Giving Day Gift Counting Policy
Last updated: 2.4.21
Source: Annual Giving and Gift Processing

Timeline of Counting Gifts

Gifts made from 6 pm the day before through noon EST (the day after Giving Day) count towards Giving Day totals. Giving Day gifts prior to the day of the event and made via mail, personal solicitation or other accepted methods of giving will count towards Giving Day if the Office of Gift Processing is notified and intent is documented (reply device, check memo, commitment form, appeal code, etc.).

Types of Gifts Counted

- CASH gifts and pledges towards any WSU S/C/U or program, including WDET.
- Major gift commitments received on Giving Day. Major gifts received prior to Giving Day may be counted as part of a match campaign or as an incentive for other donors to give, provided the donor has agreed. These requests are typically accepted once "save the date promotions" are made known to the public.
- Planned gift commitments documented and booked on Giving Day; similarly to major gifts, we will count early planned gift commitments towards Giving Day if the donor has made it clear that was his or her intent. However, we do not count planned gift payments received for previously booked pledges.
- Outstanding RNL pledge payments; however, we will not count payments made on a 2019 Giving Day pledge.
- CASH gifts from pop-up events held on Giving Day
- Gifts made at the Presidential event held the night before;
  - Unique timeline: gifts accepted as early as noon the day before Giving Day.
- New payroll deduction or recurring gift commitments; the amount calculated as the Giving Day gift is what the donor specifies on the commitment form (printed or online).
- Organization/foundation gifts that were intended for Giving Day and approved by CFR
- Giving Day direct mail gifts will be applied to the total outcome up to two weeks after the event, unless directed otherwise.
- Gift Processing Lockbox
  - Unique timeline: count gifts in the lockbox the AM of Giving Day and the day after (AM)

Not counted:

- Payments on major gift pledges that were booked prior to Giving Day.
- Company matching gifts (Corporate gifts matching an employee's gift); however, we do count a company matched gift if the employer made it known to us it was for Giving Day.

- Recurring gifts, like faculty/staff payroll deduction gifts or automatic CC payments that were committed prior to Giving Day and happen to process on the same day as Giving Day.

Accepted Methods of Giving
- Scalefunder (immediate outcomes available)
- All WSU Idonate giving forms (immediate outcomes available)
- RNL/Call Center (immediate outcomes available)
- Prior to Giving Day, gifts via mail are accepted as long as it is noted on the check or in the reply device the intent is "Giving Day"; these gifts must be postmarked no later than the date of Giving Day (gifts may take up to five days after the event to process)
- Lockbox (gifts may take up to five days after the event to process)
- Gifts via stock, IRA's and donor advised funds (gifts may take up to five days after the event to process)

Giving Day Donor Calculations
- Donor totals are based on individuals with hard credit only, or soft credit on a gift from a third party entity, like a DAF.
- First time donors are defined as a purely new donor to WSU or someone who hasn't made a gift in the last 10 fiscal years to WSU.
- Regarding alumni donor counts, calculations should include the spouse/partner who is also an alum, with or without a soft credit on the Giving Day gift.

Tracking of Giving Day Gifts
All gifts will be tracked via a campaign code in Advance. The 2021 Giving Day campaign code is GD21.

Appeal codes are assigned on a case-by-case basis to monitor special donor populations. Most notably, appeal codes are used to identify and track gifts used for S/C/U matches or challenges. Those current appeal codes are:

Appeal Code	Description (intent)
GD21MCH_ATH	Giving Day FY21 Match Athletics
GD21MCH_BUS	Giving Day FY21 Match Business
GD21MCH_CMP	Giving Day FY21 Match Campus
GD21MCH_CFPCA	Giving Day FY21 Match CFPCA
GD21MCH_CLAS	Giving Day FY21 Match CLAS
GD21MCH_EDU	Giving Day FY21 Match Education
GD21MCH_ENG	Giving Day FY21 Match Engineering
GD21MCH_EACPHS	Giving Day FY21 Match EACPHS
GD21MCH_GRDS	Giving Day FY21 Match Graduate School
GD21MCH_HRS	Giving Day FY21 Match Honors
GD21MCH_SIS	Giving Day FY21 Match Information Sciences
GD21MCH_LAW	Giving Day FY21 Match Law
GD21MCH_NUR	Giving Day FY21 Match Nursing
GD21MCH_SW	Giving Day FY21 Match Social Work
GD21MCH_SOM	Giving Day FY21 Match School of Medicine

Gifts made on behalf of the Presidential event will use the typical event appeal code: FY21EVENT.
Gifts from faculty and staff will use the typical solicitation appeal code: AGFACST.