



## UODO CONSTITUENT AND PROSPECT DOCUMENTATION

**Author: Sami Marjanen (UODO Prospect Data Officer)**

This document outlines UODO best practice for storing various types of documentation in DARS – research profiles, event briefings, proposals, gift agreements, donor reports and fundraiser meeting contact reports.

### Documentation formats and searching

Documentation tabs in various areas of DARS enable items to be stored in two standard formats:

- As an *Attachment* (e.g. an attached Word or pdf document)
- As a text *Note* (text copied or typed into notes field)

*Media link URLs can also be stored in the Documentation tab however these are not covered by this guide*

To search or group documentation users can either filter for a specific *Note* or *Attachment* 'Type' (e.g. Biography – detail, Research, Profile) or filter on the **DARS Naming Convention** elements in the 'Title' (e.g. 'short profile' or 'UODO-RESE-ABC-event briefing').

#### **IMPORTANT consideration:**

Adding briefings and research as text in a *Note*, rather than as an *Attachment*, allows the item to be scanned for particular key words using DARS query – a function not currently available in the system for attached Word or pdf documentation

### Site Security

DARS currently enables the fundraising professional to add *Site Security* in two key areas of the system which are referenced throughout this document:

- Constituent Interactions
- Prospect Plans

DARS users can add more than one *Secure Site* to these data areas when an item needs to be shared across more than one participant, but restricted from others. For example, this enables a sensitive document to be shared between a specific college and the Central University, or between two colleges, but restricted from viewing by other participants.

All *Site Secure* items are covered by the same **Data Protection** requirements as items available for general viewing by DARS users.

**Please note** that in some cases the availability of *Site Security* largely determines where UODO stores particular groups of like documentation items in the system.

## Key areas for storing documentation in DARS

### 1) Constituent Documentation tab

The constituent Documentation tab is used to store general research profiles, biographies and event briefings. DARS *Site Security* is not available in the main constituent page so items stored as attachments or notes will not contain any confidential or sensitive information, or detail of Collegiate University giving – the information will either be available in the public domain or of a general internal University nature.

The constituent Documentation tab may also contain a range of other items including:

- Gift Aid declarations
- CVs and correspondence from the constituent
- Photographs, press coverage and links to social media sites e.g. LinkedIn
- Obituaries and deceased source details

### 2) Interaction Documentation tab

Detailed meeting and event briefings are stored in the Interaction Documentation tab as an *Attachment* (Word or pdf document) or as text in a *Note*. *Site Security* is then applied to the full Interaction if the documentation contains detail of Collegiate University giving or any other confidential or sensitive information not available in the public domain.

Interaction Documentation *Notes* and *Attachments* can be grouped and searched for using the 'Type' or 'Title' as above for the main constituent Documentation area.

**Please note** that at present, by necessity, all detailed UODO research profiles requiring *Site Security* are placed into the Interaction section, ***even on occasion when there is no actual interaction or meeting pending***, as this is the most appropriate *secure* area of DARS for the storage of confidential or sensitive documentation.

### 3) Documentation within Prospect Plans

Prospect plans can have *Site Security* applied if the Documentation tab or plan steps contain confidential or sensitive information not available in the public domain.

#### Main Plan Documentation tab

- Proposals and Gift Agreement documents are stored as an *Attachment* in the main prospect plan Documentation tab

#### Plan Step Documentation tabs

- Prospect plan steps can be used to store documentation relating to that particular stage of the solicitation, for example a **contact report** for a meeting (which is also fed through as Interaction documentation *see below*)
- Formal **donor reports** are covered by a specific process in DARS and are attached in the Documentation tab of a 'Stewardship – Donor report' type step

Plan steps provide the unique functionality of being able to feed step details and attached documentation through to the constituent Interaction page for viewing by DARS users without prospect area access – this dual process is achieved by adding a step ‘Contact Method’. This is to ensure that DARS users without prospect area access can still see detail of constituent interactions (if permitted via the assigned *Site Security*).

Steps are secured by assigning *Site Security* to the plan itself – steps are not able to be secured individually.

**Please note** that if a prospect plan is assigned a *Secure Site*, any steps that flow through to constituent Interactions (with the addition of the step ‘Contact Method’) will also share the same *Site Security* – this is particularly useful, for example, for ensuring that Contact Reports attached to a meeting step in a *secure* plan can also appear securely in the constituent Interaction page.

An Interaction fed from an unsecure plan step (using ‘Contact Method’) is not able to be independently made secure – either the entire plan will need to be assigned *Site Security* or a stand-alone Interaction with *Site Security* can be added via the Interactions page to denote the same interaction (this Interaction is not however then linked to the prospect plan in the system).

### Non-prospect contact reports and interactions

Interactions for general constituents **not marked as prospects** in the system can be added directly via the Interactions page (with *Site Security* if required). Contact reports and other documentation items can be added into the Documentation tab as a *Note* or *Attachment*.

DARS users should however consider the distinction between fundraising interactions and those for non-prospects, and use the full prospect area plan functionality to create linked interactions where appropriate.

Please contact Sami Marjanen [sami.marjanen@devoff.ox.ac.uk](mailto:sami.marjanen@devoff.ox.ac.uk) or the UODO Research team [research@devoff.ox.ac.uk](mailto:research@devoff.ox.ac.uk) if you require further information