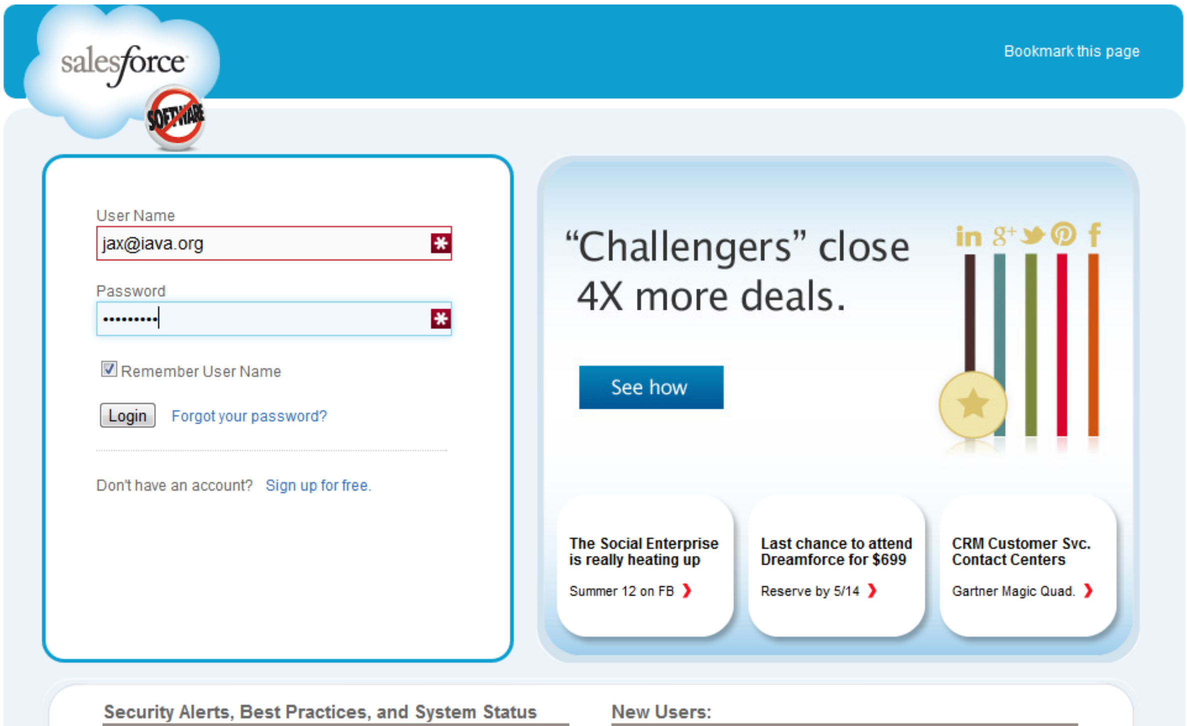
- Cash
- Check
- Money Order (same as cash)
- Wire Transfer
- Credit Card (one time charge)

Determine whether the donation is one of the following:

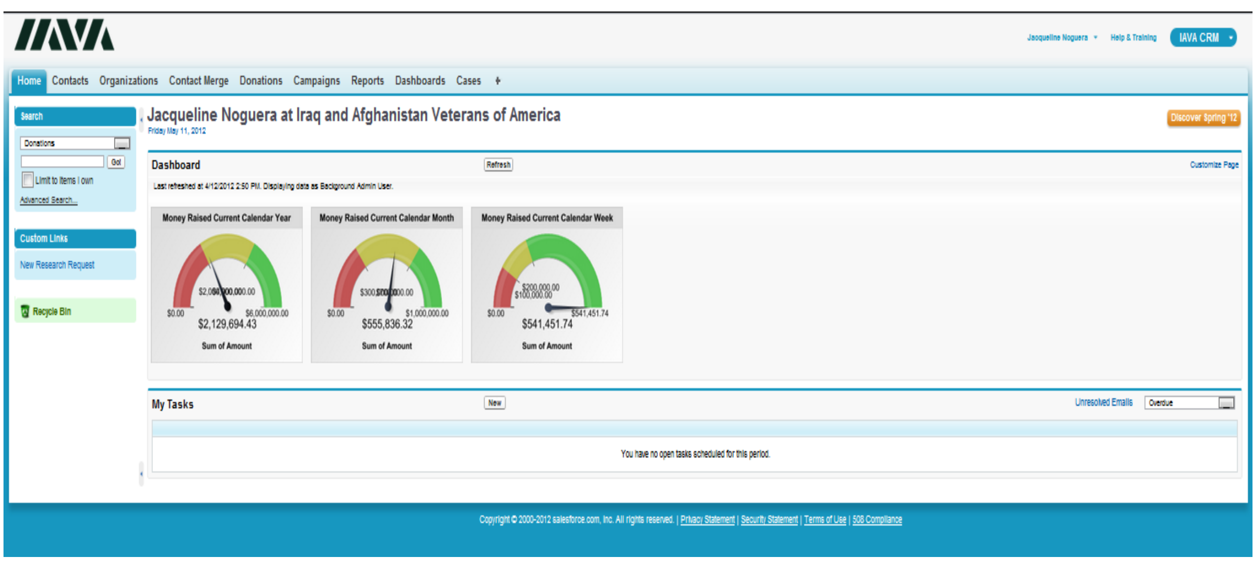
- Individual
- Corporate
- Foundation
- Special Event Corporate
- Special Event Individual

Determine the close date of the donation. (The close date is the date of deposit)

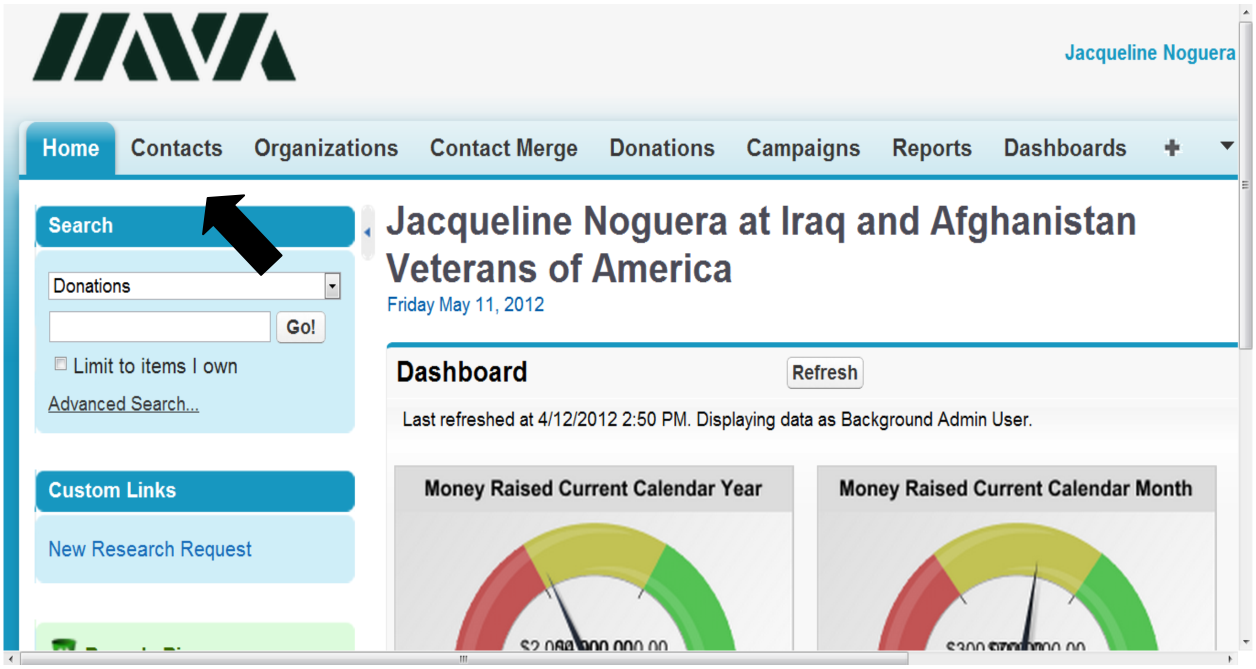
Open your browser and navigate to the Salesforce login page and enter your username and password and log into the database.



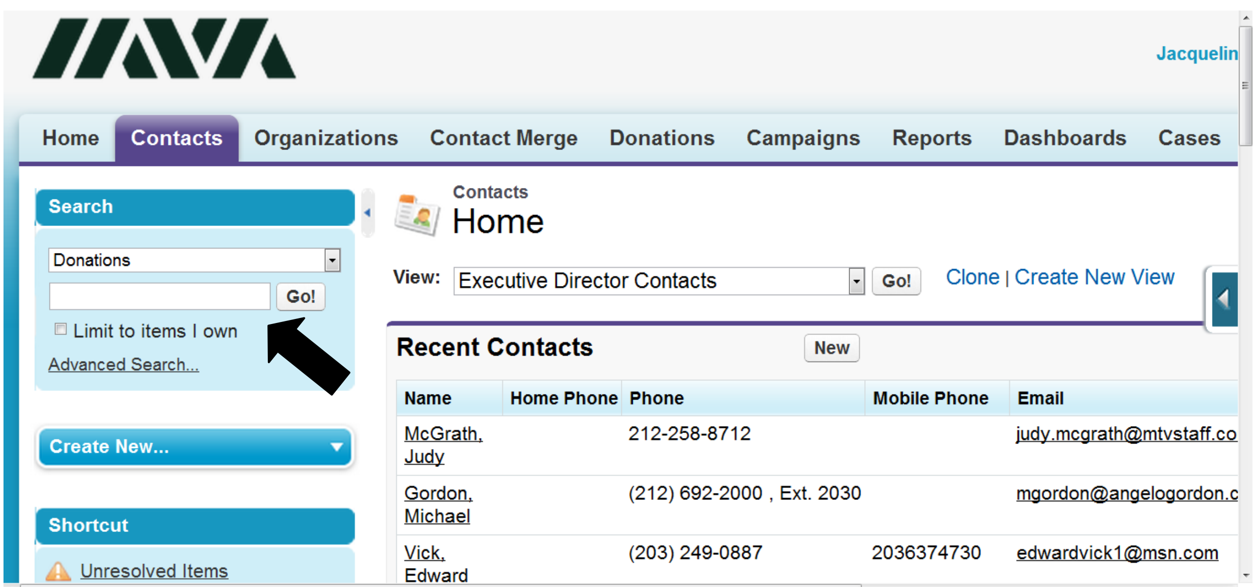
The opening home page should look like this.



Check if the contact/donor is already in the Salesforce database before proceeding. Select the **CONTACTS** tab to begin your search.



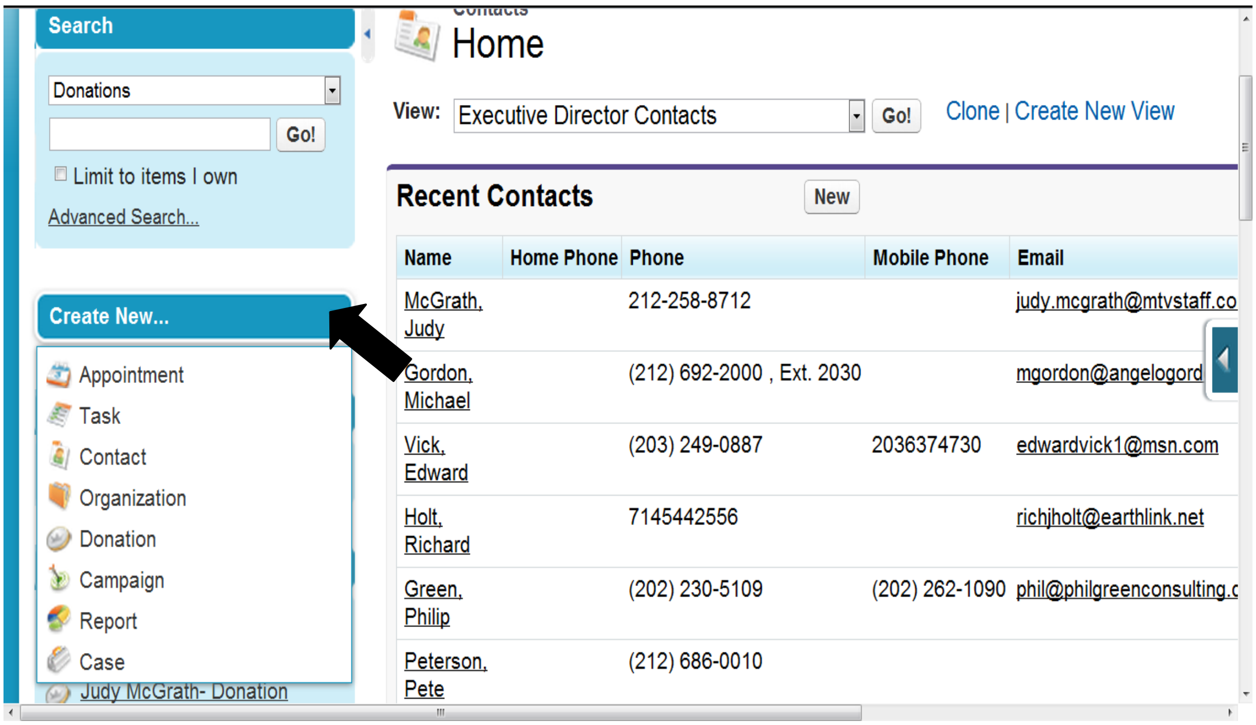
Enter the contact/donor name in the search box and press **GO** to begin the search.



If your search does not produce a result try entering the entire name or organization. Searches can be case sensitive.

CREATING A NEW CONTACT

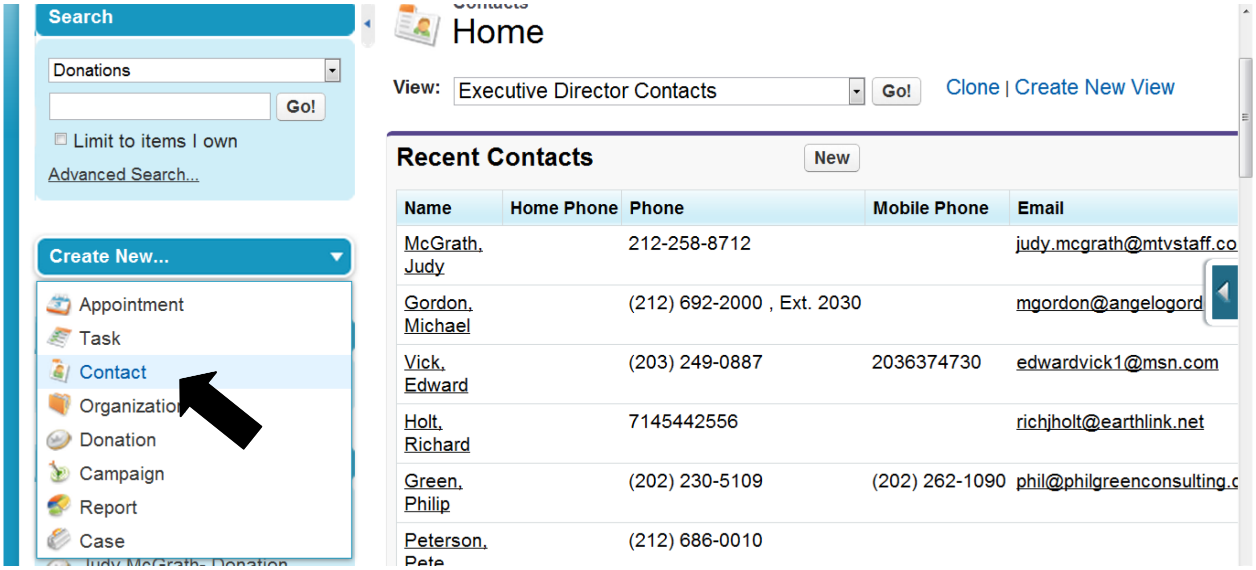
If you determine that the donor or organization is **NOT** in the database then enter the new contact, Begin by navigating over the **CREATE NEW** and engaging the drop down menu.



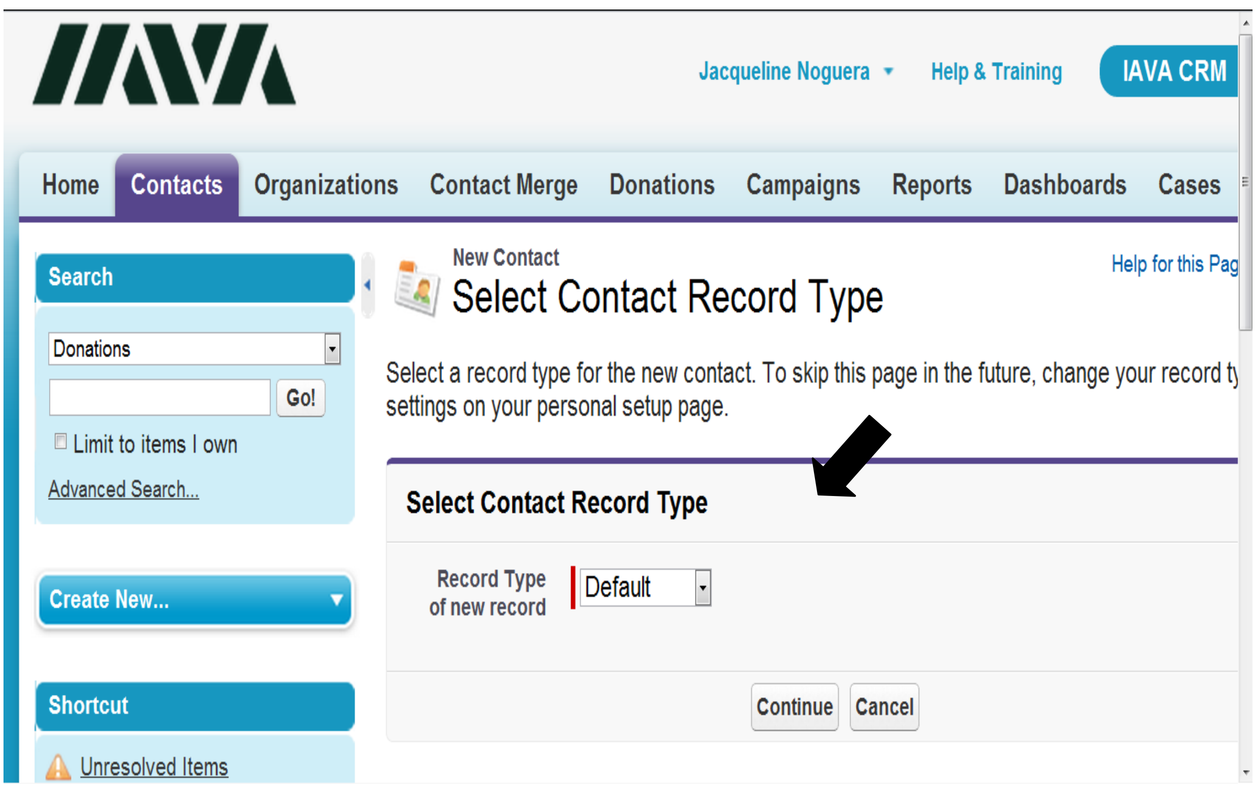
From this menu you can create the following:

- Appointment
- Task
- Contact
- Organization
- Donation
- Campaign
- Report
- Case

To create a contact choose **CONTACT** from the drop down menu,



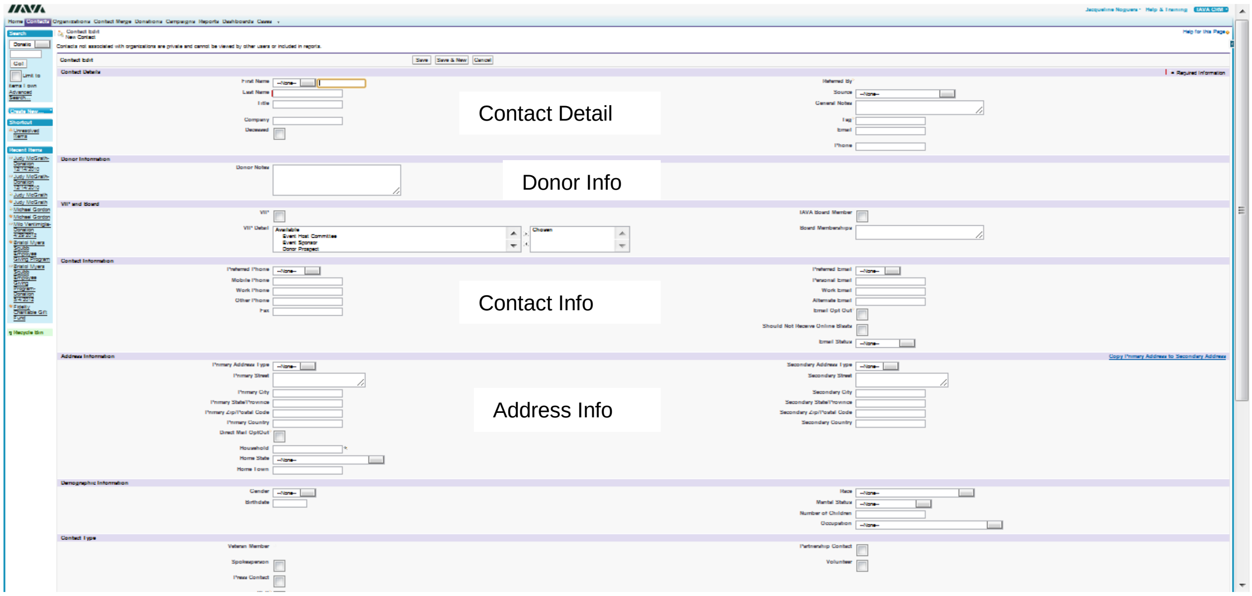
Once you have chosen **CONTACT**, you will be taken to the screen below.



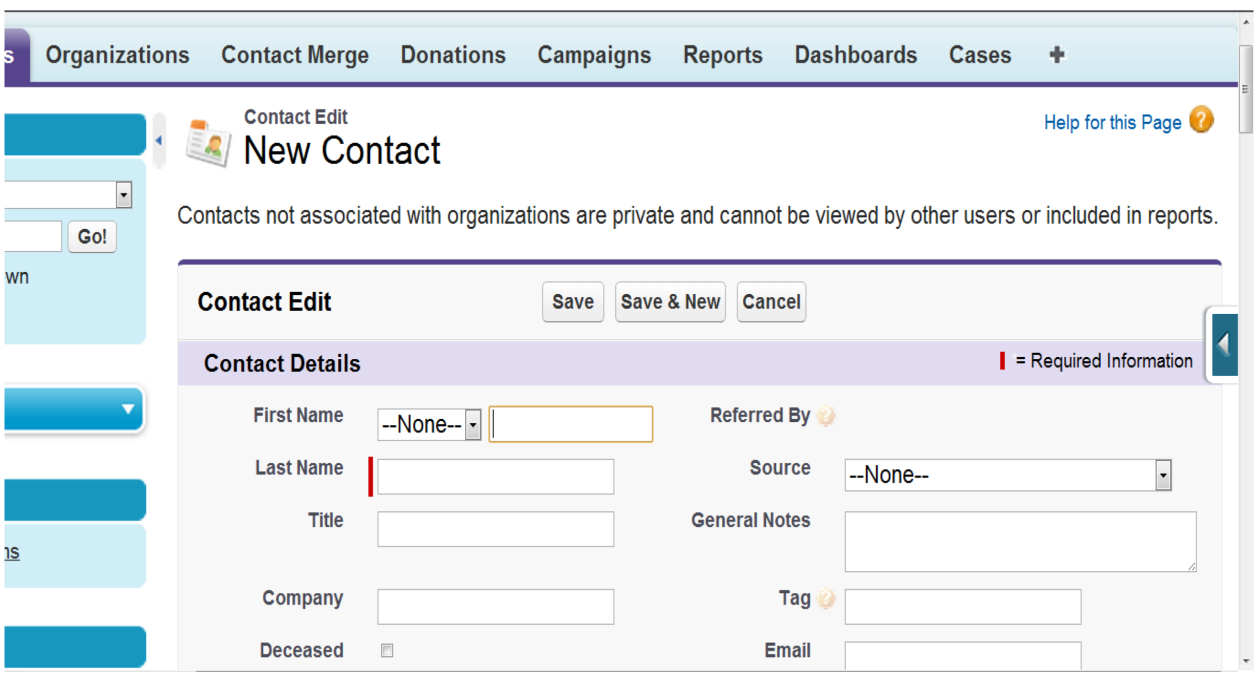
To continue to enter a contact, choose the default and press **CONTINUE.**

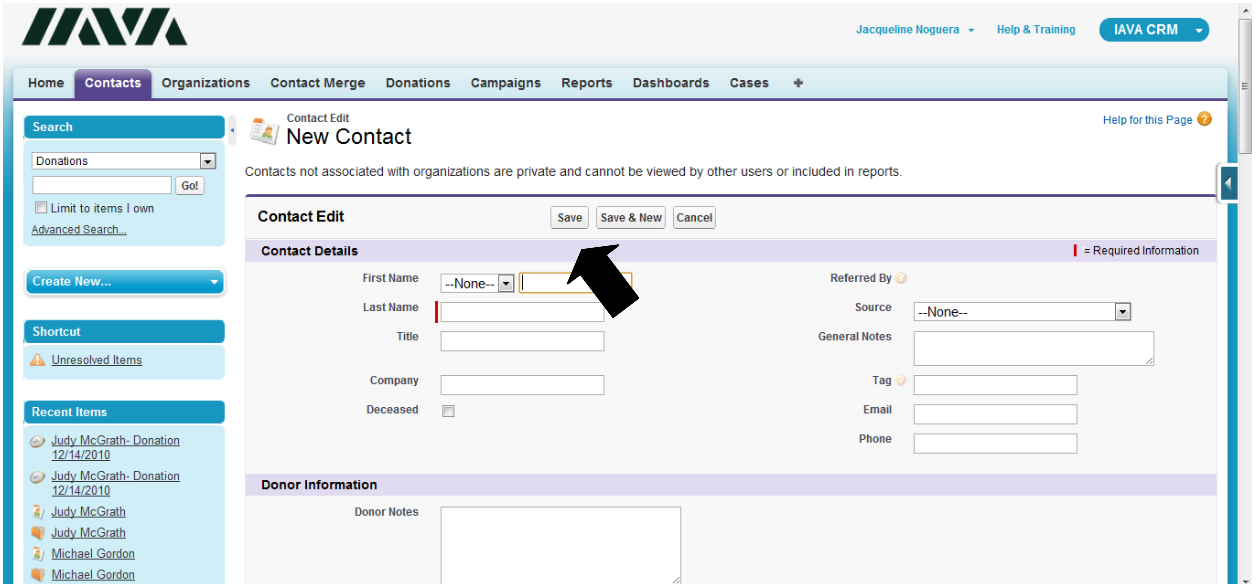
Once you have chosen **CONTINUE** you will be taken to the screen CONTACTS screen.

This is the entire layout of the CONTACT page. The primary information that must be entered is broken out into sections: Contact Detail, Donor Information, Contact Information and Address Information

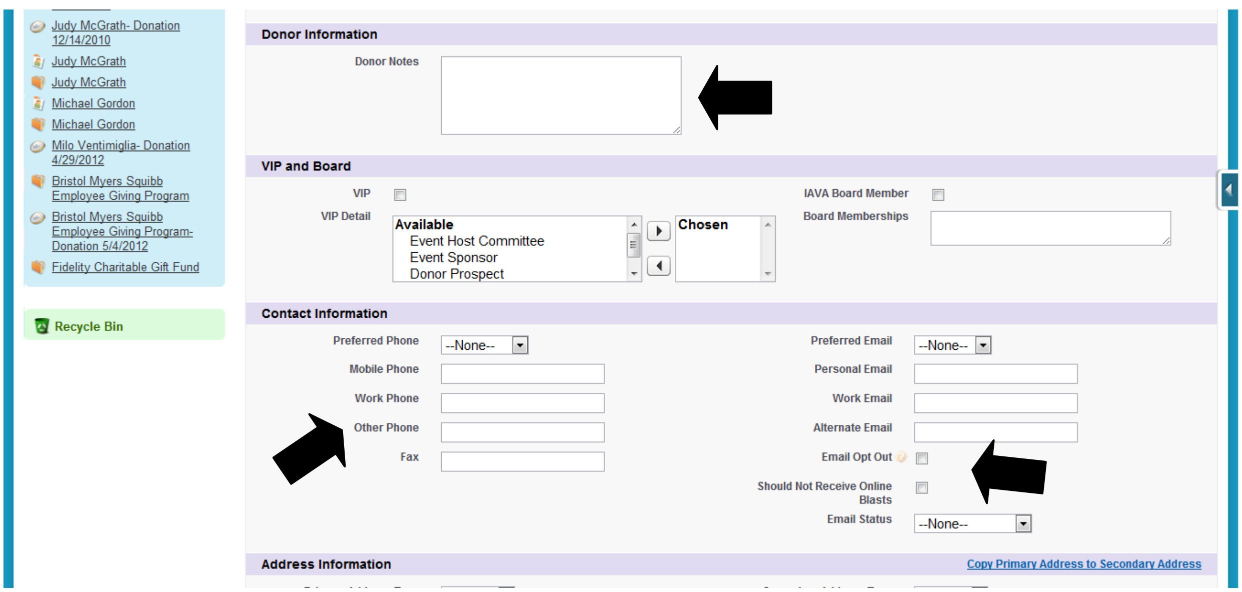


Begin with the **CONTACT DETAIL**. If you are missing information you can always go back and edit the entry at any time.





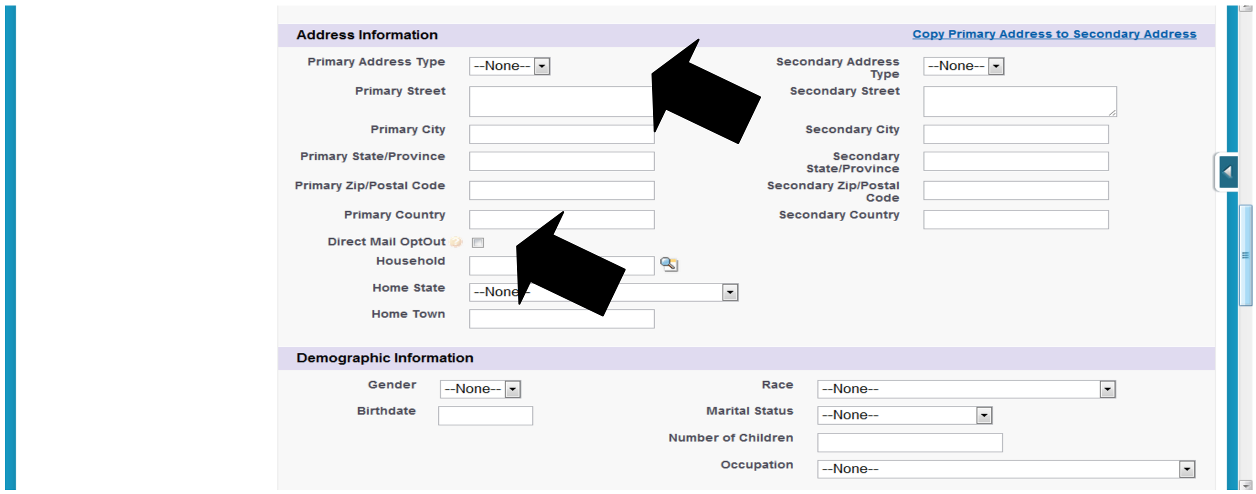
Don't forget to save the entry when you finish.



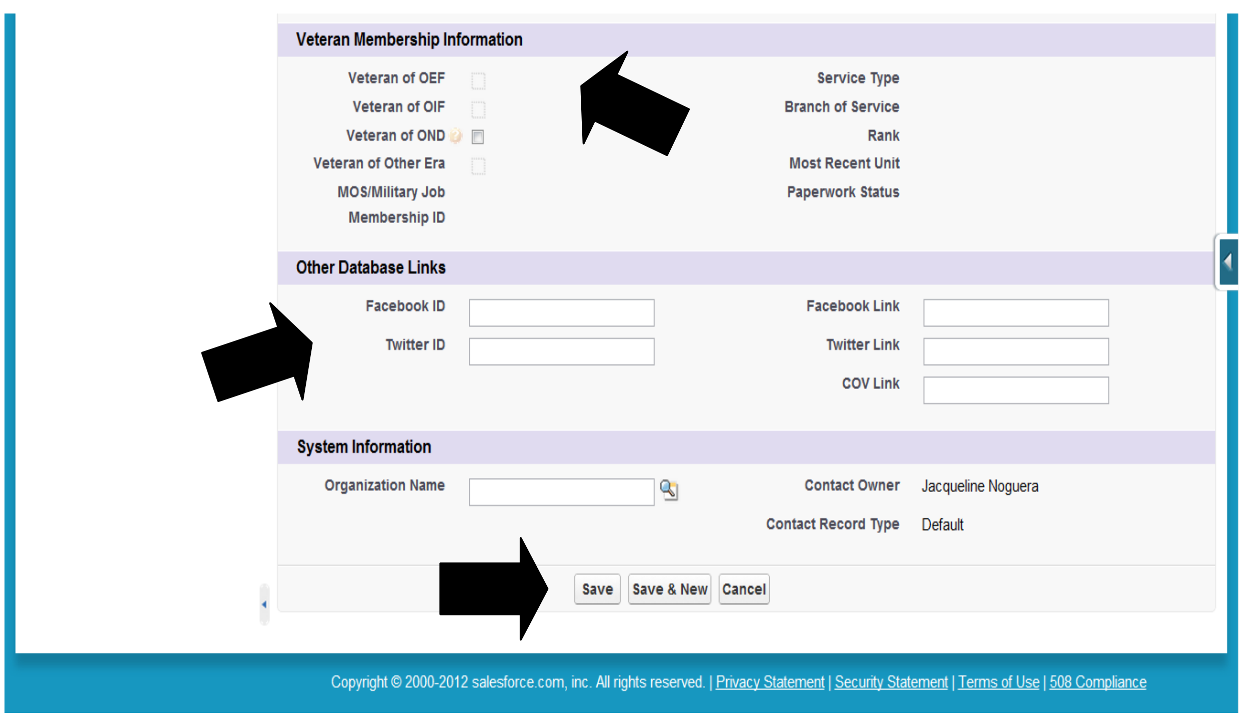
DONOR INFORMATION: Additional information that does not correlate with the options provided can be entered into the **DONOR INFORMATION** section. Additional information about relationships, donor preferences like do not contact can also be entered here. Short biographical information can also be entered here but if a proper biography is available it should also be uploaded as a pdf into the notes and attachments section below.

VIP AND BOARD: VIP and board information can be entered here.

CONTACT INFORMATION/ EMAIL OPT OUT: If you are aware that the contact should not receive email of the options provided, check the boxes as appropriate. Enter **ADDRESS INFORMATION** in the area below. If the contact has requested not to be contact by mail check the **DIRECT MAIL OPT OUT** box



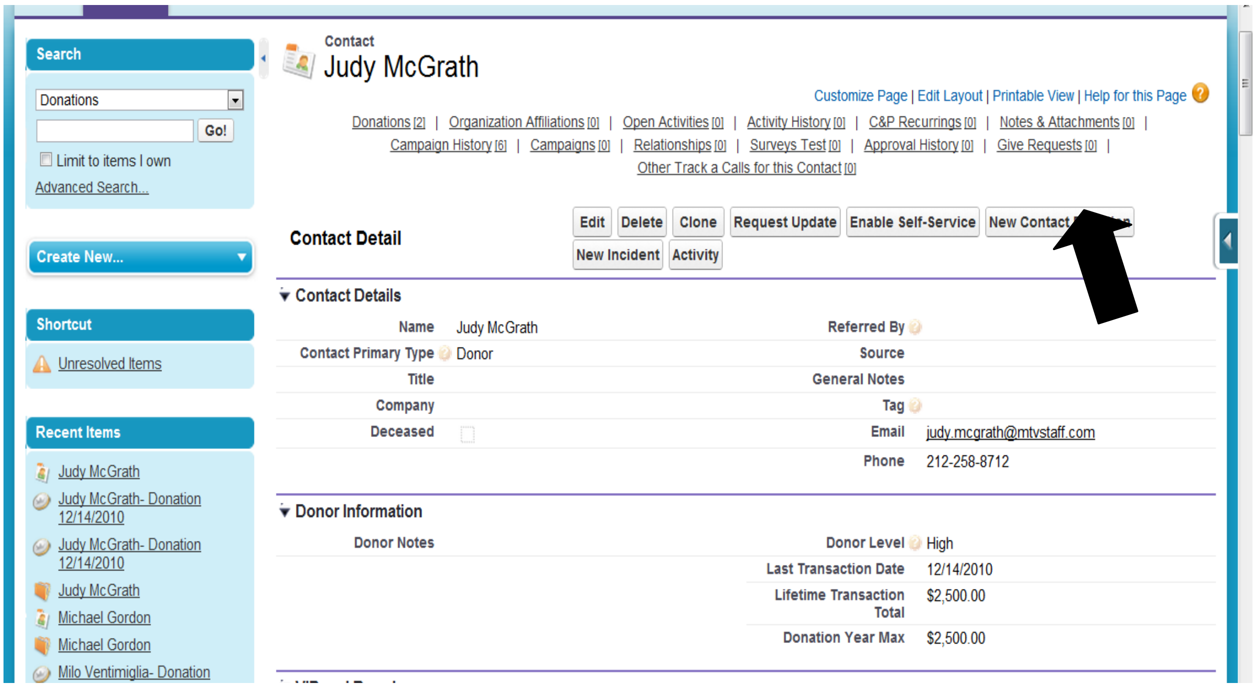
Veteran data and additional database links can be entered below. **ORGANIZATION NAME.** In the **SYSTEM INFORMATION** section is generated automatically whenever a new contact is entered into the database. Once all data is entered press SAVE to enter the data into the database. Again, corrections or additions can be entered at any time.



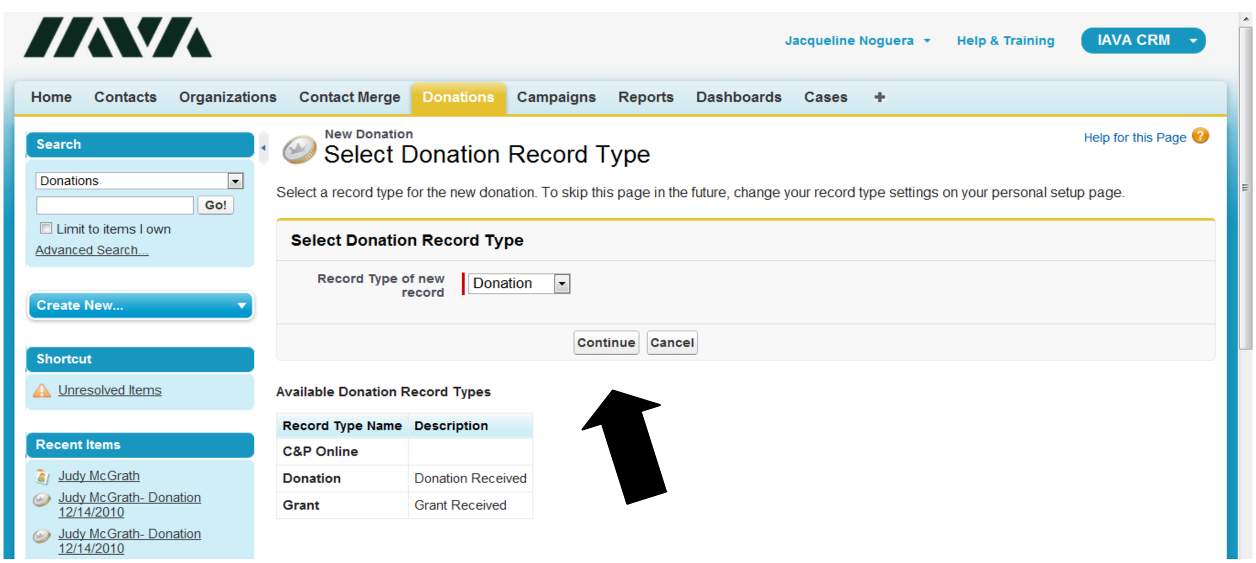
Once all contact data is entered and saved the new contact page will look like this. You can review the contact data and edit data from here. Double click on the specific item to edit. Once the entry has been updated, click **SAVE** to finish.

ENTERING A NEW DONATION

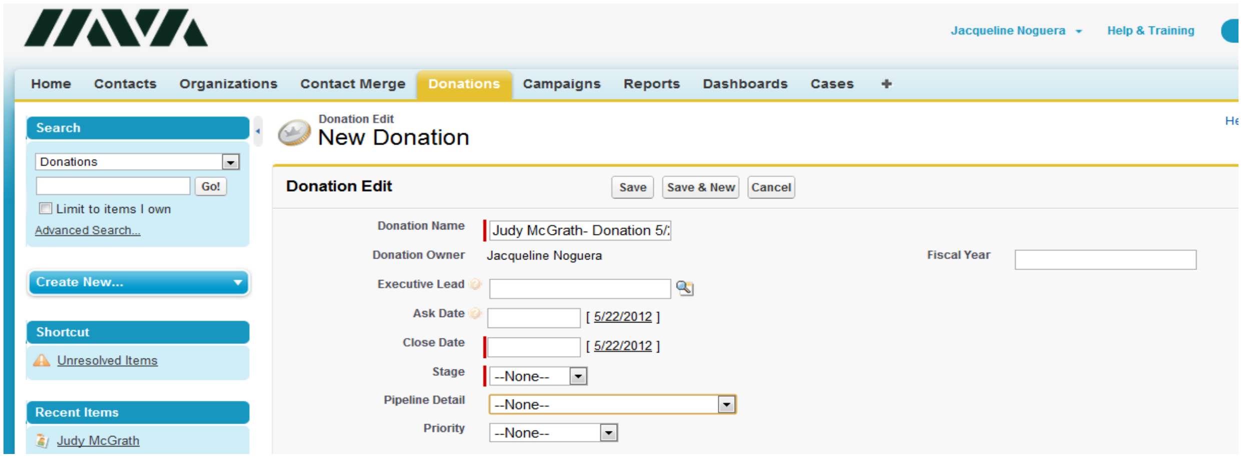
While in the CONTACT record, click the **NEW CONTACT DONATION** button to begin the donation entry process.



Once you click **NEW CONTACT DONATION**, you will be taken to the **DONATIONS** tab. **RECORD TYPE OF NEW RECORD** will always be **DONATION** unless the entry is a **GRANT AWARD**. If you forget to do this at the time of entry, you can go back and adjust the type after the fact. Click **CONTINUE.**

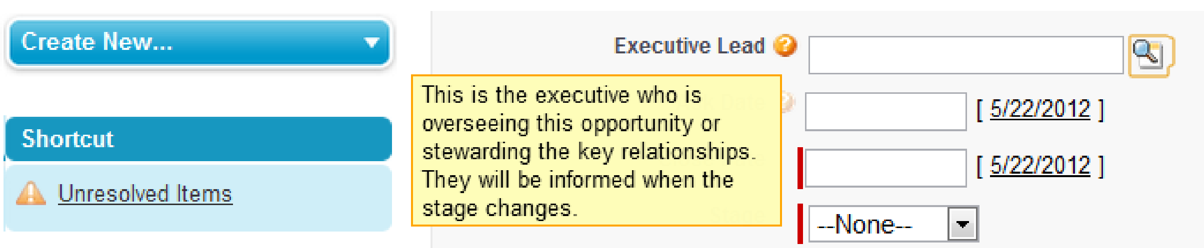


Once you click **CONTINUE** you will be taken to the **NEW DONATION** page. Data marked with a red bar is required for entry.

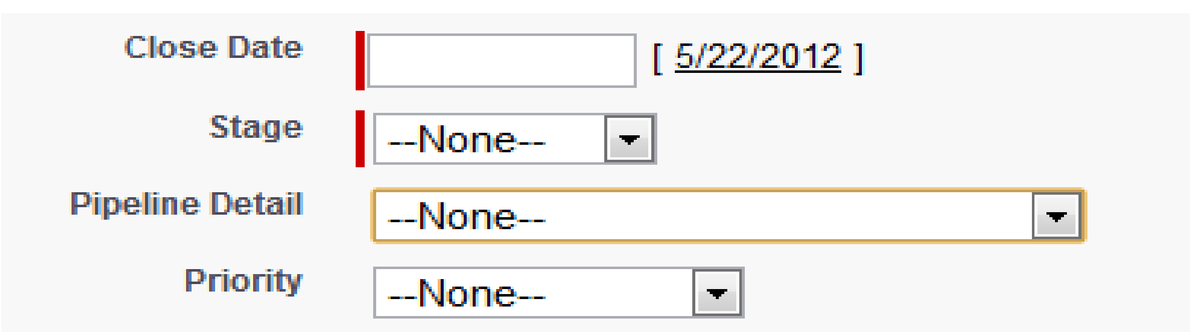


DONATION EDIT: **DONATION NAME** should be automatically populated. If it is not, stop and consult the administrator. **DONATION OWNER** is the name of staff that entered the donation. **FISCAL YEAR** denotes the year that the donation was received or credited to. Fiscal denotes the year that the donation was received or credited to. Fiscal year runs from Jan 1 to Dec 31.

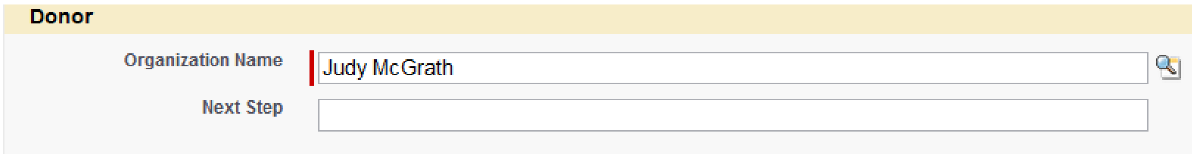
EXECUTIVE LEAD



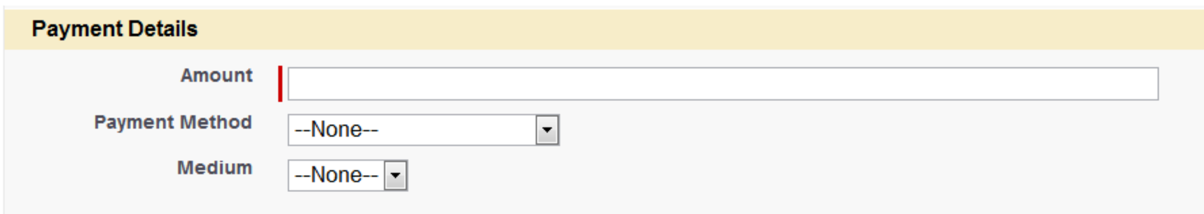
The **CLOSE DATE** is the date the monies are deposited into the bank. **STAGE** denotes whether the donation is a **PLEDGE** which means the donation has not been deposited. ASK DATE is the date the PLEDGE to donate was made. **CLOSED** is the date the donation has been received and deposited.



ORGANIZATION NAME should be populated automatically. If it is not, stop and consult the administrator. **NEXT STEP** denotes Thank You information as in: *TY to Judy McGrath for her donation of $____.*



PAYMENT DETAILS: AMOUNT is the amount of the donation. **PAYMENT METHOD** denotes what payment type as in: Check, Money Order, Cash, Credit Card etc. **MEDIUM** denotes the way the donation was made. Donations are made either **ONLINE** via the website or entered manually via the Click and Pledge Virtual Terminal. **OFFLINE is everything else including wire transfers and stock donations.**



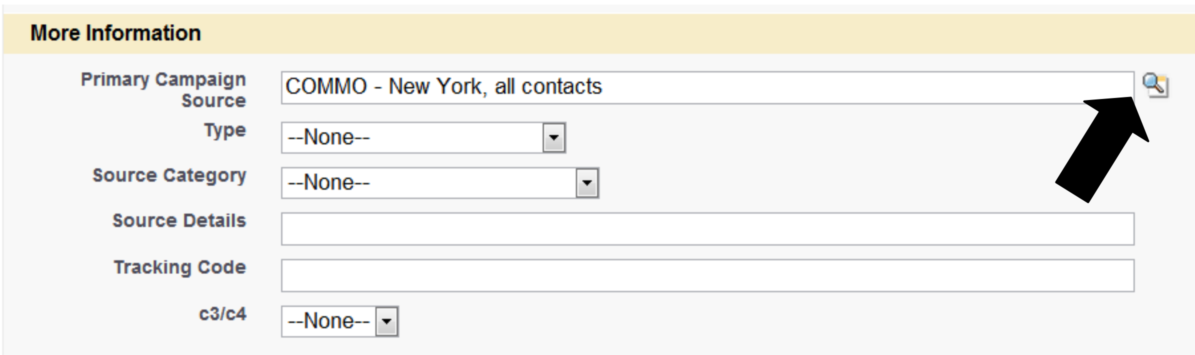
MORE INFORMATION contains **PRIMARY CAMPAIGN SOURCE**

A Campaign is loosely defined a category for donations as in a donation made during a particular event is catagorized under that event e.g. Fall Gala. However**,** Salesforce describes campaigns as "**a marketing tactic** (or series of tactics) that are designed to achieve specific goals such as increased revenue, leads, adoption, etc." This definition is a good start, but it's not quite complete. When talking about Salesforce Campaigns, there are plenty of marketing tactics designed to achieve specific goals that won't show up in Salesforce, including brand sentiment or awareness.

This definition considers the fact that Salesforce Campaigns can handle just about any of the various campaigns described above, including tactics, events and themes. But the marketing/development team has to determine the level of granularity, simplicity or sophistication that needs to be tracked.

When implemented correctly, Campaigns are an excellent tool to track ROI and KPIs, optimize efforts, record marketing activity and provide accountability and visibility to the rest of the company or organization.

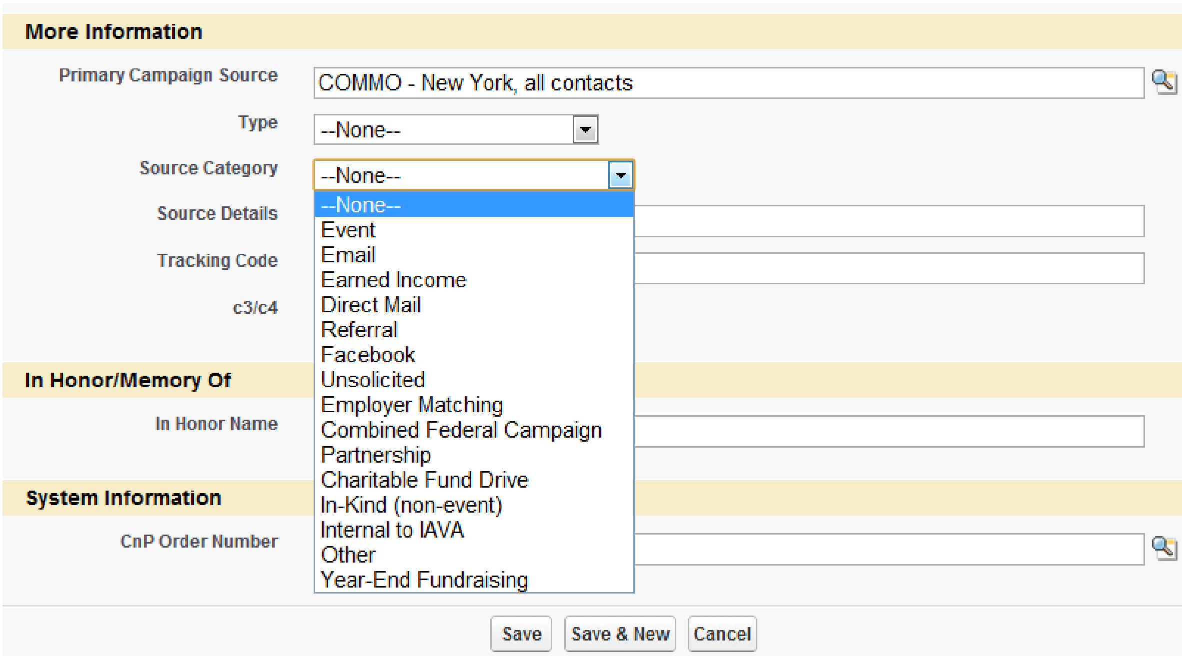
To assign a donation to a campaign, first determine from Finance or the Director of Development whether the donation should be assigned to a specific campaign. Once that is determined you can search the database for the correct campaign by typing in the name and pressing the magnifying glass icon at the right of the entry space.



TYPE denotes what or how ***'bucket'*** the donation should be defined. In this case the options are **INDIVIDUAL DONATION** as from a specific donor. **CORPORATE DONATION** is a donation from a business, **FOUNDATION** donations are from a foundation organization, **SPECIAL EVENT CORPORATE** is a donation or ticket purchase made by a business for a specific event and **SPECIAL EVENT INDIVIDUAL** is a donation or ticket purchase made by a specific person for a specific event.

SOURCE CATEGORY further delineates the donation into the following categories:

- **EVENT**
- **EMAIL**
- **EARNED INCOME**
- **DIRECT MAIL**
- **REFFERAL**
- **FACEBOOK**
- **UNSOLICITED**
- **EMPLOYER MATCHING**
- **COMBINED FEDERAL CAMPAIGN**
- **PARTNERSHIP**
- **CHARITABLE FUND DRIVE**
- **IN-KIND DONATION-NON EVENT**
- **INTERNAL TO IAVA**
- **OTHER**
- **YEAR END FUNDRAISING**.

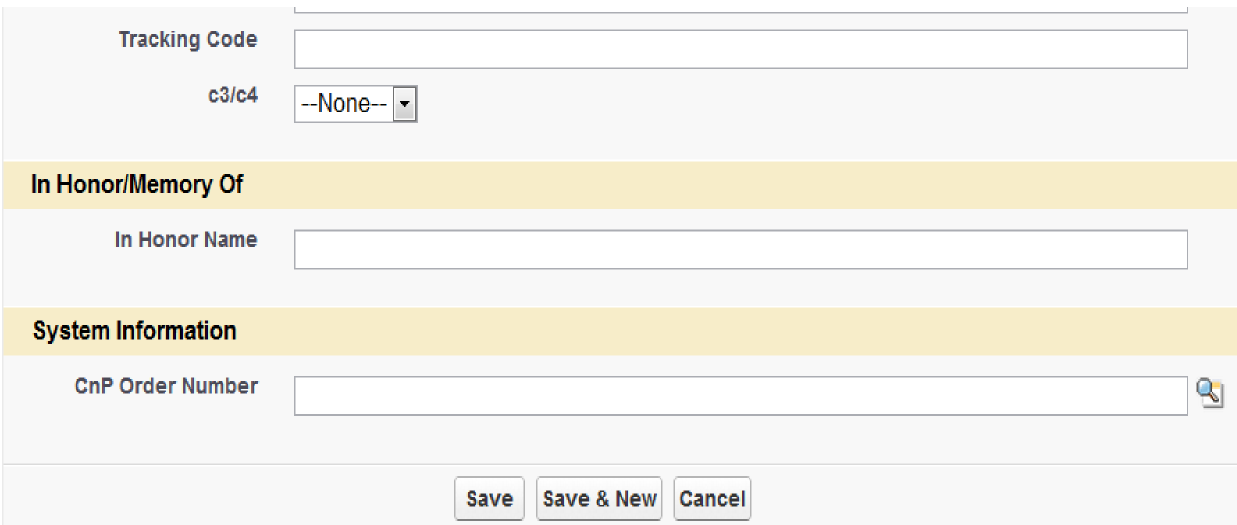


TRACKING CODE is an ad hoc categorizing tool providing more clarity for each donation. Some examples include: For checks over $5000.00 the check number should be provided. For multiple donations made in honor or in memory should be categorized by the name of the honorarium or memorial. Further, a campaign can also be created.

C3 or C4 *According to the IRS, "to be tax-exempt under section 501(c)(3) of the Internal Revenue Code, an organization must be organized and operated exclusively for exempt purposes set forth in section 501(c)(3), and none of its earnings may inure to any private shareholder or individual." Typically, charitable organizations receive 501c3 status allowing donors to receive tax deductions for their contributions to these organizations. However, having this status precludes an organization from participating in campaigning and lobbying activities. Conversely, the IRS states that a 501c4 organization operates exclusively to provide social welfare programs and net earnings must be used to support charitable or educational endeavors. According to the IRS, if your organization plans to participate in campaigning or lobbying activities, it can only receive tax-exemption through a 501c4 status.*

ALL DONATIONS SHOULD BE C3 UNLESS OTHERWISE DIRECTED BY FINANCE OR THE DIRECTOR.

IN HONOR/MEMORY OF is a category set aside for donors to contribute in the name of another.



Once all information is entered into the donation record press **SAVE** to enter data into the database. Repeat this process for each donation.

RUNNING REPORTS

To run a report, find the report you want to run on the Reports tab and click the report name. Most reports run automatically when you click the name. If you're already viewing a report, click **Run Report** to run it immediately or schedule a future run.

Tip
Sometimes a report returns no results. If you don't see any results, check the report for the following conditions:

The report didn't return any data. Check your filter criteria to make sure some data is returned.

Due to field-level security, you don't have access to one of the groupings you selected.

Your custom summary formula's context didn't match the chart settings. For example, if the formula is calculated for Industry, but the chart doesn't include Industry, no results are returned.

Your values are out of the range of acceptable values. The maximum value allowed is 999999999999999. The minimum value allowed is -99999999999999.

NOTES ON RUNNING REPORTS

VISIBLE RECORDS

Reports show only the information you can access. This includes records you own, records to which you have read or read/write access, records that have been shared with you, records owned by or shared with users in roles below you in the hierarchy, and records for which you have “Read” permissions.

PRINTING REPORT FOLDER CONTENTS

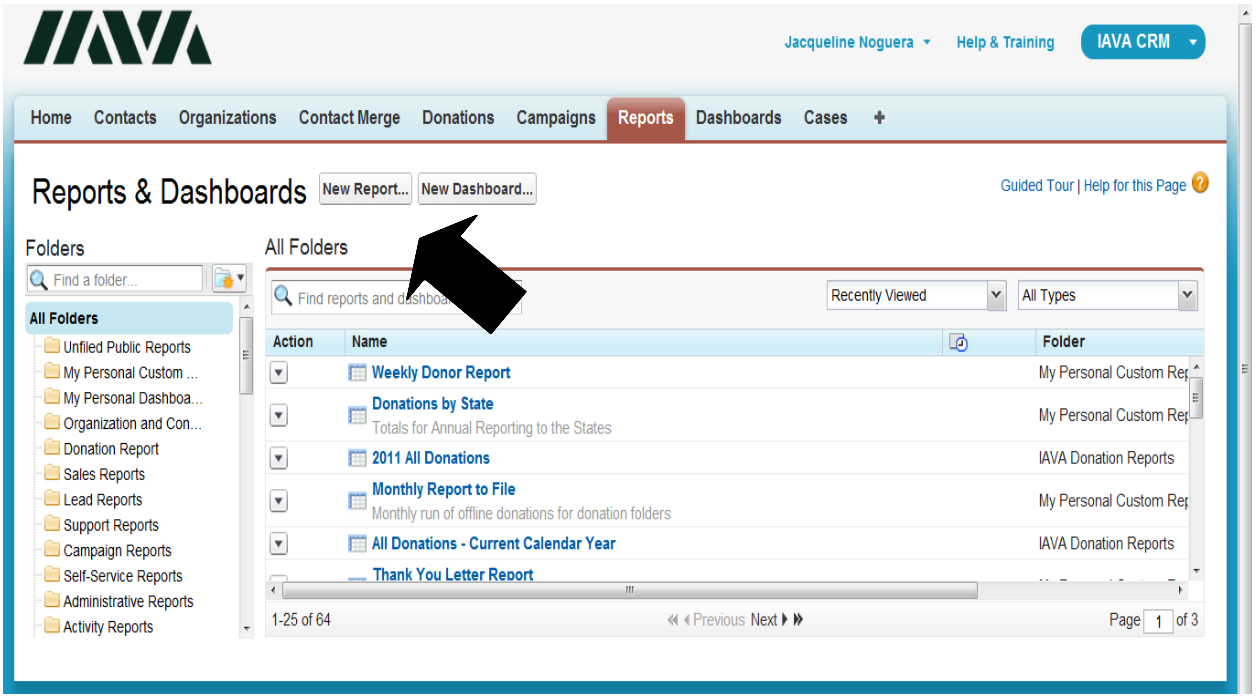
When viewing a list of reports in a particular folder, you can click **Printable View** to open the current list view in a print-ready format.

RUNNING LARGE REPORTS

If your report returns more than two thousand records, only the first two thousand records are displayed. To see a complete view of your report results, click **Export Details**.

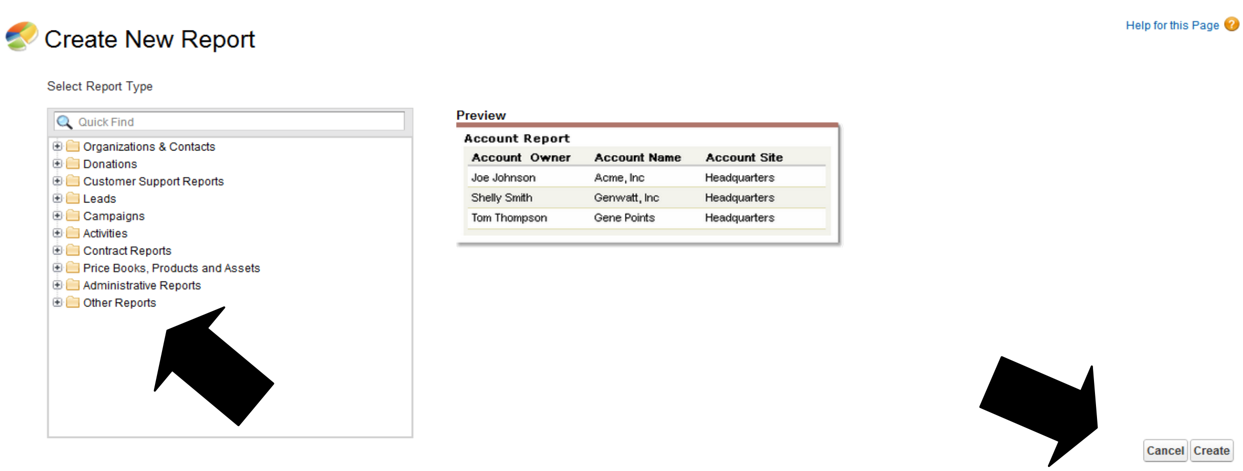
CREATING A NEW DONATION REPORT

Click on the reports tab and click **NEW REPORT**.



On the left panel you will see the list of **OBJECTS**. Within each object folder there are multiple report types. These reports can be connected to other report objects or be used to display very specific fields to help build reports more efficiently. You can find all of the custom and imported objects in the **OTHER REPORTS FOLDER**.

Click on the donation report type then click **CREATE** on the far right

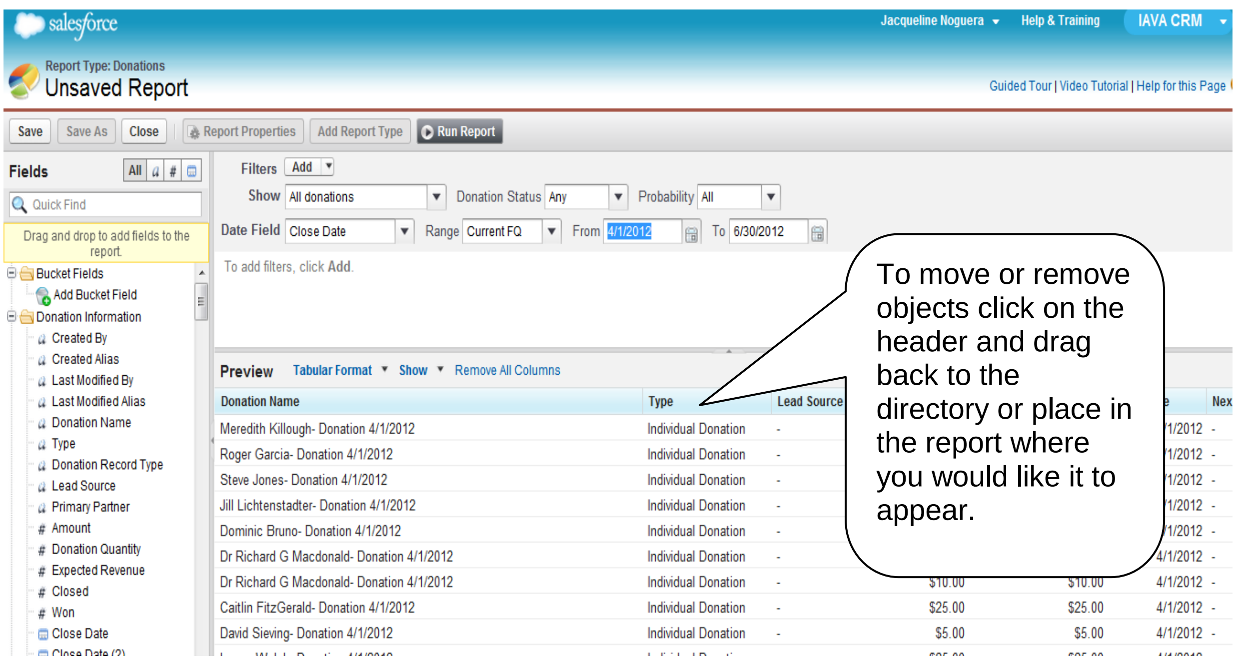


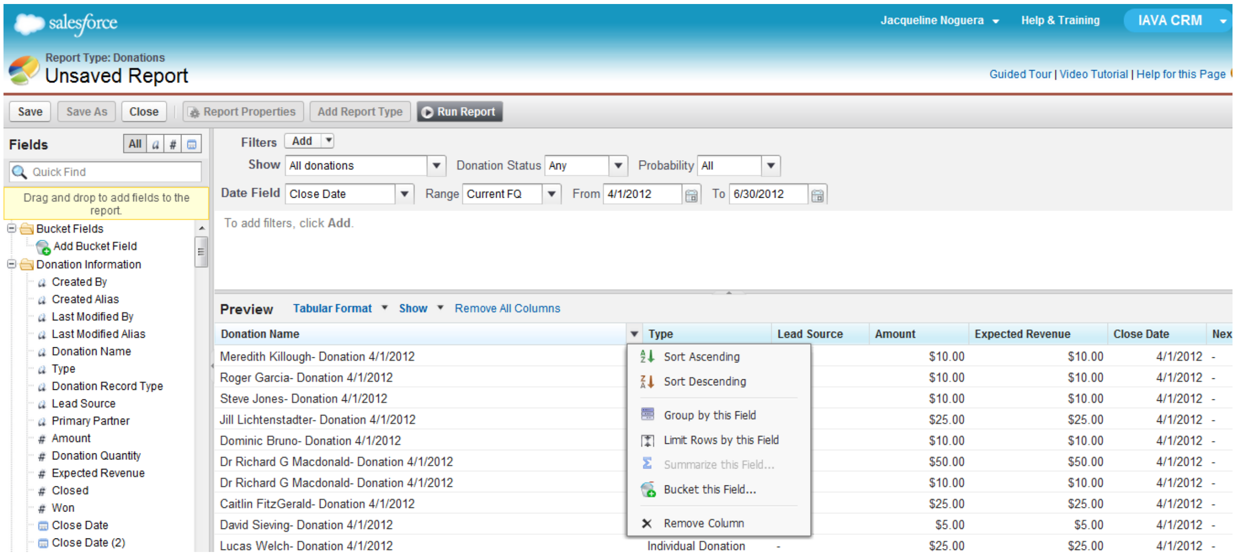
Depending on the report type the default report fields will be prefilled with helpful fields that may relate to your report. For the most part, these fields are relevant to your report. You may want to add additional items.

To create a new donation report, use the search feature and type in **DONATIONS**. Now you will see several donation report types. Type in the Quick Field what you need in your report. In **WEEKLY DONATION REPORTS**, you will need the following:

- **CLOSE DATE**
- **AMOUNT**
- **NAME OR ORGANIZATION NAME**
- **TYPE**

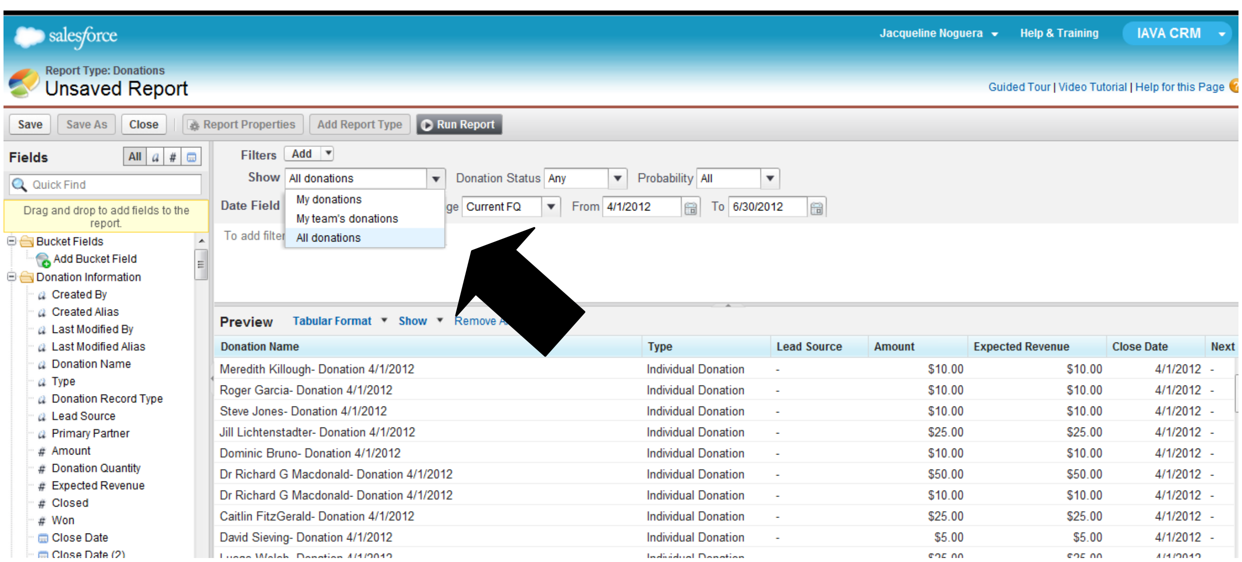
You can drag each object into the report matrix and place wherever you like. As you click and drag the object into the report you will notice that the object sometimes changes to the color green. This signals that the object is in the correct 'zone' to be dropped. To **DELETE** items from the report matrix just click and drag the object back to the original object directory column on the left.

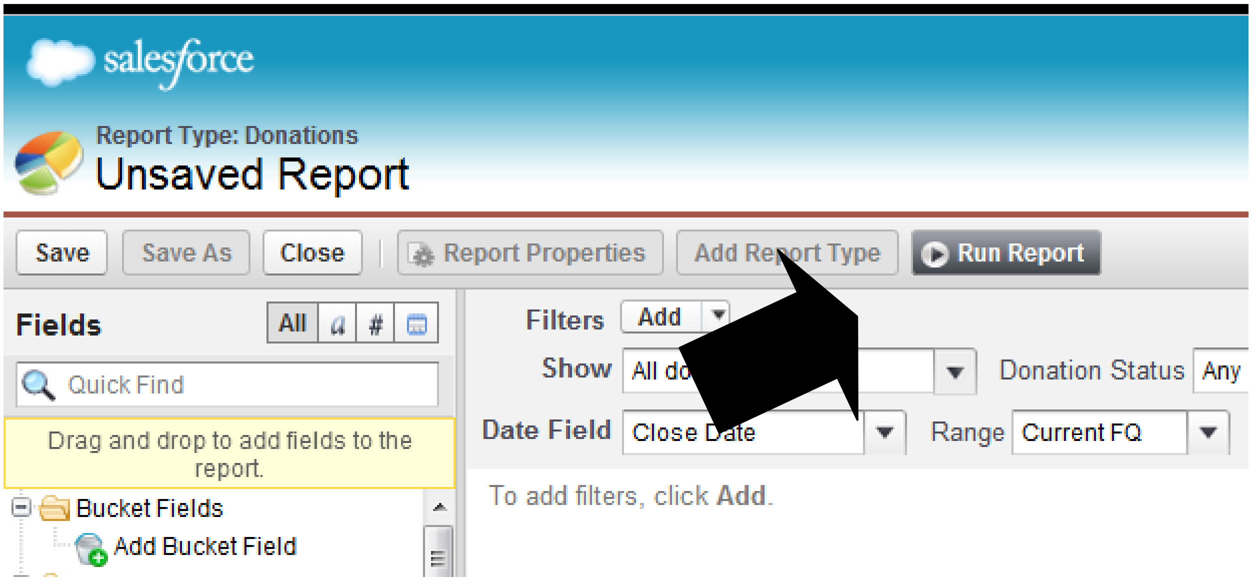




You can sort by any object in the report matrix by clicking the **COLUMN HEADER/OBJECT**. Ascending order is signified by an upward facing arrow to the right of the column header. Click again for descending.

At the top you can click on the SHOW DROPDOWN menu and select all donations. To define a date range, choose an option from the drop down menu or type in a specific date range. You can now click **RUN REPORT** to pull the data that you selected for.

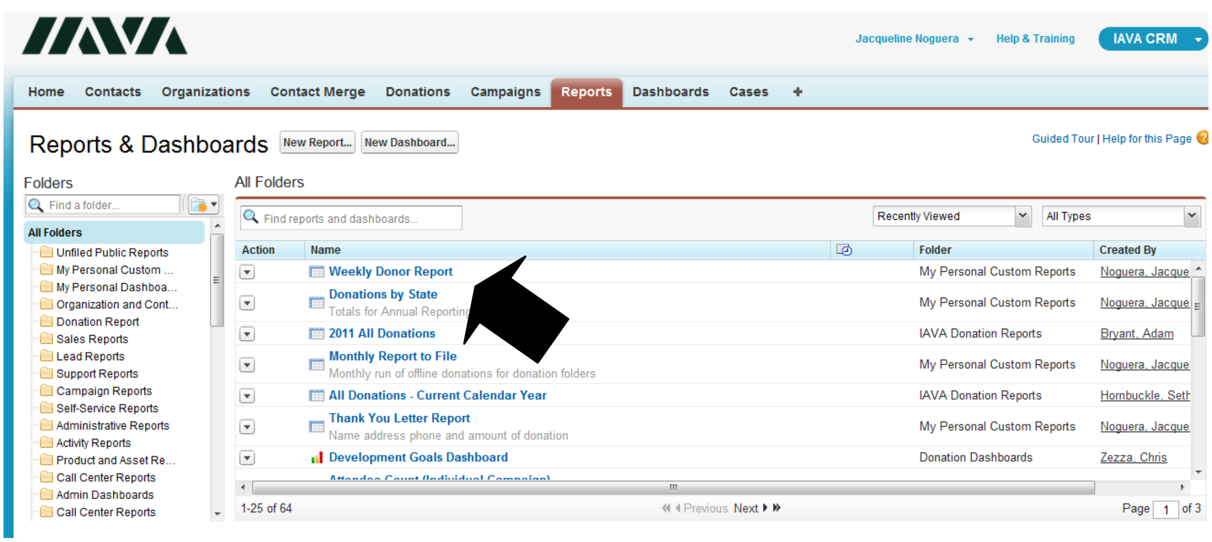



salesforce
Report Type: Donations
Unsaved Report
Save
Save As
Close
Report Properties
Add Report Type
Run Report
Fields
All
Quick Find
Drag and drop to add fields to the report.
Bucket Fields
Add Bucket Field
Filters
Add
Show
Donation Status
Any
Date Field
Close Date
Range
Current FQ
To add filters, click Add.

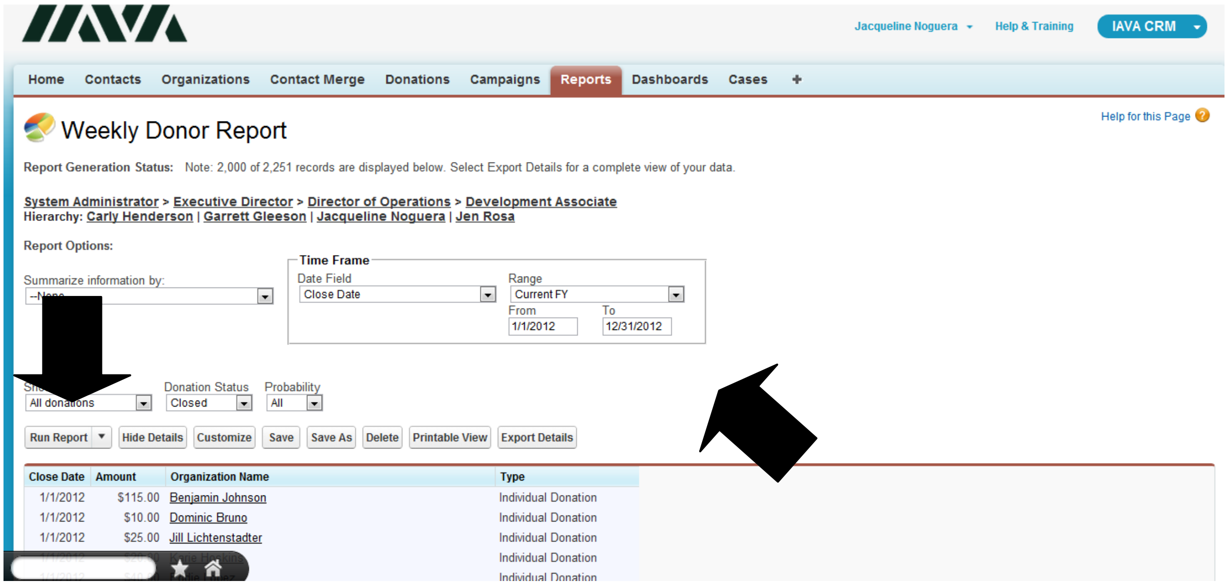
THE WEEKLY DONOR REPORT

Click on the REPORTS TAB

Double click on the **WEEKLY DONOR REPORT** to run the report.



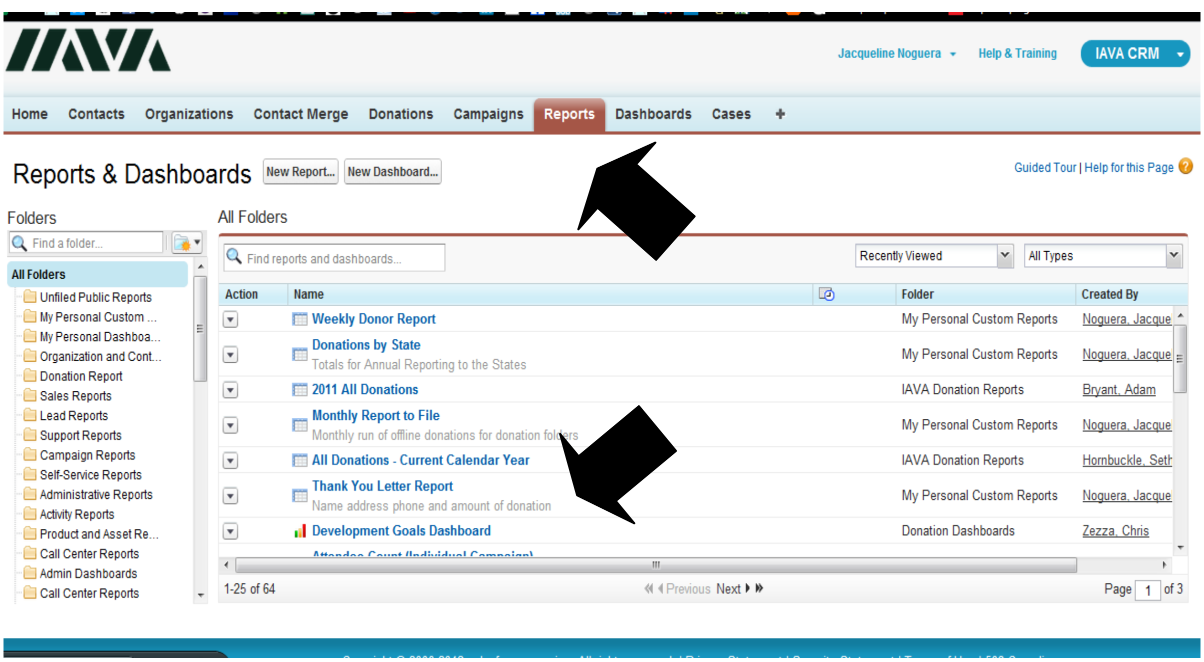
Change the date range to the dates you require and press **RUN REPORT**



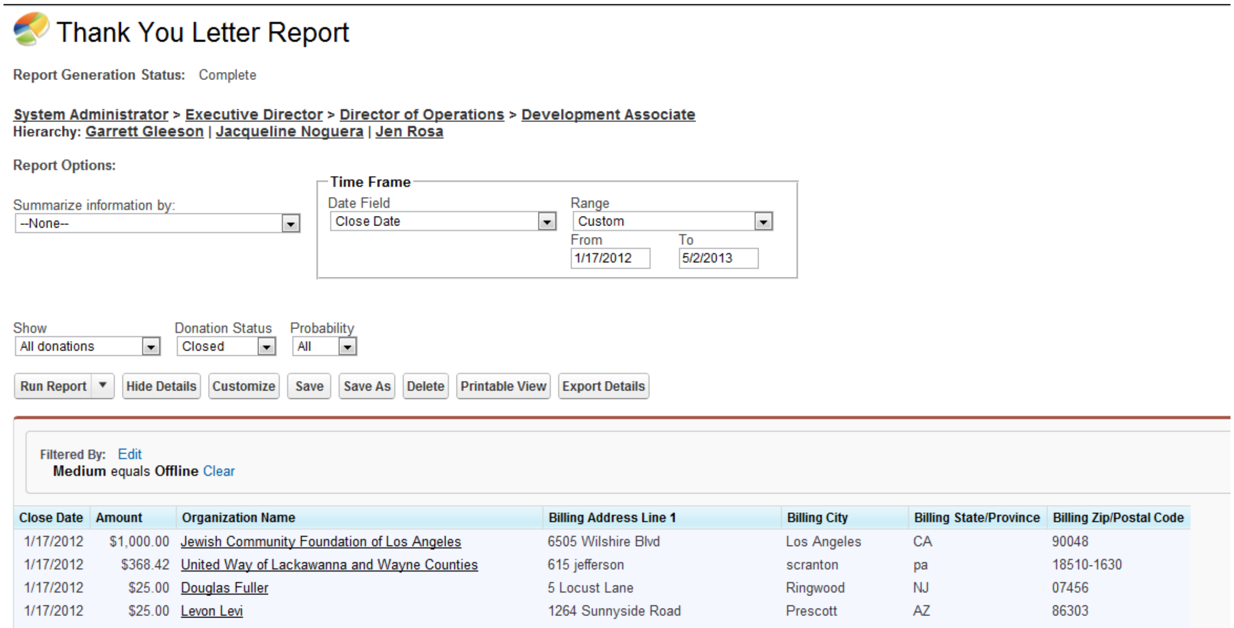
THANK YOU LETTER REPORT

Click on the **REPORTS TAB**

Choose the **THANK YOU LETTER REPORT**



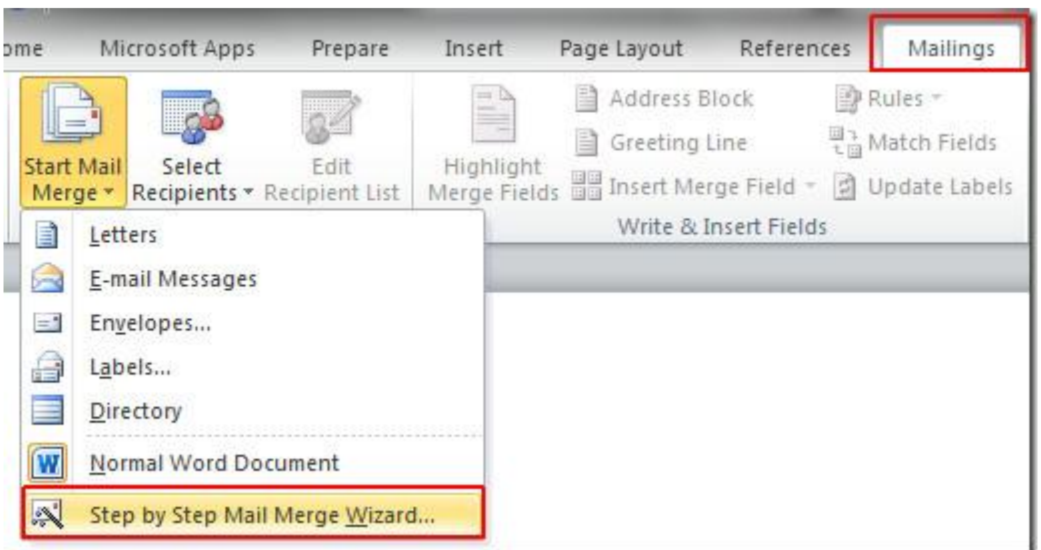
Change the date range to the dates you require and press **RUN REPORT**



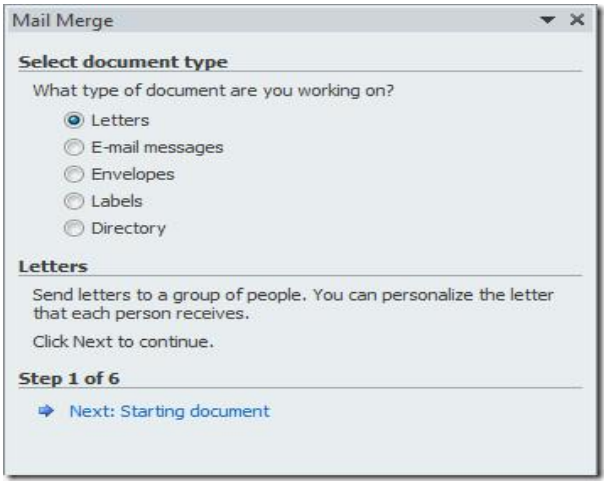
THANK YOU NOTES AND MAIL MERGE

WORD includes **MAIL MERGE** feature, which enables user to create documents (Letter, Emails, Fax etc) that are essentially the same but contains unique elements such as recipient Name, Address, Contact No, City, State, etc. It helps user to create a document for multiple recipients more easily by just selecting recipient names and choosing the document. Personal details of the respective recipient will be automatically added in the document which prevents users to write each recipient's personal info in every document, eventually saving a lot of time.

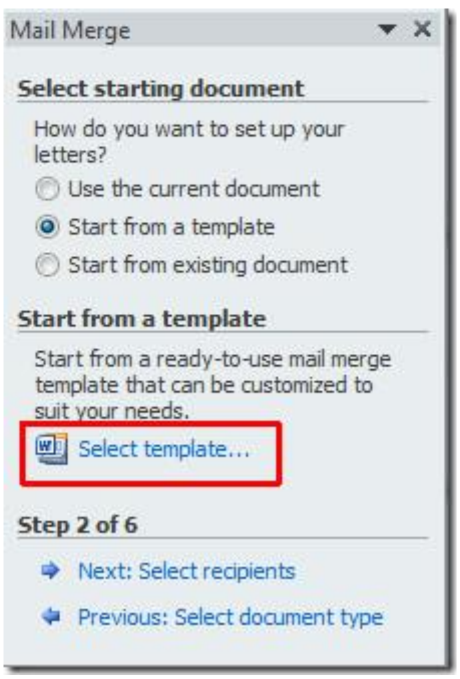
Launch Word 2010, Navigate to **MAILINGS** tab, and from **START MAIL MERGE** options, click *Step by Step Mail Merge Wizard.*



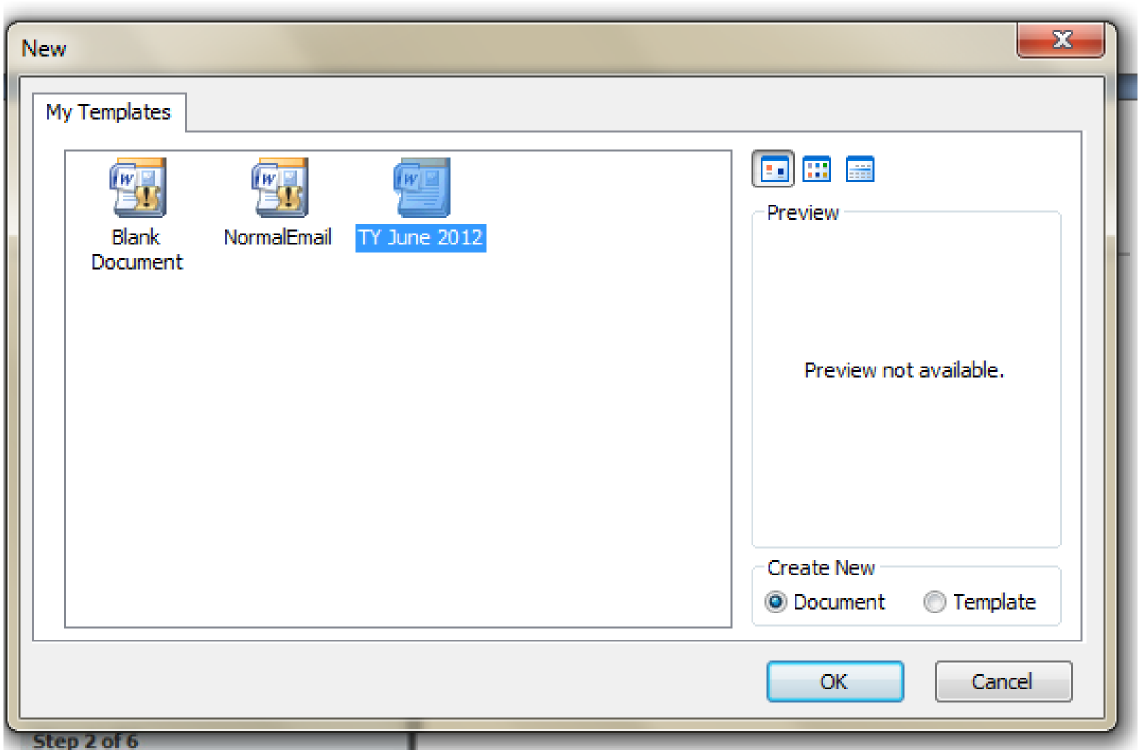
This will bring up **MAIL MERGE** dialog at the side of the Word document window, here you can specify type of document you want to create, we will select **LETTERS***,* click **NEXT***:* **STARTING DOCUMENT** from the bottom of the dialog.



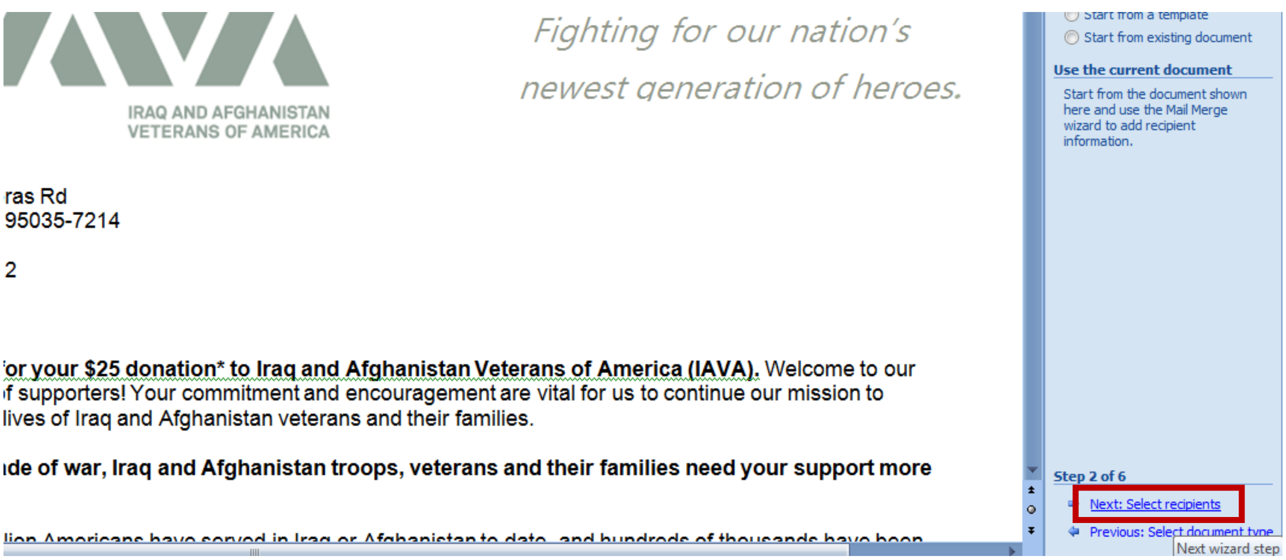
In this step, you will be provided with different options to create **LETTERS**, choose simple procedure by selecting by template. Click **SELECT TEMPLATE**.



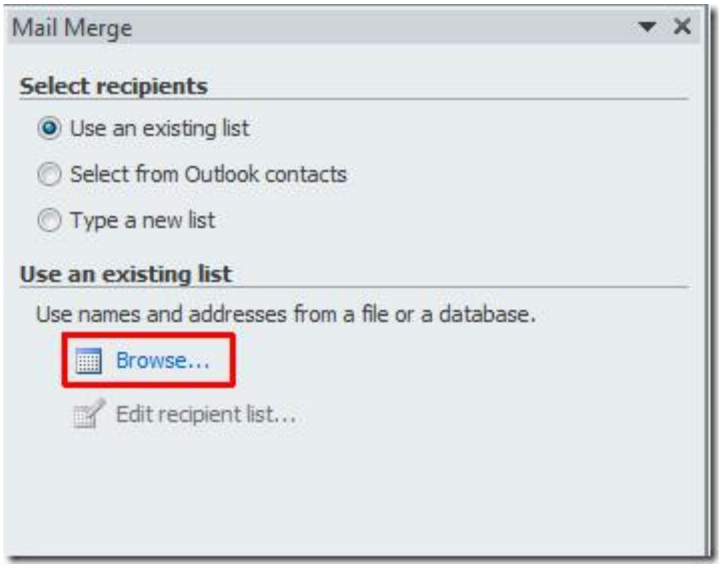
This will bring up *Select template* dialog, choose a suitable template. We will be using **TY JUNE 2012** template. Click **OK** to continue.



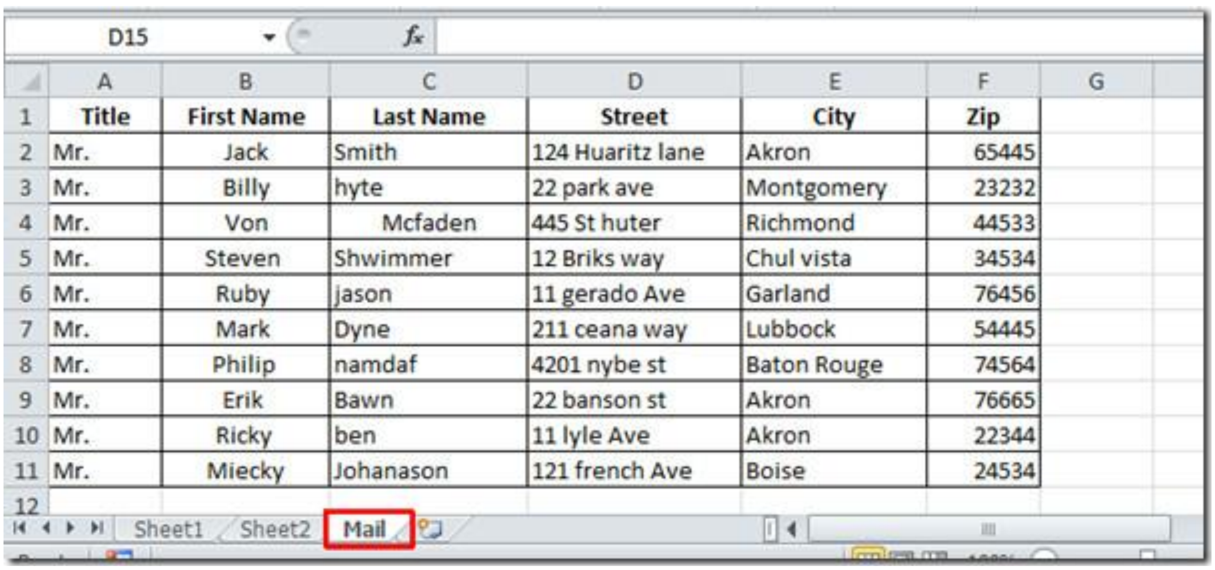
At the left side of the window you can see the template is imported into document, from right-pane, click **NEXT***:* **SELECT RECIPIENTS.**.



In this step, you can choose different options to import recipient list, we will select an existing list, hit Browse to import desired recipients list.

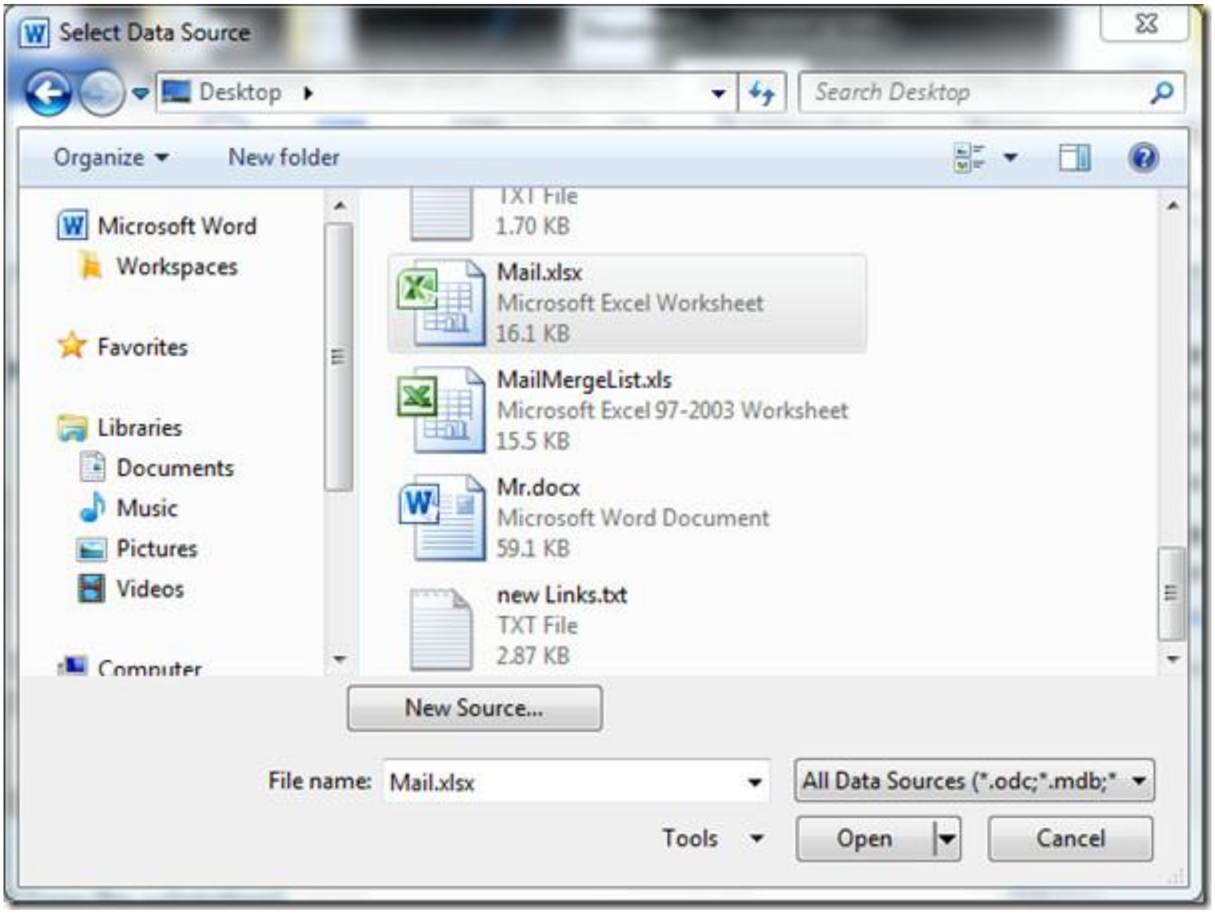


Using the recipients list created In **EXCEL 2010**. The name of the worksheet is **MAIL.** Import to Word **MAIL MERGE**.

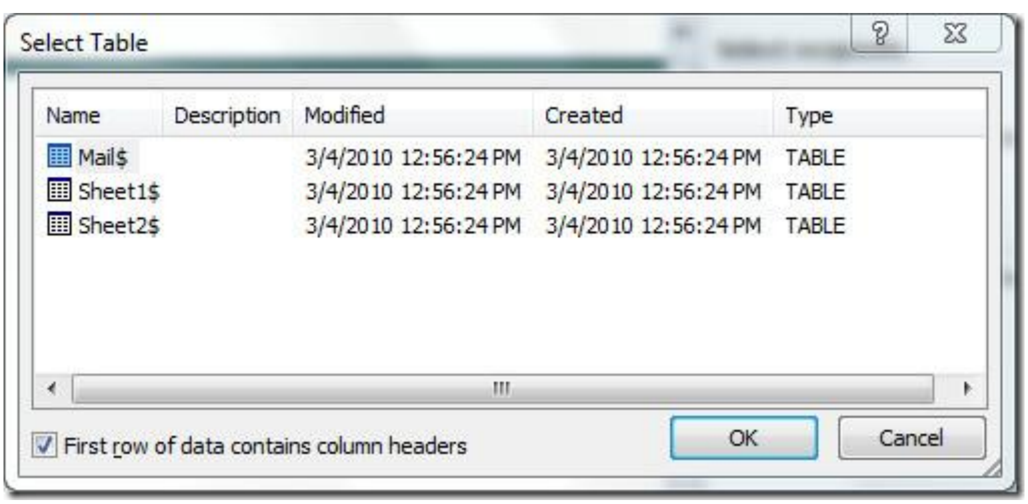


Title	First Name	Last Name	Street	City	Zip
Mr.	Jack	Smith	124 Huaritz lane	Akron	65445
Mr.	Billy	hyte	22 park ave	Montgomery	23232
Mr.	Von	Mcfaden	445 St huter	Richmond	44533
Mr.	Steven	Shwimmer	12 Briks way	Chul vista	34534
Mr.	Ruby	jason	11 gerado Ave	Garland	76456
Mr.	Mark	Dyne	211 ceana way	Lubbock	54445
Mr.	Philip	namdaf	4201 nybe st	Baton Rouge	74564
Mr.	Erik	Bawn	22 banson st	Akron	76665
Mr.	Ricky	ben	11 lyle Ave	Akron	22344
Mr.	Miecky	Johanason	121 french Ave	Boise	24534

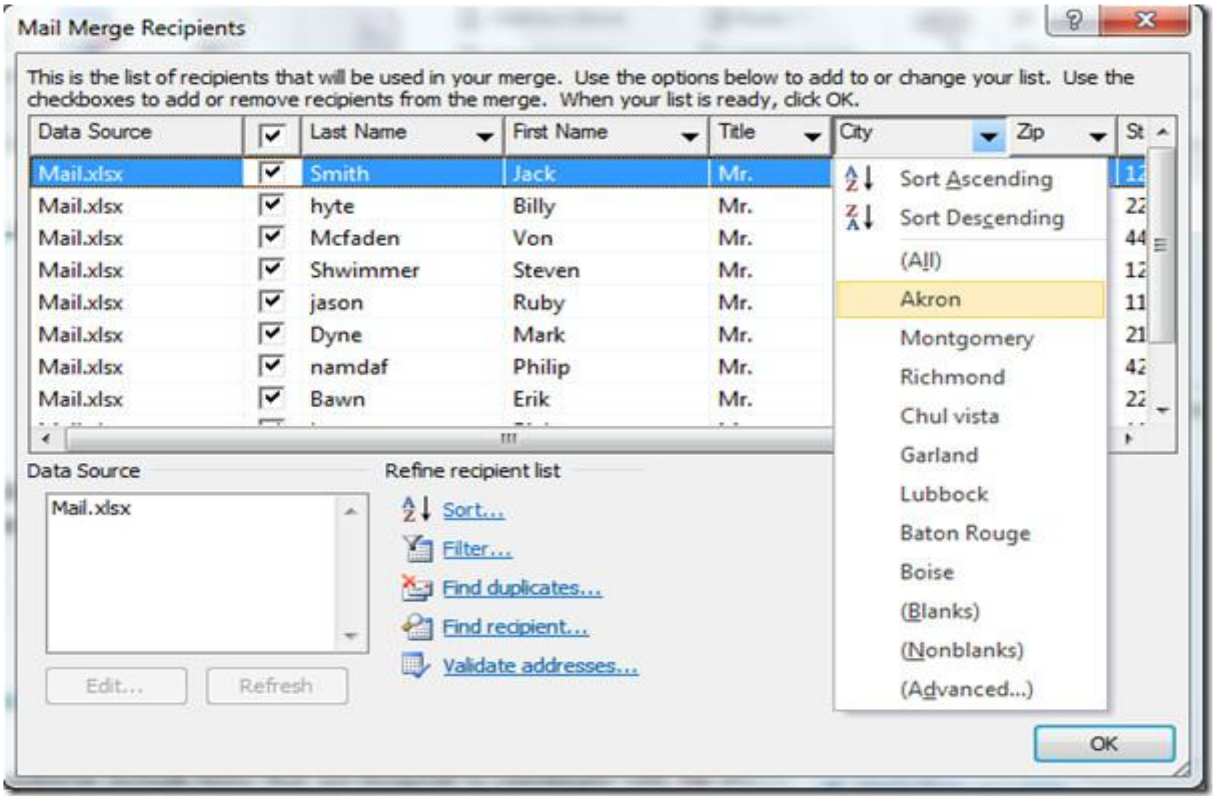
Choose an Excel worksheet, click **OPEN** to import.



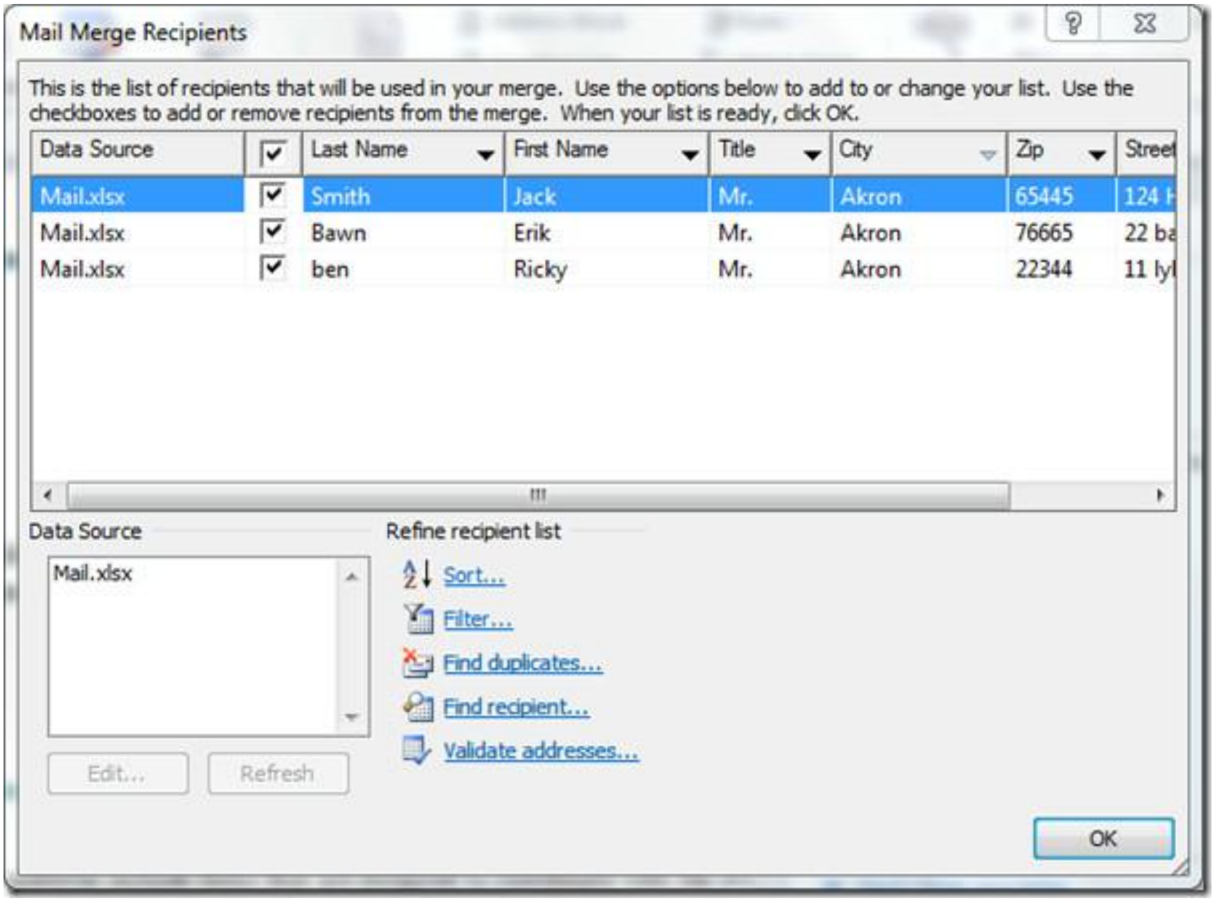
SELECT TABLE dialog will appear, now choose the worksheet which contains required data, if first row contains column headings, then enable *First row of data contains column headers* option, and click **OK**.



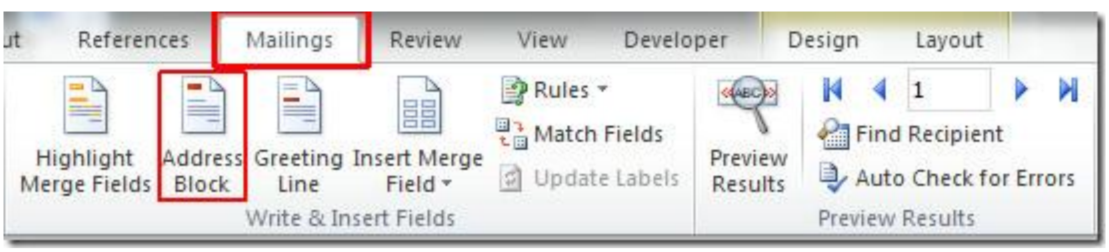
You will see the *Mail* worksheet in the *Mail Merge Recipients* dialog. Here you can filter down the recipients on the basis of column headings. If we want to send letters to the recipients living in city *Akron.*We will select Akron from *City* drop-down options.



Upon click, it will show only the recipients living in Akron. Here you can also perform different actions over the list such as; *Sort, Filter, Find duplicates, Find recipients,* and *validate address.* Click *OK* to proceed further.

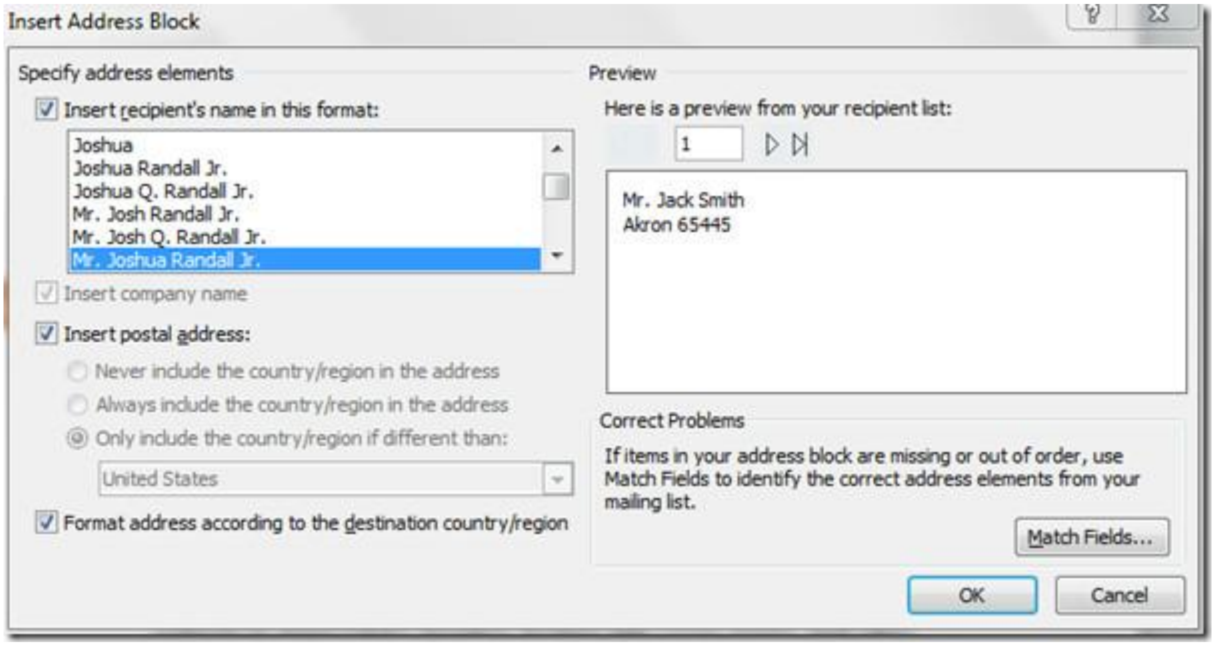


Now navigate to *Mailings* tab, and click *Address Block.*

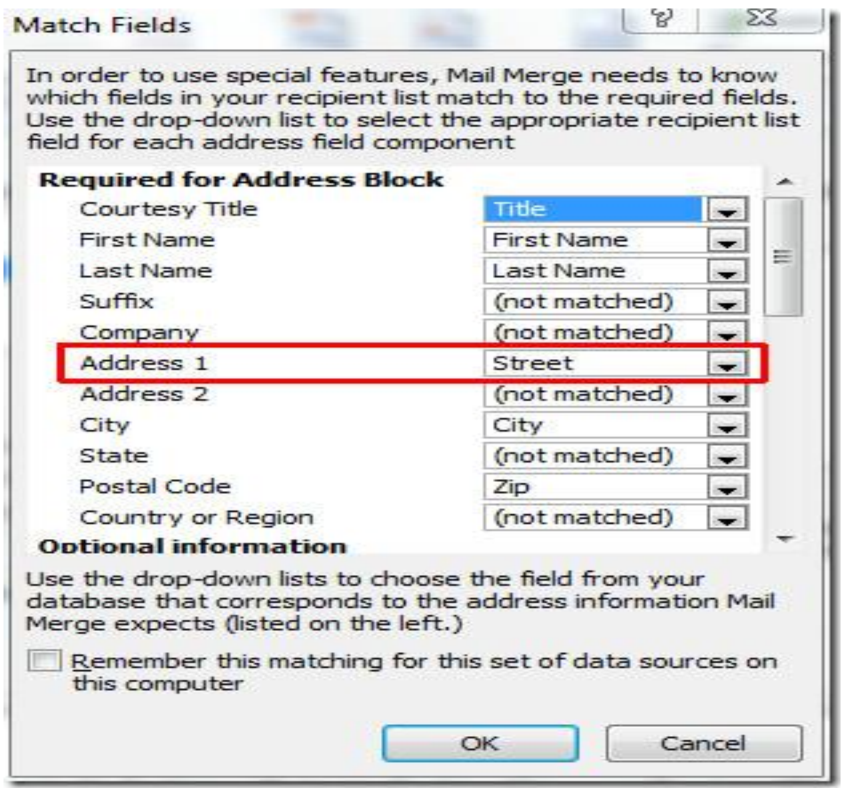


You will reach *Insert Address Block* dialog, from *Specify address elements,* choose format in which you want to show recipient name.

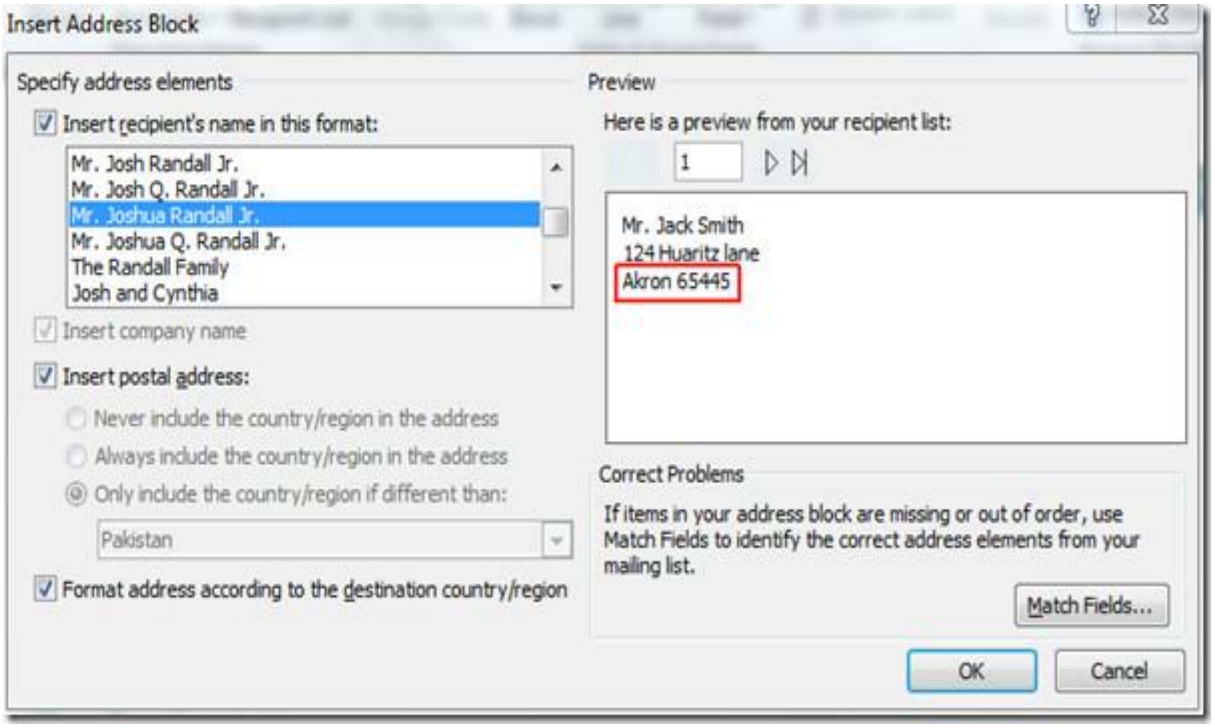
Under *Preview* you can see the preview of the changes that affects. Under *Correct problems, click Match Fields* to insert new field in the letter, as we want to include address of the recipient.



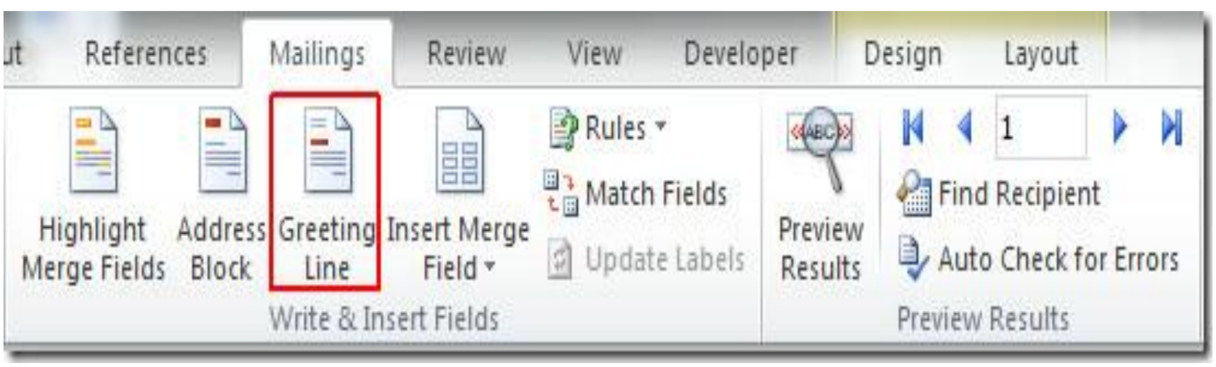
Match Fields dialog will appear, now from *Address 1* options select Street. That will include the name of the street. You can also include other fields if required. Click *OK* to continue.



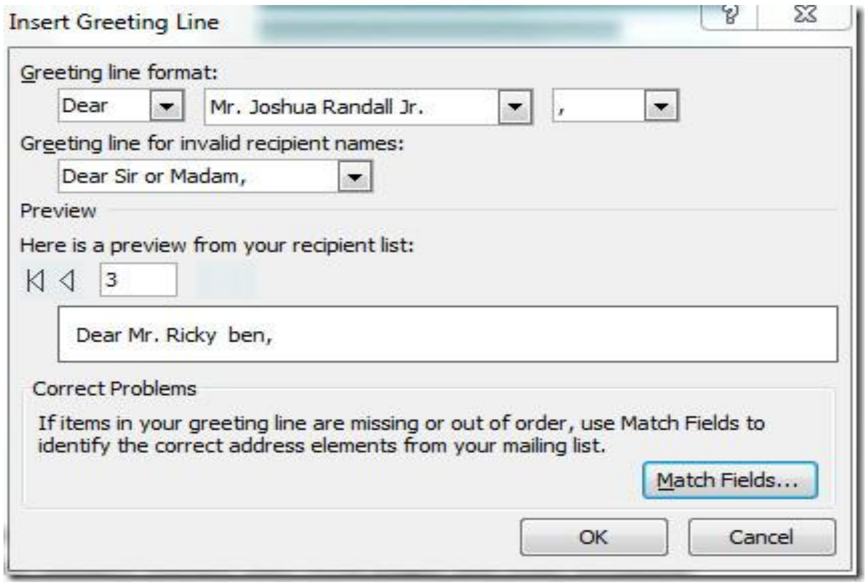
You will see the address is added in to the format as shown the screenshot below. Click *OK* to continue.



Now we will customize the greeting message, for that navigate to *Mailings* tab, and click *Greeting Line.*

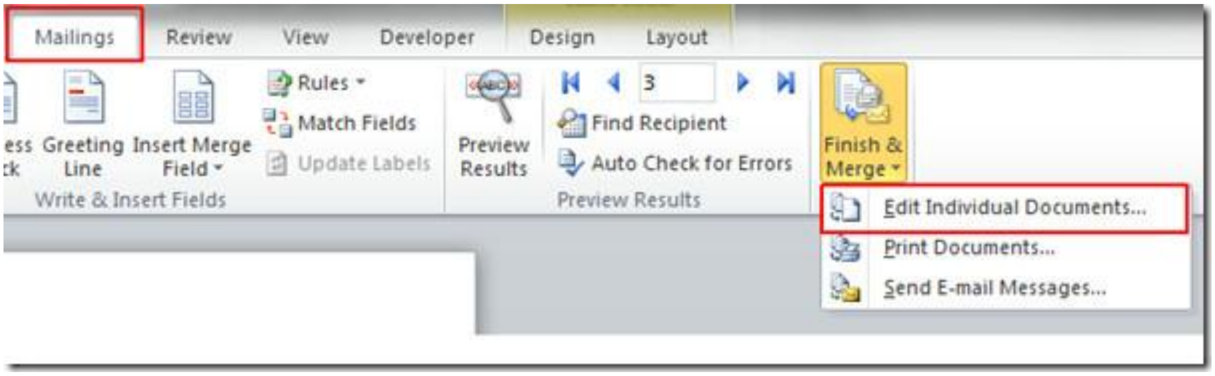


In *Insert Greeting Line* dialog, you can choose desired greeting format from *Greeting Line format.* Under *Greeting line for invalid recipient names* choose the format for unknown recipients. Under Preview, it show the preview of of the changes you made. Click *OK* to continue.

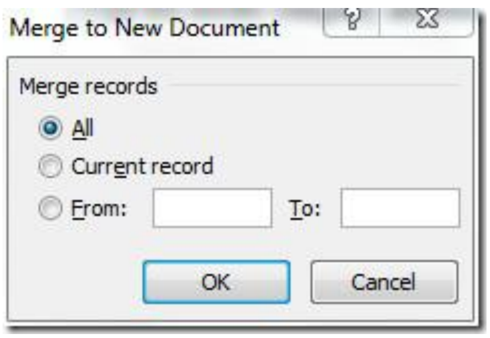


Now to make *Address Block* more prominent, navigate to *Home* and apply color and font styles over it.

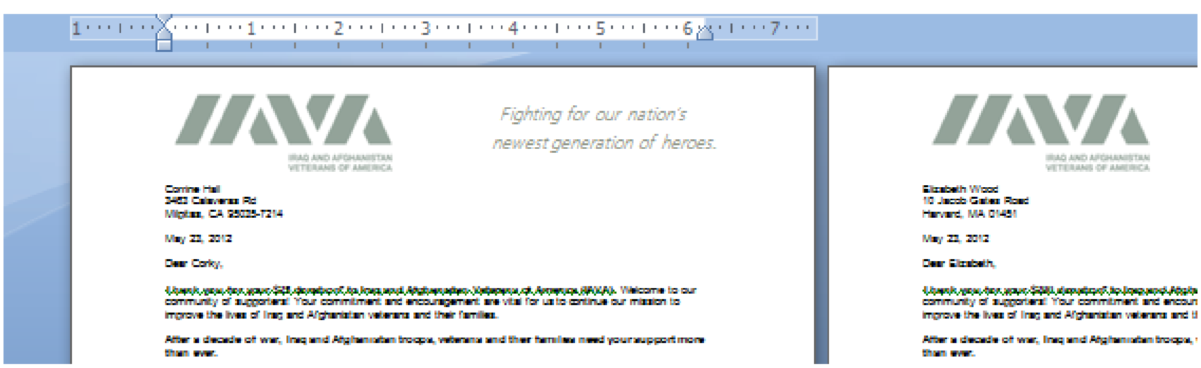
Navigate to *Mailings* tab, and from *Finish & Merge* menu, click *Edit Individual Documents.*



It will bring *Merge to New Document* dialog, you can choose *Current record,* we will select *All* to view all the recipients. Click *OK* to show the letter of each recipient.



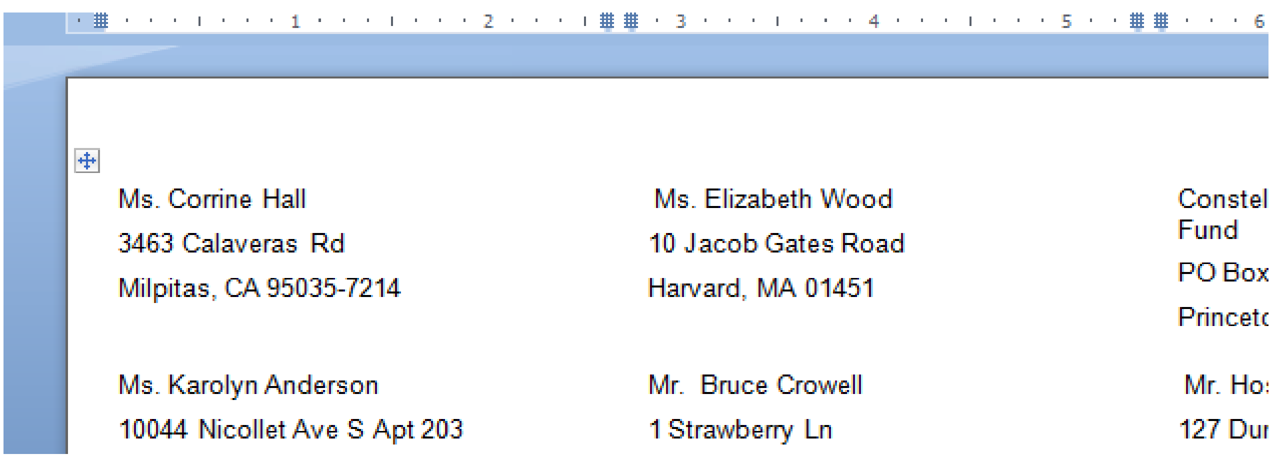
Now as you can see in the screenshot below, Mail Merge created letters of each recipients residing in city Akron with their respective street names.



By using Mail Merge, you can also create:

A set of labels or envelopes: The return address is the same on all the labels or envelopes, but the destination address is unique on each one.

A set of form letters, e-mail messages, or faxes: The basic content is the same in all the letters, messages, or faxes, but each contains information that is specific to the individual recipient, such as name, address, or some other piece of personal data.

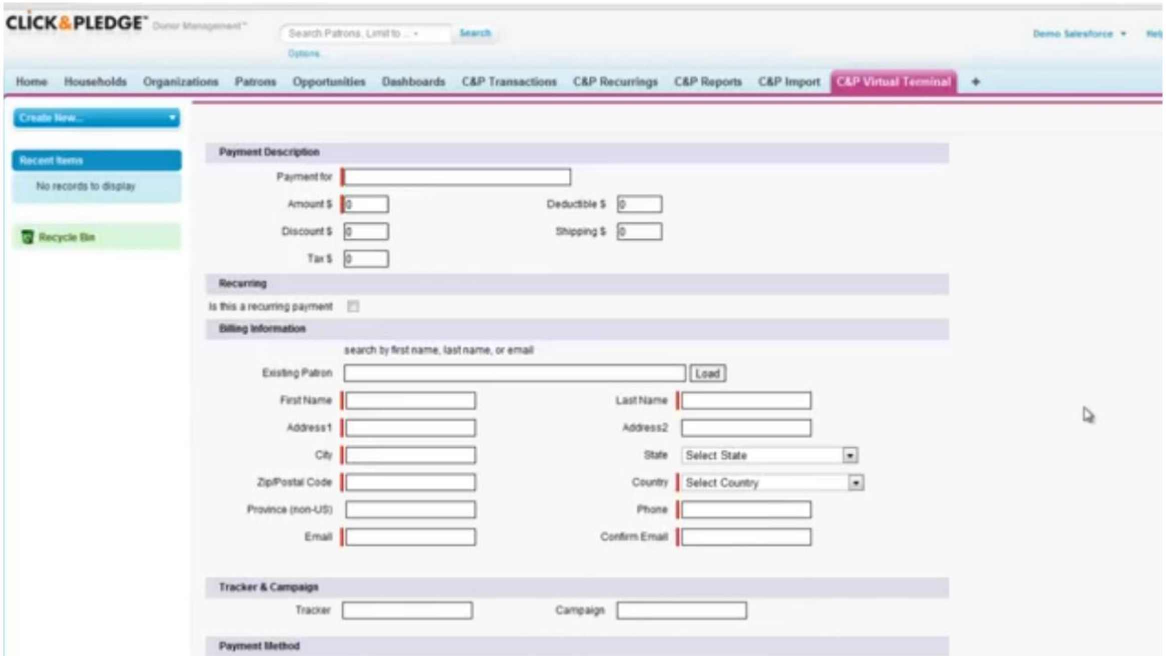


CLICK AND PLEDGE

Within the Click and Pledge donor management system is a virtual terminal where you can manually run credit card and echeck transactions.

To run a transaction you simply fill in the required fields

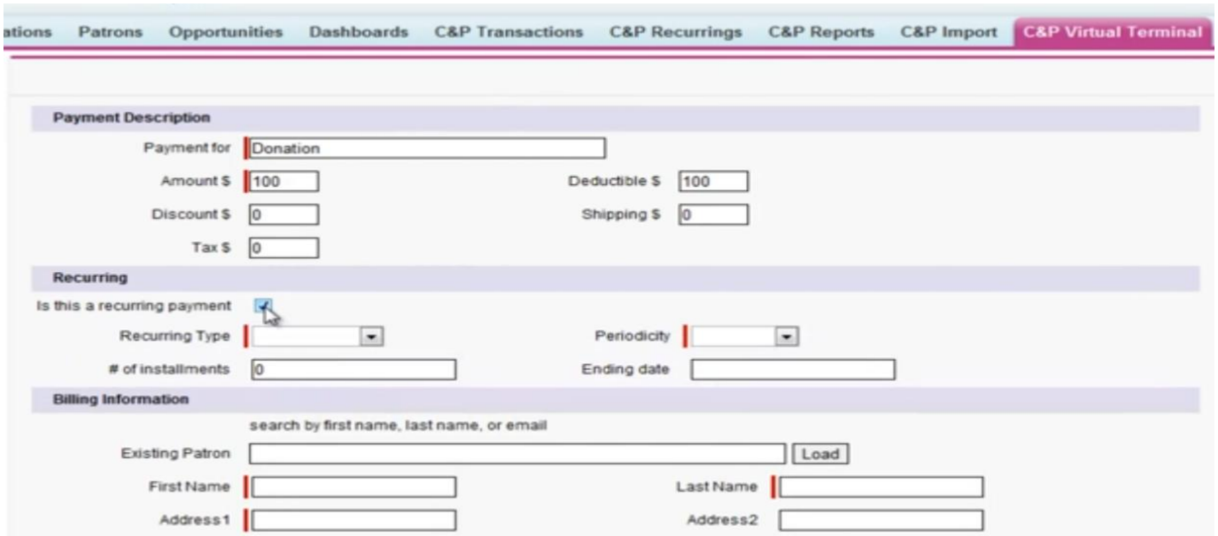
Required fields are marked in **RED.**



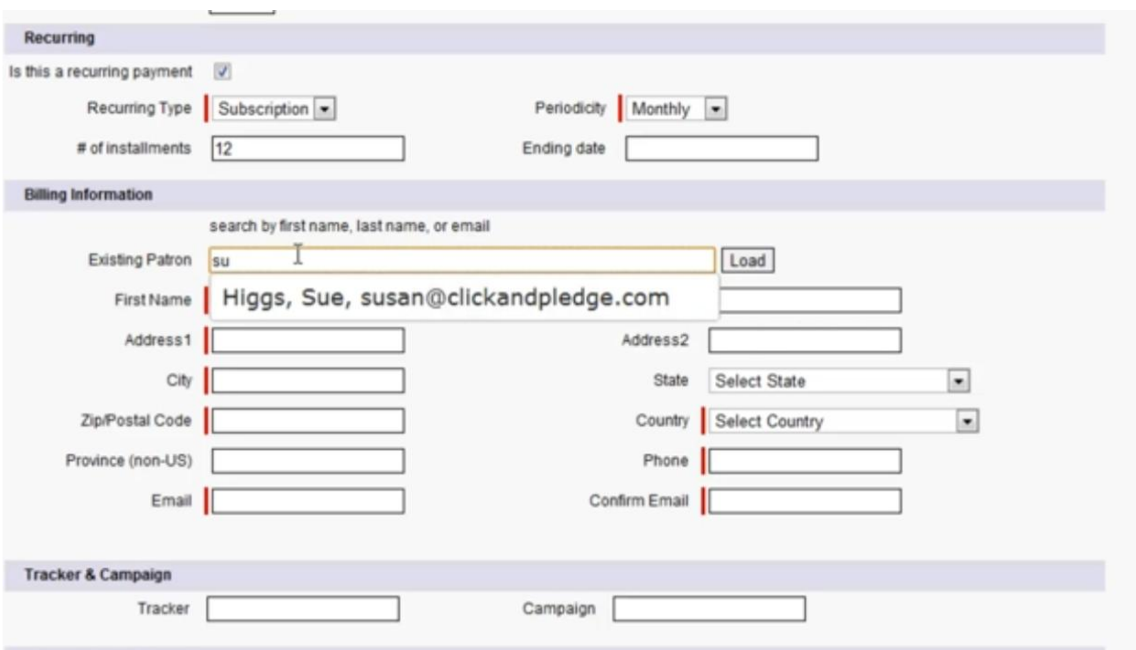
RECURRING PAYMENT

You may also set up a transaction to be a recurring transaction.

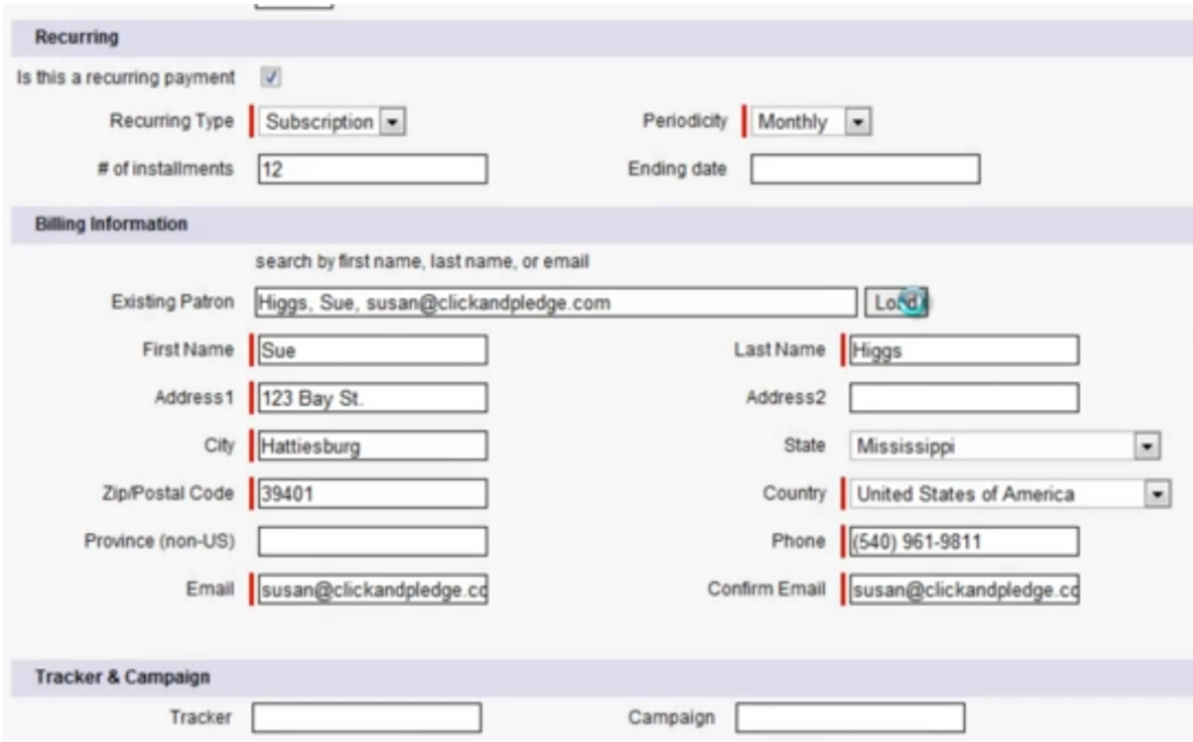
There are two different types of recurring transactions. The installment option will break a larger amount into smaller amounts like an installment plan. The subscription option repeats the same transaction amount. Both plans allow you to choose the period of time the payment is to reoccur and the length of time it will last.



Here under the billing information the system does allow you to look up an established donor within the click and pledge donor management application. You can look them up using first name, last name or email address.



Click on it and then click **LOAD** and the data will autofill the information for you.



Recurring

Is this a recurring payment ☑

Recurring Type: Subscription | Periodicity: Monthly

# of installments: 12 | Ending date:

Billing Information

search by first name, last name, or email

Existing Patron: Higgs, Sue, susan@clickandpledge.com [Load]

First Name: Sue | Last Name: Higgs

Address1: 123 Bay St. | Address2:

City: Hattiesburg | State: Mississippi

Zip/Postal Code: 39401 | Country: United States of America

Province (non-US): | Phone: (540) 961-9811

Email: susan@clickandpledge.co | Confirm Email: susan@clickandpledge.co

Tracker & Campaign

Tracker: | Campaign:

If that person is not a current donor in the system then simply just fill in the fields.

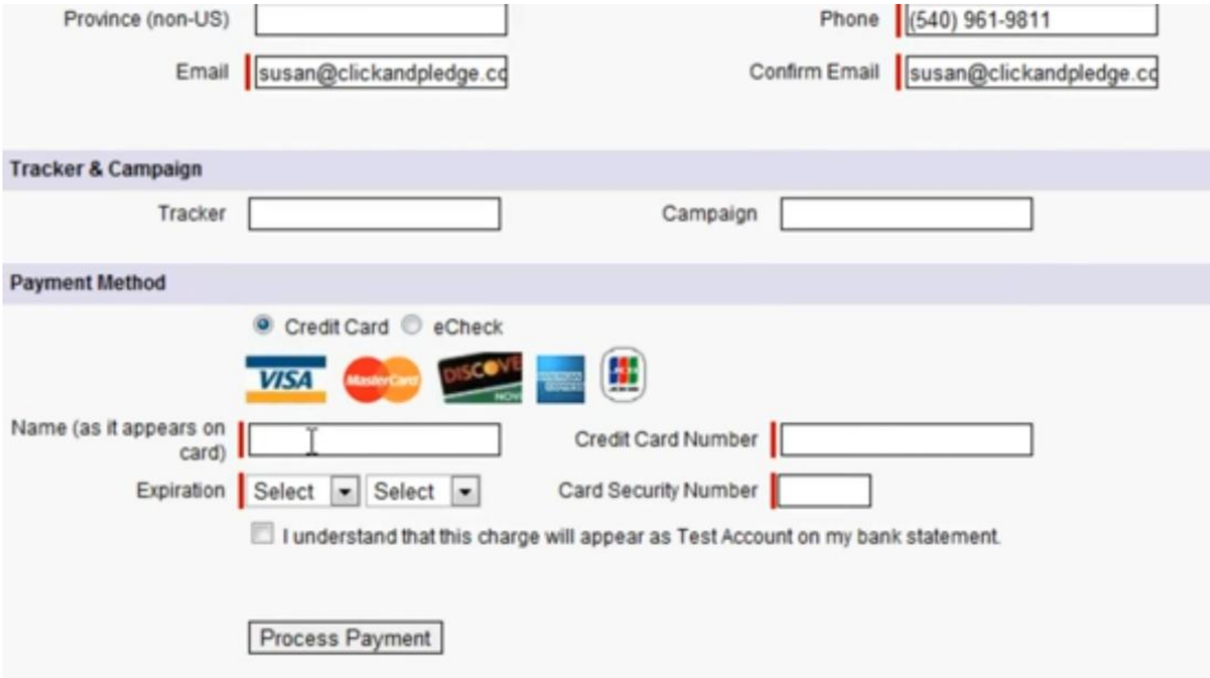
The system uses a person's email address to recognize if is is a new donor or existing one.

Since donors may have the same last names first names etc. but not the same email address it is a good way to identify donors. Basically this is used as a unique identifier.

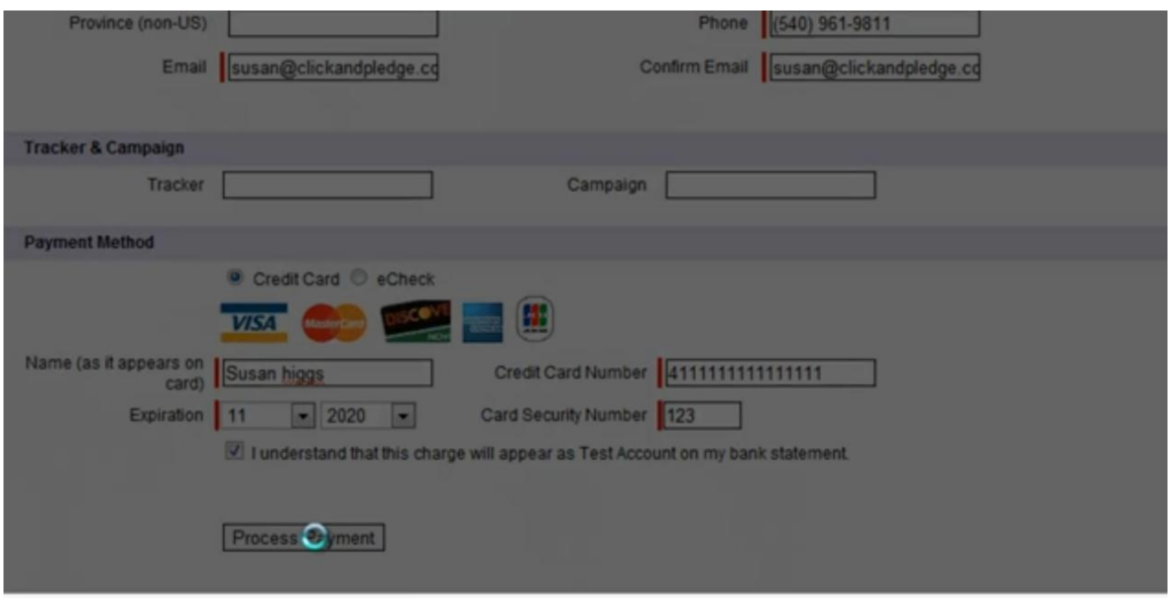
To make sure that the data being put inot the system is accurate please use the donor's correct email address.

Tracker and Campaign information can also be added and be aware that it is case sensitive.

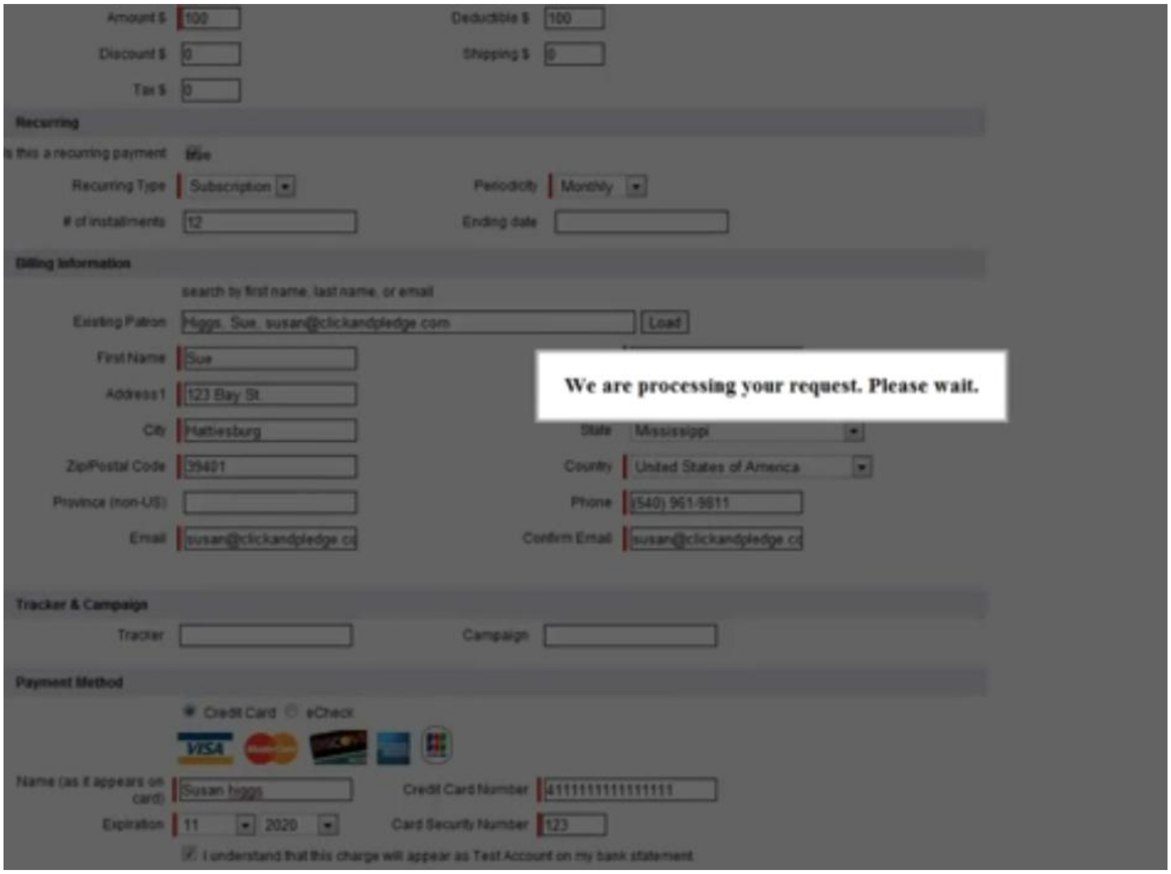
Under pay method you can choose credit and echeck and then put that information in those fields.



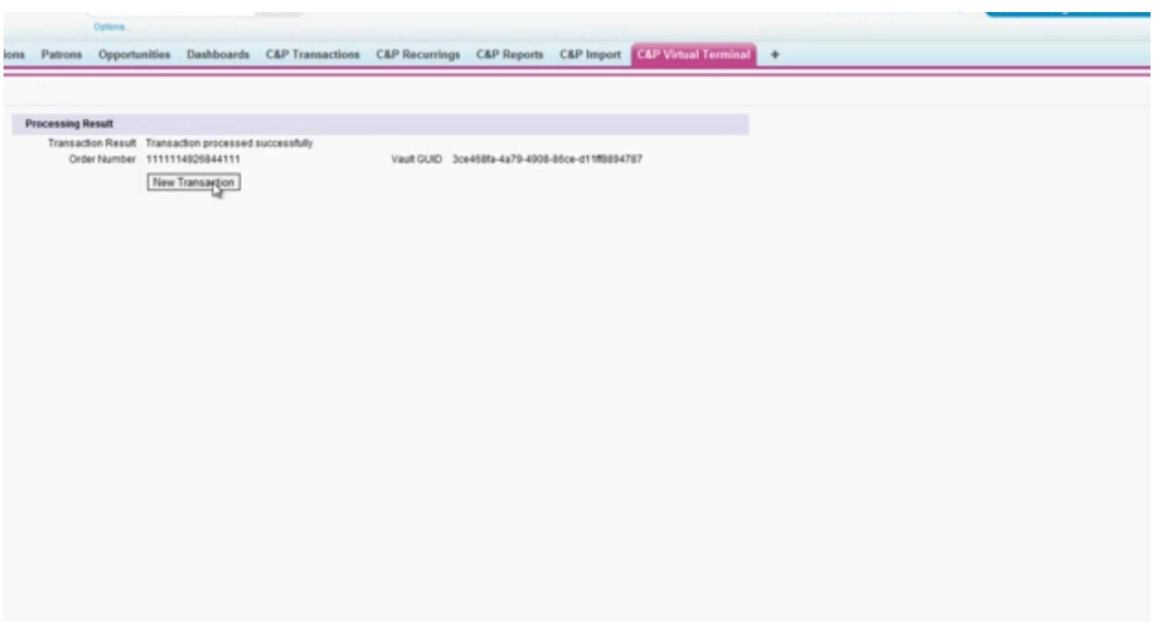
Click on" I understand that this charge will appear as IAVA on my bank statement"
Then click PROCESS PAYMENT to begin the transaction process.



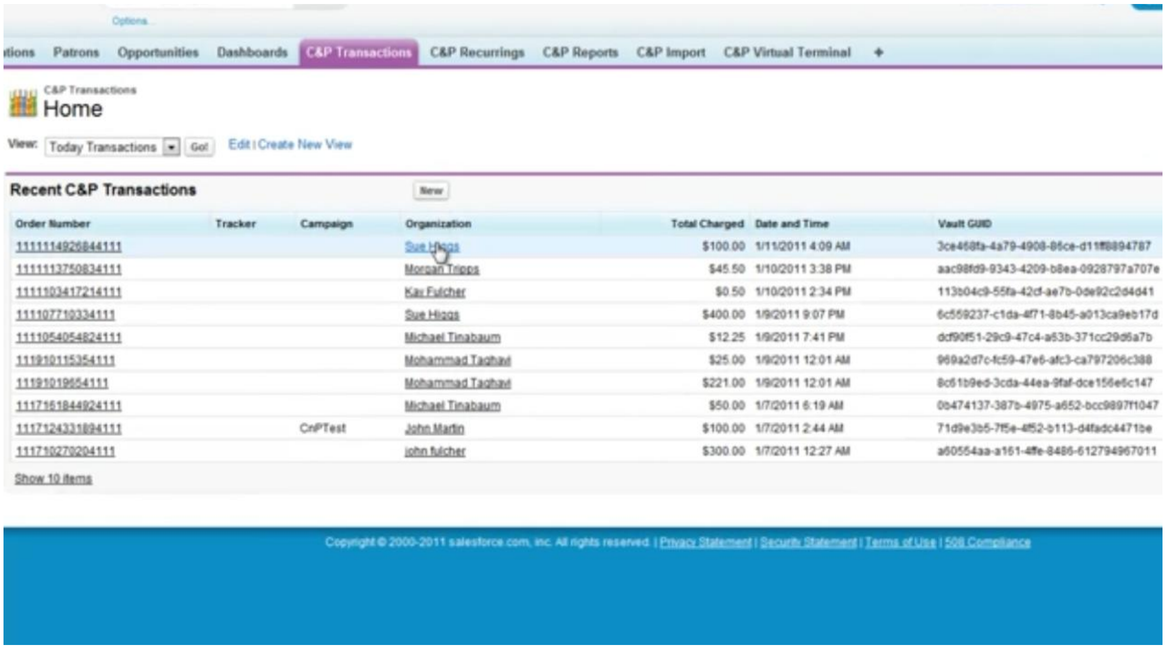
The next screen will inform you that the transaction is being processed.



The next screen give notification that the transaction has been processed.

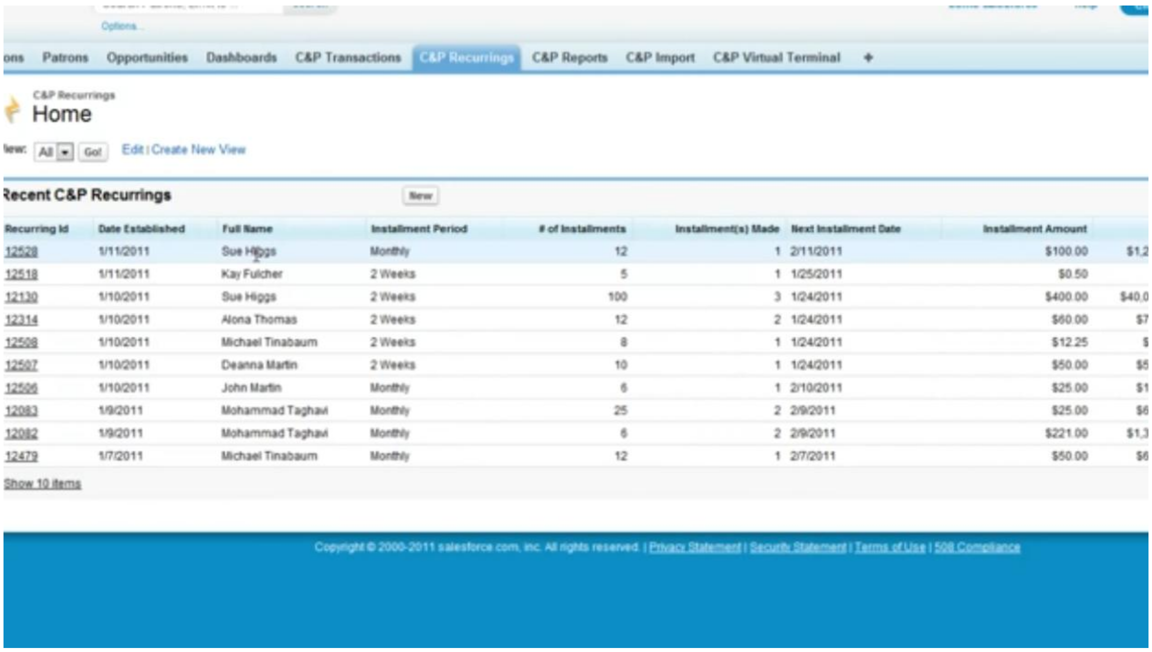


You can click on the C&P transactions tab to see the transaction listed there.



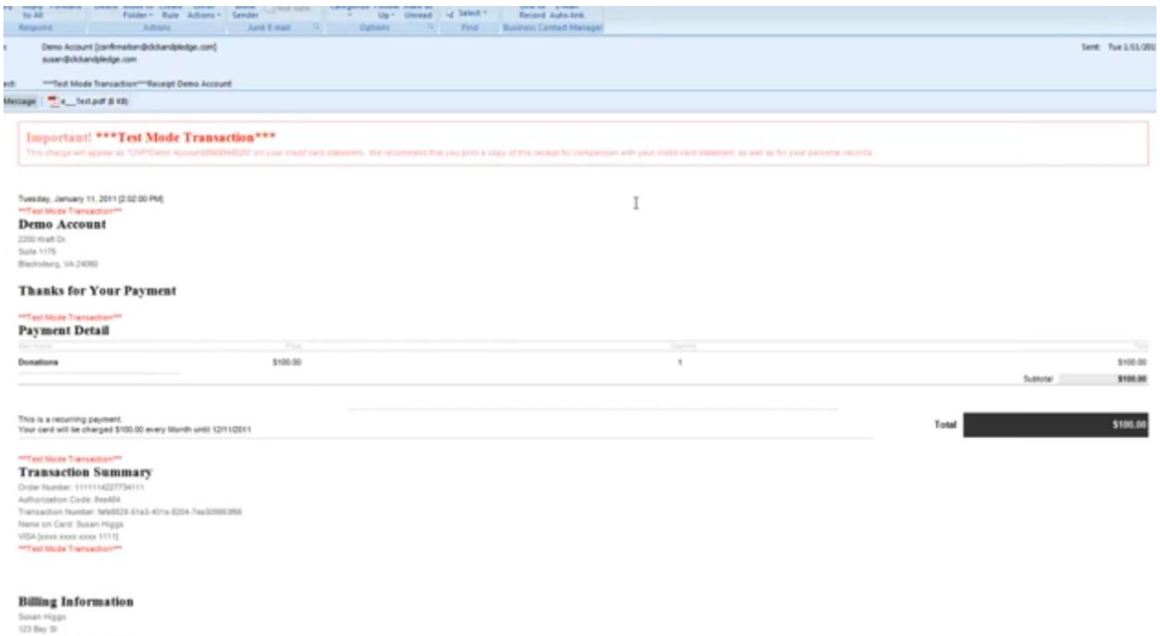
Order Number	Tracker	Campaign	Organization	Total Charged	Date and Time	Vault GUID
1111114926844111			Sue Higgs	$100.00	1/11/2011 4:09 AM	3ce468fa-4a79-4908-86ce-d11ff8894787
1111113750834111			Morgan Tripps	$45.50	1/10/2011 3:38 PM	aac98fd9-9343-4209-b8ea-0928797a707e
1111103417214111			Kay Fulcher	$0.50	1/10/2011 2:34 PM	113b04c9-55fa-42cf-ae7b-0de92c2d4d41
111107710334111			Sue Higgs	$400.00	1/9/2011 9:07 PM	6c559237-c1da-4f71-8b45-a013ca9eb17d
1111054054824111			Michael Tinabaum	$12.25	1/9/2011 7:41 PM	dcf90f51-29c9-47c4-a63b-371cc29d6a7b
111910115354111			Mohammad Taghavi	$25.00	1/9/2011 12:01 AM	969a2d7c-fc59-47e6-afc3-ca797206c388
11191019654111			Mohammad Taghavi	$221.00	1/9/2011 12:01 AM	8c61b9ed-3cda-44ea-9faf-dce156e6c147
1117161844924111			Michael Tinabaum	$50.00	1/7/2011 6:19 AM	0b474137-387b-4975-a652-bcc9897f1047
1117124331894111		CnPTest	John Martin	$100.00	1/7/2011 2:44 AM	71d9e3b5-7f5e-4f52-b113-d4fadc4471be
111710270204111			john fulcher	$300.00	1/7/2011 12:27 AM	a60554aa-a161-4ffe-8486-612794967011

And it will also appear under the C&P recurring tab.



Recurring Id	Date Established	Full Name	Installment Period	# of Installments	Installment(s) Made	Next Installment Date	Installment Amount	
12528	1/11/2011	Sue Higgs	Monthly	12	1	2/11/2011	$100.00	$1,2
12518	1/11/2011	Kay Fulcher	2 Weeks	5	1	1/25/2011	$0.50	
12130	1/10/2011	Sue Higgs	2 Weeks	100	3	1/24/2011	$400.00	$40,0
12314	1/10/2011	Alona Thomas	2 Weeks	12	2	1/24/2011	$60.00	$7
12508	1/10/2011	Michael Tinabaum	2 Weeks	8	1	1/24/2011	$12.25	$
12507	1/10/2011	Deanna Martin	2 Weeks	10	1	1/24/2011	$50.00	$5
12506	1/10/2011	John Martin	Monthly	6	1	2/10/2011	$25.00	$1
12083	1/9/2011	Mohammad Taghavi	Monthly	25	2	2/9/2011	$25.00	$6
12082	1/9/2011	Mohammad Taghavi	Monthly	6	2	2/9/2011	$221.00	$1,3
12479	1/7/2011	Michael Tinabaum	Monthly	12	1	2/7/2011	$50.00	$6

The next screen is a copy of the receipt that the donor will receive.



You have just completed a transaction within the Click and Pledge virtual terminal.