

VOLUNTEER RESOURCES

Campus Campaign 2009

Timeline

Tips

Frequently Asked Questions

Event Guidelines

Letter Drafts

Glossary

TIMELINE

Steps to a successful campaign

DECEMBER—2008

Employee list review

Review your employee list for your college or administrative units and notify the Campus Campaign office of needed updates—new employees or those who have quit, transferred, or been let go—before January 5, 2009, if possible.

Coordinator orientation

The Blackwell
January 14, 2009
8:15 a.m. - 10:00 a.m.
2:45 p.m. - 4:30 p.m.

JANUARY—2009

Campaign strategy planning

Meet with your development officer, team captain, dean, director, or vice president to decide on an appropriate campaign for your college or administrative unit.

Make decisions about events, distribution of donor packets, e-mails, newsletter items, number of volunteers, and posters.

Decide the date range for your campaign. Each college and administrative office determines the period between February 1 and April 30 during which to focus their campaign.

Volunteer recruitment

Recruit and train volunteers. There should be one per 12-15 employees. Volunteers personally ask fellow faculty and staff in their area to make a gift. It is generally recommended that faculty approach fellow faculty and that staff approach fellow staff about making a gift.

Plan a volunteer training session. These can be brief or detailed—it's up to you. Feel free to contact your team captain or the Campus Campaign office for assistance in planning and conducting a training session for your volunteers.

FEBRUARY—2009

Materials delivered to coordinators

Campus Campaign donor packets and posters are distributed to coordinators by team captains. If your college or administrative unit has more than one coordinator, please determine who should receive the donor packets for further distribution and let your team captain know.

Notify your team captain of the number of Campus Campaign 2009 posters you would like for your campaign. A minimum of one per volunteer is recommended. Whenever possible, your team captain will deliver these directly to you.

CAMPUS CAMPAIGN 2009 OFFICIAL START DATE – February 1, 2009

Volunteers begin delivering donor packets to staff and faculty in their college or administrative unit, asking them to make a gift.

Coordinators and volunteers encouraged to make gifts

Make a gift to the fund(s) of your choice and turn in your donor packet as soon as possible. Coordinators and volunteers are strongly encouraged to make their gifts early in the campaign. It is easier to ask for a gift if you have already made your own.

MARCH—2009**Weekly reports sent to coordinators**

Weekly participation reports will be sent to coordinators listing donors from their areas.

Volunteers should encourage giving and communicate often

Encourage faculty and staff to make their gift or pledge before April 30. Gifts, payroll deductions, and pledges processed by April 30, 2009, will be included in 2009 participation calculations.

Send e-mails to fellow faculty and staff with a link to the online giving site encouraging them to make their gift before April 30, 2009. These e-mails could also include information about available funds, unit progress updates, or upcoming events.

Mid-Campaign Gathering

Nationwide & Ohio Farm Bureau 4-H Center
March 4, 2009
3:30 p.m. - 5:00 p.m.

APRIL—2009**Deadline – April 30, 2009****Gifts and Pledges**

Only gifts, payroll deductions, and pledges processed by this date will be included in participation calculations for the Campus Campaign 2009 Celebration event in May.

Award Nominations

Nominate fellow coordinators, volunteers, team captains, and/or departments for special recognition at the Celebration. Nomination forms and descriptions of the awards are available on the web site. Awards include:

- Volunteer Leadership Award (coordinators and team captains)
- Volunteer Award (volunteers)
- Leadership Award (vice presidents, dean, director, etc.)
- Outstanding Assistant Award (must be nominated by their supervisor)
- Special Recognition
- Special Event Award

TIPS

Tip #1

Be positive and enthusiastic about Campus Campaign.

Tip #2

Be sure that you understand where to find information, your role as a coordinator or team captain, and the solicitation plan for your area.

Tip #3

Remember, no gift is too small.

Tip #4

It is much easier to ask your colleagues to participate in the campaign if you are already a donor yourself. Make your own contribution first.

Tip #5

Explain that gifts can be designated to any university or medical center development account. Encourage donors to choose a fund or project that has particular appeal to them.

Tip #6

Be informed. Familiarize yourself with the campaign literature.

Tip #7

Ask for assistance with questions you can't answer. E-mail ccampaign@osu.edu or visit OneSource.

Tip #8

Be sure to thank everyone.

FREQUENTLY ASKED QUESTIONS

What is Campus Campaign?

Since 1985, Ohio State faculty and staff have shown our commitment to this great university by generously donating more than \$121 million through participation in Campus Campaign. Making gifts in support of what we believe in at Ohio State enables us to provide outstanding opportunities for groundbreaking research, scholarship support, innovative programs, exciting cultural and athletic events, and exceptional services for others. In turn, all of us in the Ohio State family enjoy the benefits of making a true impact on people's lives.

By supporting the areas of the university that mean the most to us, faculty and staff have a significant effect on many of the areas that make the university such a great place to work, learn, and grow. Whatever your interests, there is a fund at Ohio State that will benefit from a campaign gift.

The active phase of Campus Campaign begins in the early spring each year when volunteer leaders are recruited to assist their co-workers in finding funds that are most meaningful to them. Hundreds of volunteers implement campaign efforts for their areas, distribute gift forms, serve as resources for information, and help generate awareness and enthusiasm for the campaign.

Why is faculty and staff giving so important to Ohio State?

Gifts from faculty and staff provide funding for important initiatives on all of Ohio State's campuses. They also are an endorsement of the university, announcing to alumni, friends, corporations, and foundations that Ohio State is an institution worthy of support and that support starts at "home."

How is Campus Campaign different from other fundraising efforts on campus?

Campus Campaign contributions are used internally for Ohio State's individual programs, projects, and endowments. Campus Campaign donors choose where they want their gifts to be used according to their interest areas within the university. There are thousands of funds within Ohio State and the Ohio State Medical Center that range from patient assistance to employee education, research, scholarships, and program support.

Other fundraising efforts on campus focus on external charities. Bucks for Charity, Ohio State's participation in the United Way's Charitable Drive, and Operation Feed support community organizations and charities in the city and surrounding counties. These initiatives are not related to the annual Campus Campaign and do not support Ohio State initiatives.

When will faculty and staff be asked to make a gift?

While gifts from faculty and staff are welcome throughout the year, the Campus Campaign focuses its efforts from February 1 through April 30. During that time, volunteers personally distribute gift forms to faculty and staff and ask them to make a gift to the university. Faculty and staff gifts processed between July 1 and April 30 are included in the participation totals recognized at the annual Campus Campaign Celebration event.

May I designate my gifts to a particular area of the university?

Yes! You may choose from more than 8,000 funds. These may be funds within your own unit or funds related to scholarships, regional campuses, libraries, WOSU, diversity programs, research, childcare, wetlands, athletics, or outreach, to name a few.

How will my gift be used?

It's your choice! You can designate your gift to any college, department, program, scholarship, or other initiative that you believe in at Ohio State. To search for a fund, please visit campuscampaign.osu.edu or, if you are medical center staff or faculty, visit OneSource.

How much of my gift will actually go to the fund(s) I select?

100 percent of your gift will go to the fund(s) you choose.

Is my gift confidential?

Each gift made by an employee is kept confidential. Individual employee gift amounts are not shared with your manager. Your participation is shared with Campus Campaign volunteers. Campus Campaign staff handles your giving information confidentially and with care.

Not everyone can afford to make a large contribution. What difference could a small gift make?

Each gift—no matter how big or how small—is important. Whatever the size, your gift shows that you believe in the fund you have chosen to support. There are many funds that receive a large number of “small” gifts.

Is my gift tax deductible?

Yes.

How do I make my gift?

To make a one-time gift:

- **Cash**—Drop off in person at 1480 West Lane Avenue. Please do not send cash through the mail, to ensure your gift is secure.
- **Check**—Make payable to *The Ohio State University Foundation*.
- **Credit card**—Include card number on your gift form or make your gift online by visiting the Campus Campaign web site and clicking “Make A Gift” at the top of the page.

To make an ongoing gift through per pay installments (12 times per year for those paid monthly and 26 times per year for those paid biweekly):

- **Payroll deduction**—Sign up by visiting the Campus Campaign web site and clicking “Make A Gift” or include deduction information on your gift form.

How can I find out what I gave to last year?

Each donor packet is personalized, listing the gifts/pledges made by an individual during the previous year’s campaign. You may also view your previous year’s giving through Campus Campaign by visiting the Campus Campaign web site and clicking “Make A Gift.” Additional information on personal giving history is available by contacting the Campus Campaign office at 292-3065 or ccampaign@osu.edu.

What do I do if I want to search for funds but am not ready to make a gift?

After logging in to the Campus Campaign online giving site (accessible through campuscampaign.osu.edu by clicking “Make A Gift”), peruse funds using the “Search All Funds” feature or click “Add More Funds” to be directed to the Giving Opportunities page. Look through the database of more than 3,500 funds, but do not click “Complete Your Gift” until you are ready to give.

How do I get a gift form?

If you did not receive a gift form in a donor packet, a printable form is available on the Campus Campaign web site. If you do not have access to a computer, please see your Campus Campaign volunteer for a form.

How do I submit my gift form?

If you choose not to submit your gift online, please complete the personalized gift form you received in your donor packet or download and print out a blank gift form from the Campus Campaign web site, and mail it (along with a check, if applicable) to:

Campus Campaign
Room 122
1480 West Lane Avenue
Columbus, OH 43221

You may use the return envelope you received in your donor packet to send the gift form through campus mail by crossing out the city, state, and zip and writing 'Campus Mail' on the envelope. You may also use a standard campus mail envelope with your sealed return envelope enclosed inside.

To ensure your gift is secure and credited properly, please do not send cash through campus mail or the U.S. Postal Service.

What do I need to know about payroll deduction?

Your gift will be automatically deducted from your pay each pay period beginning July 1, 2009, and continue until further notice. You may change your gift amount or designation at any time by contacting the Campus Campaign office. Deductions are a minimum of \$1 per pay period and are collected at least 12 times per year for those paid on a monthly basis and 26 times per year for those paid on a biweekly basis. One-time payroll deductions cannot be processed.

You are encouraged to visit the Campus Campaign online giving site or review your gift form to verify that the deductions accurately reflect your gift intentions.

How can I designate a gift in honor of or in memory of an individual?

To designate a gift in honor of a living individual or in memory of a deceased individual, faculty and staff should include a note with their completed gift forms that list the following (as applicable):

- 1) The name of the individual being honored and his or her mailing address. A card will be sent to let the individual know a gift was made in his or her honor.
- 2) The name of the individual being memorialized, and the name and mailing address of the family member who should be notified of the gift. Please also note the relationship of the family member to the deceased.

Will my gift through Campus Campaign qualify me for the President's Club?

The President's Club is The Ohio State University's largest and most prestigious major donor recognition group. Established in 1963, the President's Club is comprised of more than 9,000 donors who have made major gifts—undesignated or designated—to Ohio State.

Annual recognition is extended to donors who make yearly gifts of \$2,500 or more during the calendar year. Gifts may be made by payroll deduction, cash, or securities. (Please note that donor recognition levels for the President's Club, as well as courtesies and benefits, may change at any time.)

Alumni, friends, faculty, staff, and students are all eligible for recognition by the President's Club. The Ohio State University Foundation and the Office of University Development are the official gift-receiving agencies of the university. Any designated or undesignated gift to the university given through either of these agencies qualifies as a charitable gift within the limits of the law.

For more information about the President's Club, including specific courtesies and benefits, visit presidentsclub.osu.edu or contact President's Club Services at (614) 292-9550.

What is the Corporate Matching Gift Program?

Employees whose spouses work for companies that offer a matching gift program have an opportunity to double or even triple their gifts. The Corporate Matching Gift Program is a service provided by nearly 1,000 companies that will match contributions from their employees to institutions of higher education.

A list of participating companies is available through the Campus Campaign office or through University Development's online database at matchinggifts.com/osu.

The online database contains forms for some of the participating companies. In some circumstances, the donor's spouse will need to contact the human resources department of his or her employer to obtain the appropriate matching gift form. This form should then be completed and sent to:

The Ohio State University
Office of University Development
1480 West Lane Avenue
Columbus, OH 43221

My supervisor wants to see the completed gift forms. What do I do?

Gift forms should be returned directly to the Campus Campaign office for processing. Beginning the first week of March, coordinators will receive weekly reports with the list of donors from their area. These lists may be shared; however, they will not include where or how much has been given or pledged by the donors.

Is participation mandatory?

While 100 percent participation is our goal, **participation is not mandatory**. Ohio State is an extraordinary community where faculty and staff are united in one common belief—their belief in Ohio State. It is also a community that is supportive of people's individual beliefs, and some people may choose not to make a gift.

In order to attain 100 percent participation, my department chair wants to send in a gift on behalf of those in the department who don't want to make a gift themselves. What should I do?

Participation is not mandatory. We are confident that with thousands of funds available, there is bound to be something for everyone to support and, no matter the size, all gifts are important and personal.

Making a gift on someone's behalf is not in the spirit of Campus Campaign and is greatly discouraged. "Questionable gifts" will be researched and every effort will be made to determine the actual donor and ensure he or she receives the gift and participation credit.

We want to have an event where faculty and/or staff purchase a meal or portion of a meal. Why can the dollars not be counted as individual gifts? That policy makes it difficult to get gifts from some of my co-workers.

The policy is an IRS regulation. Whenever a prospective donor receives something in return for a gift, the value must be subtracted from the dollar amount given in order to calculate the amount of the actual gift. The value is not related to whether or not the provider of the item donated it, but to the perceived value of the item itself. For example, if someone brings in a cake for a bake sale, the value of the cake is whatever price the purchaser is willing to pay for that item and thus no gift was actually given to the university.

Events are intended to be opportunities to increase morale, have fun, get to know our co-workers, and to increase awareness about the many ways the work being done at OSU benefits what we are passionate about: literacy, wildlife, farming, medical research, teaching, economics, and much more.

What do I do with the participation report?

Many coordinators and/or volunteers take this opportunity to:

- 1) Thank the donors from their area for making a gift or pledge.
- 2) Send an e-mail to the faculty and staff in their departments with the latest participation rate.
- 3) Send a department e-mail encouraging those who have not yet made a gift to do so before April 30.

Please **do not** single out individuals for these emails. Remember, giving is voluntary. Please review the report and contact the Campus Campaign office with any questions.

Note: These reports can be forwarded to your volunteers (in whole or in part) for their use in encouraging participation. Please do not publish the list of participants. Some volunteers will prefer to know only their participation rate, not participant names.

I know that a certain person turned in a gift envelope. Why is that person's name not on the participation report?

There are several possibilities, including:

- 1) The envelope was turned in, but no gift or pledge was actually made.
- 2) The report was run before the gift or pledge was processed and the gift or pledge should show up on the next report.
- 3) There is a question about how the gift is to be recorded (for example, fund number, distribution, start or end date).
- 4) The gift envelope has not arrived yet.

If your check has not been cashed within 10 days of sending in your gift envelope, please contact the Campus Campaign office. All cash and credit card gifts are processed within 24 hours of receipt. Delays are usually due to incomplete or conflicting information or creation of a new donor record and are generally less than three days.

What is the deadline for gifts to be turned in and counted for participation figures?

Participation figures for the Celebration will be calculated based upon gifts received and processed between July 1, 2008, and April 30, 2009.

In order to ensure that your gifts will be included, please submit your gift, either online or through the mail, no later than April 28, 2009.

Where can I find information about available funds?

There are four primary resources:

- 1) **The Campus Campaign web site**, campuscampaign.osu.edu. Click on the "Make A Gift" link and search through a database of more than 3,500 funds by either a word or phrase, or by the area/college/office.
- 2) **Office of the Treasurer web site**, reasurer.ohio-state.edu. You may use their search tool to look for endowed funds.
- 3) Your **fiscal officer** may be able to help you identify appropriate funds in your department or college.
- 4) **Campus Campaign office**. E-mail ccampaign@osu.edu or call (614) 292-3065.

Why aren't funds from my area available on the web site?

Each year, we increase the number of funds listed. If you do not find the fund you are looking for, please contact either the Campus Campaign office or the development office in that area for assistance.

Can I have a fund added to the list?

Please e-mail the Campus Campaign office at ccampaign@osu.edu with the fund name and number you would like to have added to the list, and we will follow-up with the appropriate development officer about adding the fund.

What if my contact information is incorrect on my gift form?

Make the changes on the gift form and mail to the Campus Campaign office, or send an e-mail with your corrections to your human resources office. Please courtesy copy Campus Campaign (ccampaign@osu.edu) and Information Services (adis@osu.edu) on the e-mail.

Who should I contact with additional questions?

E-mail ccampaign@osu.edu or call (614) 292-3065 to contact Campus Campaign Director Tina Thome.

What is the role of my team captain?

Your team captain is intended to be a resource for you as you plan and conduct Campus Campaign in your college or administrative unit.

At minimum, your team captain will:

- Deliver your college or administrative unit donor packets to you for further distribution.
- Check in with you weekly by phone, e-mail, or in person to find out whether you have any questions or need assistance.

Your team captain may also:

- Assist you with planning how your donor packets will be distributed.
- Increase your awareness of resources available on the Campus Campaign web site.
- Deliver extra supplies to you such as posters or blank donor packets.
- Speak at events or assist you in scheduling a speaker.
- Assist with training volunteers.

CAMPUS CAMPAIGN EVENT GUIDELINES

Campus Campaign events are opportunities to:

- Promote awareness and distribute information
- Have fun and promote camaraderie
- Inspire faculty and staff to make a gift to research, scholarships, programs, events, or services in which they believe
- Provide information about available funds
- Acknowledge the great things faculty and staff are doing at Ohio State

Campus Campaign events are not intended to be a replacement for individual gifts.

For example, if you have an event where items are purchased, dollars used to purchase a meal or portion of a meal are not considered gifts to the university because goods or services were received. Rather, the dollars collected will be “*from the office of _____*” and designated to one fund. Individual credit for purchases cannot be given.

As you plan Campus Campaign events, check with your college or department to determine if there are dollars available to support such events. In addition, find out if there is someone such as a vice president or department chair who would sponsor an event.

EXAMPLES

CONTESTS

- Decorate doors using the Campus Campaign poster or theme.
- Have some fun rivalry between departments with participation levels.
- Identify baby photos of fellow staff members.
- Have a scavenger hunt.
- Encourage leadership challenges.

FOOD

(Reminder: Buying an item is not the same as making a gift and individual gift credit cannot be given.)

- Throw a pizza party.
- Have a chili cook-off.

OTHER

- Sponsor an "I believe in Ohio State" day and enter everyone who wears Ohio State apparel into a drawing for a prize. Many campus area businesses are willing to donate an item or a gift certificate upon request. Sample letters are available for you to customize (please see the door prize letter drafts included in this packet).
- Conduct an online silent auction and donate the proceeds as a gift from the office to a pre-identified fund.
- Make a special delivery by giving a balloon, some candy, or a cookie with the Campus Campaign brochure.
- Is there a bulletin board in your department that could use some adornment? Find out who it belongs to and add Campus Campaign materials to the display.

PLEASE NOTE:

- A. **Campus Campaign events are not intended to be a replacement for individual gifts.** Group efforts such as bake sales, chili cook-offs, car washes, and other contests are all good ways to help motivate individuals in your area and are encouraged! **However, due to IRS regulations, if you have an event where items are purchased, dollars used to purchase a meal or portion of a meal are not considered gifts to the university because goods or services were received.** Dollars collected from events will be processed as “*from the office of _____*” and designated to a fund pre-determined by the event organizers. **Individual credit for purchases cannot be given.**

- B. University policy prohibits raffles and games of chance. If a department intends to have a drawing at an event or in their department, **all employees** who attend the event or are part of the department **must have equal opportunity to be in the drawing regardless of whether they have made a gift.**

DRAFT OF E-MAIL OR LETTER INVITING PARTICIPATION

Dear Colleagues,

Thank you for your continued support of our initiatives in _____. I know you take pride in your job and the institution we serve. In the next few weeks, we will have the opportunity to go beyond our job assignments and show our commitment to The Ohio State University through Campus Campaign.

As in the past, this year's campaign for _____ will run from February 1, 2009, through April 30, 2009. We will focus our campaign efforts from _____, 2009, through _____, 2009.

Your leadership is critical to our success. Last year, Ohio State faculty, staff, and retirees raised more than \$4 million with an overall participation rate of 30 percent. Of that, _____ contributed \$_____ at a participation level of ___ percent. Our goal for this year is ___ percent.

Unlike any other university fundraising effort, Campus Campaign allows you to give to any program, project, or initiative that you believe in at Ohio State. If there is a specific cause that interests you, there are bound to be several funds that will match your passion.

You will receive campaign materials from your Campus Campaign coordinator soon. I urge you to read the information and then visit the Campus Campaign web site at campuscampaign.osu.edu to make your payroll deduction or credit card gift online. You may also complete the gift form in your campaign materials and return it in the envelope provided.

Please join me in supporting a campaign that significantly impacts the areas that mean the most to all of us. Together, we can continue to make a difference.

Sincerely,

SIGNATURE

DOOR PRIZE LETTER DRAFT #1

Dear NAME,

I am requesting an in-kind donation for Campus Campaign 2009, the faculty and staff fundraising effort for The Ohio State University. Since 1985, faculty and staff have generously donated more than \$121 million through the campaign. Its success has ranked Ohio State as a premier institution in internal fundraising.

Your generosity will help us reach our goals. Your donation will be used as an incentive to encourage our faculty and staff to become involved in the campaign. Through the campaign, hundreds, maybe thousands, of important initiatives will be supported—initiatives that will directly impact our greater community, of which we are all such important members.

Your donation will be promoted as a door prize during our _____, which usually has more than ____ people in attendance. (Name of business) will be recognized and thanked when the door prize is awarded.

I will contact you in the next day or two to find out whether we can count on your support and arrange for a pick-up of your donation.

Thank you for your consideration and your partnership.

Sincerely,

SIGNATURE

NOTES:

- Please personalize the letter for your college or department AND the business you are contacting.
- Print the letter on your college or department letterhead.
- Do not forget to send thank-you letters to the businesses that send in door prizes.

DOOR PRIZE LETTER DRAFT #2

Dear NAME,

For 24 years now, faculty and staff of The Ohio State University have been asked to show their support for the university through Campus Campaign. This support demonstrates that Ohio State is more than a university—it is a community.

There are tens of thousands of employees at Ohio State, but we all hold dear the motto of the campaign—"I Believe in Ohio State." It captures our true pride and shared purpose in making Ohio State one of the best places to live, work, learn, and grow. Over the years, Campus Campaign has become one of the most successful fundraising efforts of its kind in the nation, with more than \$121 million raised since 1985.

However, this campaign could not have been as successful had it not been for several partners in the Greater Columbus community. As the (title) of the Campus Campaign Committee in (unit), I hope you will partner with us this year in our efforts to make Campus Campaign 2009 a success.

(Unit) is currently planning two events to help direct attention to Campus Campaign. The first event will highlight baked goods and pastries, and the second will be an international buffet. We would appreciate your donation of an item to be included in either of these categories, as appropriate.

-

OR

-

(Unit) is currently planning a variety of contests and food events to help direct attention to Campus Campaign. We request an in-kind donation of an item and/or gift certificate to use as a prize during one of these activities.

Your donation will be promoted leading up to and throughout the contests and food events. We will also acknowledge your donation during the (luncheon) portion of the (event).

Thank you for your consideration of this request.

Sincerely,

SIGNATURE

NOTES:

- Please personalize the letter for your college or department AND the business you are contacting.
- Print the letter on your college or department letterhead.
- Do not forget to send thank-you letters to the businesses that send in door prizes.

CAMPUS CAMPAIGN GLOSSARY

Alumni/Donor Database: Includes all alumni and current faculty and staff regardless of whether they have made a personal gift, as well as all donors to the university—alumni, friends, corporations, and foundations.

Authentication: Proof that someone or something is who he, she, or it claims to be.

Best Practice: The optimal solution to a business problem.

Campus Campaign Council: Group of 30 faculty and staff members appointed by the president to serve a three-year term, during which they assist in planning and implementing the annual Campus Campaign.

Campus Unit: A department, office, program, institute, center, project, or other academic or administrative entity that is part of The Ohio State University.

Campus-wide Policy: A set of principles and procedures intended to govern actions affecting the campus community. A policy is considered campus-wide if it has an impact on individuals of a broad campus interest.

Celebration: Event held in late May each year to recognize the efforts of coordinators and volunteers.

Contact: The name, e-mail address, and/or telephone number of the individual most capable of answering questions about a particular matter.

Coordinators: Key volunteers for the colleges or administrative areas who recruit volunteers and lead the planning and implementation of the Campus Campaign in their respective areas.

Current Use Fund: A fund created such that all the money in the fund can be used for expenditures.

Donor: For the purposes of Campus Campaign, a donor is an individual university employee who has made a gift or pledge to The Ohio State University in the current fiscal year. Payments on pre-existing pledges are excluded unless they are scheduled to continue into the following fiscal year.

Door Prizes: Acceptable as long as eligibility is open to everyone and there are no restrictions such as “having made a gift.” Raffles and games of chance are prohibited.

Emeritus: Title conferred to a retiring professor by The Ohio State University Board of Trustees.

Endowment Fund: A fund created by a gift that is invested. A portion of the income is used to fund the desired activities as requested by the donor(s). The principle is invested and only the income is spent. These funds have been approved by the board of trustees.

Event: Morale-boosting occasion.

Faculty and Staff: Individuals who are employed by The Ohio State University.

Gift: For the purposes of Campus Campaign, a monetary contribution from an individual to the university that is intended as a donation and is bestowed voluntarily and without expectation of tangible compensation.

Gift Receipt: A gift acknowledgement sent by Gift Processing to donors who give \$5 or more via check, cash, or credit card. Receipts are sent to the donor’s home address within 10 business days.

IMPACT: Database of Ohio State alumni and friends. All gifts, pledges, and payroll deductions are stored in this database.

Kickoff: Opening event designed to motivate and excite volunteers.

Lapel Pins: Lapel pins reflecting the current year poster design and given to all volunteers.

Matching Gift: A contribution received from a corporation in response to a contribution made by one of its employees and sometimes the spouse of employees. Each corporation develops its own rules regarding size of the gift, acceptable recipients, frequency of gifts, and other criteria (visit giveto.osu.edu/matching).

Mugs: Coffee mugs reflecting the current year poster design and given to Campus Campaign council members, coordinators, deans, vice presidents, medical center executive cabinet, and champions.

Ongoing/Continuous until further notice: Deductions continue to collect each pay period until the donor notifies either Gift Processing (292-2141) or the Campus Campaign office by phone or e-mail (292-3065 or ccampaign@osu.edu).

OSU Employee Database: Provided by Human Resources and updated monthly. This database includes work and home contact information, title, classification, pay frequency, and department/cost center. Utilized to populate online giving tables and gift forms and to calculate participation.

OSURA Database: Collection of emeritus and retiree contact information, used to mail donor packets.

OSUP: OSU Physicians Inc.

OSUP Database: Provided by OSUP.

Participation: Participation is calculated based on the number of donors (July 1 through April 30) listed as employees in each unit, department, college, or administrative unit, divided by the number of employees in that unit.

Payroll Deduction: Designated amount deducted (after taxes) from an employee's paycheck at a minimum of \$1 per pay and directed to a specified fund. New deductions are set up as continuous until further notice. One-time deductions cannot be processed.

Priority Fund: Fund the college or administrative unit has identified as having a significant role in meeting identified goals.

Record: 1) Personal data, including name, work and home address, employee identification number, work and home phone numbers, employee unit, title, classification, and e-mail address received by the Campus Campaign office from Human Resources. 2) Donor/IMPACT record, which includes the above information as well as gift and pledge history, OSU degrees, and more.

Team Captain: Member of the Campus Campaign Council who acts as a liaison between coordinators and/or volunteers and the Campus Campaign office. Responsibilities include pick up and delivery of donor packets and posters to coordinators for further distribution; assisting in campaign planning; assisting in training of volunteers; answering general questions; providing guidance and moral support; distribution of progress reports; and providing coordinators with a variety of generic e-mails and letters that can be personalized for further distribution to their college or administrative unit faculty and staff.

Thank-you: Each donor is sent a thank-you from the Campus Campaign co-chairs. Donors may also receive a thank-you from the area(s) receiving their gift(s).

The Link: Biweekly newsletter published February through April. Content includes donor stories, calendar of events, questions of the week, tips, and volunteer profiles.

Unit or Department: Sometimes referred to as a cost center.

Unrestricted Fund: A fund that can be used for any institutional purpose.

Volunteer: University employee who assists with implementing the campaign.

Year-end Statement: Donors are mailed a year-end summary each January of their charitable gifts to the university.