Note from the authors: this template is meant as a starting point, and designed to be customized. Feel free to change anything you see to fit based on how your organization does things. We hope you enjoy you find this document useful!

Org Name

Data Policies and Procedures Standards Manual

Org Name
Data Policies and Procedures Manual

Table of Contents

Purpose of the Data Policies and Procedures Manual

Clear, concise data entry policies and procedures are critical to keeping your database usable. You can't run a donor report by constituent type if information is not consistent. You can't filter a report by a city, or a town if you've entered the full name of the city in one record and an abbreviated version in another record.

Profile Management

Entering a new profile

- ALWAYS search the database before entering a new account to avoid duplicate records. To search the database for an account use the **Constituents** icon and enter the search term from there.

- Be sure to review the list of possible results. Jane Smith from 1111 Main Street may be in your database with a different version of her name or a previous address. Bloomerang's search tool will provide you with results that are similar to what you searched even if they are not an exact match. This will allow you to do one search and view the various results to check for possible duplicates.

- To create a new Constituent profile, click on the **New Constituent** button and enter the consitutent's information to create the profile.

To ensure database consistency, we have rules regarding how to abbreviate and enter addresses:

- Cardinal and ordinal directions should always be abbreviated – i.e. North becomes N, Southwest becomes SW.

- Street types should always use postal regulation street abbreviations or can also be spelt out completely, i.e., Ave, Blvd, St, Avenue, Boulevard, Street, etc. Pick either to abbreviate or spell out the directions and remain consistent.

- Cities and towns should be written out in full i.e. New York City instead of NYC, San Francisco instead of SF or San Fran.
- State names should use postal regulation state abbreviations, i.e. AL, AZ, MA, RI, etc.

- Ensure the postal code includes the zip+4 code as much as possible i.e. 00850-6641.

- Post office boxes should read as PO Box 11890 or PO Box G.

- Abbreviate apartment, room, or suite numbers on a second line, i.e. Apt, Ste, Rm.

- School and business should be written out in full i.e. Montclair State University instead of MSU or Montclair State.

Examples of abbreviations:

Address	How to Enter
2507 North Greenview Avenue, Apartment 2	2507 N Greenview Avenue Apt 2
15 North Wacker Drive, Suite 10B	15 N Wacker Drive Ste 10B
1401 Jones Road	1401 Jones Rd

- When creating a profile, you must select to designate the profile **Type** as either an **Individual** or an **Organization**. Additionally, we recommend creating a **Custom Constituent Field** titled something like "Attributes" in order to track additional qualities of your Constituents. The **Custom Constituent Field** should be a **Pick Multiple** field so that you can select as many values as applies to the Constituent.

  Common attribute codes and descriptions are:

  Board Member
  Business
  Donor
  Employment Services
  Former Board Member
  Former Staff
  Government/Elected Officials
  Guardian/Parent/Family Member
  Staff
  Vendor
  Volunteer
  Major Gift Prospect

Managing constituent names and salutations

On a **Constituent Profile** there will be 5 required name fields: **Name**, **Informal Name**, **Formal Name**, **Envelope Name**, and **Recognition Name**.

When you create a new **Constituent**, after entering the name into the standard **Name** field, Bloomerang will auto-populate options for the other four name fields. You can edit the name fields as needed after they auto-populate. The following salutations are standards:

Individual Constituent:

Field	Form	Example 1	Example 2
Individual Name Fields	Prefix + First Name + Middle Name + Last Name + Suffix	Robert M. Smith	Frances Miller Thompson Ph.D.
Informal Name	Nickname or First	Bob	Fran
Formal Name	Prefix + Last	Mr. Smith	Mrs. Thompson
Envelope Name	Prefix + First + Last + Suffix	Mr. Robert. Smith	Mrs. Frances Thompson Ph.D.
Recognition Name	Prefix + First + Middle or Maiden + Last + Suffix	Mr. Robert M. Smith	Mrs. Frances Miller Thompson Ph.D.

Organization Constituent:

Field	Form	Example 1	Example 2
Organization Name	Organization Name	Alice's Restaurant	Wayne Industries
Contact Name	First Name + Last Name	Alice Smith	[no contact name]
Informal Name	First Name or Nickname	Alice	Wayne Industries
Formal Name	Prefix + Last Name	Ms. Smith	Wayne Industries
Envelope Name	Prefix + First Name + Last Name Business Name	Ms. Alice Smith Alice's Restaurant	Wayne Industries
Recognition Name	Organization Name	Alice's Restaurant	Wayne Industries

Households:

When creating a Household, the name fields will default to whatever you set the Household Name field to be. Edit the fields to follow similar formatting to Individual and Organization Names.

Field	Form	Example 1	Example 2
Household Name	First Name + First Name + Last Name	John and Jane Doe	Jane Smith and John Doe
Informal Name	First Name or Nickname	John and Jane	Jane and John
Formal Name	Prefix + Last Name	Mr. and Mrs. Doe	Ms. Smith and Mr. Doe
Envelope Name	Prefix + First Name + Last Name	Mr. and Mrs. John and Jane Doe	Ms. Jane Smith and Mr. John Doe
Recognition Name	Prefix + First Name + Last Name	Mr. and Mrs. John and Jane Doe	The Smith/Doe Family

Managing constituent contact preferences

In most cases, if someone has a **Constituent Profile** in Bloomerang, they will receive mail or e-mail. Constituents sometimes request removal from mailing and e-mail lists or prefer no solicitations.

Requests No Mail

1. On the **Profile** tab click on the **Edit** button, click on **Modify** under **Communication Restrictions**. Select the **Do Not Mail** code. Click on the blue **Save** in the **Communication Restrictions** box and click on the blue **Save** on the **Profile** page.

Requests No E-mail

1. On the **Profile** tab click on the **Edit** button, click on **Modify** under **Email Interests**. Select **Opted Out**. Click on the blue **Save** in the **Manage Email Interests** box and click on the blue **Save** on the **Profile** page.

Requests No Solicitations

1. On the **Profile** tab click on the **Edit** button, click on **Modify** under **Communication Restrictions**. Select the **Do Not Solicit** code. Click on the blue **Save** in the **Communication Restrictions** box and click on the blue **Save** on the **Profile** page.

Transaction Management

Entering in a new transaction

To enter a new Transaction into Bloomerang, you may do so on the Constituent's profile by clicking on the **blue down arrow** in the top right hand corner of the profile and selecting which Transaction you would like to add: **Donation**, **Pledge**, or **Recurring Donation Schedule.**

The following are required **Transaction** fields: **Date**, **Amount**, and **Fund**.

Funds, campaigns, and approaches

Funds: The Fund determines where the donated money will go. An Unrestricted Fund means the donation may be used at the organization's discretion. A Restricted Fund means the donation must be used towards the designation of the Restricted Fund.

Campaigns: A Campaign represents a fundraising goal from your organization. For tracking purposes on the dashboard, we recommend that you create a separate Campaign (Annual Campaign 2018, Annual Campaign 2019, etc.) to represent each year's fundraising goal. Campaigns are generally timebound (could be 3 months or could be 3 years) with a goal amount to be raised.

Appeals: Appeals represent the various ways in which the money was donated to your organization. One Campaign can have multiple Appeals. For example, you could have an Appeal for your 2019 Gala, 2019 Fun Run, and your 2019 Fall Mailing. All donations that came in via those three separate Appeals go towards your 2019 Annual Campaign fundraising goal.

When adding a new Transaction, under **Acknowledgement Status** select one of the three options. If you have provided the donor with a receipt, the **Acknowledgment Status** is **Yes**. If you still need to provide them with an acknowledgement of some sort, the **Acknowledgment Status** is

No. If you will not be acknowledging the transaction, the **Acknowledgement Status** is **Do not Acknowledge.**

Documenting in-kind gifts

From the **New Transaction** page choose the relevant Fund for the Transaction and set the Date to the date the transaction was made. You might consider a separate Fund named "In Kind". Under the **Amount** field, enter $0. Under **Method** select **In-Kind**. This will open up new fields to select **In Kind Type** as **Goods** or **Services** as well as a **Fair Market Value** field where you can input the value of the In Kind Transaction.

Examples of other transaction documentation

Unless a donor has indicated a specific Fund, most Transactions will be associated with the Unrestricted/General Fund. Any time a donor specifies a Fund, you can select that specific Fund to be associated with the Donation.

Regarding Campaigns, unless the organization is undergoing a Capital Campaign and this gift is specifically for the Capital Campaign, categorize all gifts for the organization as the current Annual Campaign i.e. Annual Campaign 2019.

Regarding Appeals, choose the specific method in how the organization initially solicited the gift. If the organization requested the gift through a special event, choose the appropriate method i.e. 2019 Gala. If the gift is in memory of or in honor of someone, then you would use the Tribute 2019 Appeal, Transactions to the holiday mailing would use Year-End Mailing Appeal, etc. Document all transaction details as necessary in the **Notes** field.

Do not add in additional campaigns and funds unless absolutely necessary.

If you have annual campaign goals budgeted each year, you can enter these goals when you create the Campaign in Bloomerang. Then Bloomerang will track progress to yearly goals for each category that you can view on your Dashboard on the Campaign Progress bar.

Anonymous transaction coding

Some donors wish their gift to remain anonymous. To code a donor's transaction as "Anonymous," you will want to create a **Custom Transaction Field** to mark that. When creating a report, you will want to add a column in the report for that custom field to see if the transaction should be anonymous.

If a donor wishes to remain anonymous entirely, then under the constituent's **Profile** you can edit the **Recognition Name** to be "Anonymous." When creating any report that will be for publication, add a column to the report for **Recognition Name** and use that column for the public documents.

For situations when there is no clear donor, you may set up a single account named "Anonymous" to group your anonymous donations. Add truly anonymous transactions to that profile.

What is a "Soft Credit?"

To give a constituent credit for a donation another constituent makes, add a soft credit. Soft credits help you track who gives to your organization and develop relationships with prospective donors. For example, use soft credits to credit a donor when their company matches gifts, to credit a solicitor, or to credit a participant in a sponsored event.

Adding a Soft Credit

Soft Credits will be associated with another Transaction. When adding a new **Donation**, **Recurring Donation Schedule**, or **Pledge** there will be an option to add a **Soft Credit.** That will allow you to track who gave the original Transaction and to whom the **Soft Credit** should be attributed. We also recommend creating specific **Appeals** for the various reasons you may use a **Soft Credit** (i.e. "Tribute Requests" or "Employer Matching").

Entering in a "Tribute Gift"

You can use Bloomerang to track gifts given in tribute of someone. For example, when someone passes away, the family might request that a donation be made to your organization in lieu of flowers. Alternatively, when someone active in your organization celebrates a birthday, wedding, or anniversary they may make donations in lieu of gifts.

To track whether a transaction is made in honor of, in memory of, or in celebration of the tribute account, create a **Tribute** under the **Settings** icon. Then when you add a transaction that has a tribute, click to add a **Tribute** and select the Tribute there. We would also recommend selecting the "Tribute Requests" **Appeal** and adding a **Soft Credit** to the notificant.

Notify donors that their tribute gifts were received and thank them for their support.

To track tribute gifts, you can create a **Transactions** based report and add a filter for **Has Tribute**.

Enter tribute information for a transaction

When you receive a gift that is in tribute of another person, you will want to first add the transaction to the constituent's profile. Add the new transaction information as usual. On the right side, click on the + button in the box for **Tribute**. From there, search for and select the tribute who should be associated with the transaction.

Back on the main transaction, under **Appeal** select the Tribute Appeal (i.e. "Tribute Requests"). Add a **Soft Credit** for whoever should be the notificant for this tribute donation.

Send tribute notifications

To thank donors for a tribute gift in honor or memory of someone and to send a tribute notification to a recipient when a gift has been received, use Bloomerang's notification process.

The best way to set up a process for notifications is by creating a Bloomerang profile for the notificant and adding them as a **Soft Credit** to the relevant tribute transactions.

Note: To notify someone a gift has been made in honor or celebration of them, create a constituent account as well as a tribute for them. In Bloomerang, the constituent account will be counted towards your record license; a tribute profile does not count towards your record license.

Then to send a **Letter** or **Email** to the notificant, you will create a transactions based letter/email and edit the body styles as needed. Then in the **Filter** tab, you will want to add a filter for **Has a Tribute** and **Type** is **Soft Credit.** If you want to filter for only one particular notificant, add another filter for **Tribute** is **[name of tribute]** via the "and" filter.

In the body of the letter/email, select to insert a **Bloomerang Data Table**. In the data table, edit to only have field for **Date**, **Amount**, **Donor Name**. This will create a list showing the date, amount, and original donor name for all transactions made to that particular tribute.

From there, you can run the **Letter** by creating the PDF file to download and print to create letters. If you are creating an **Email**, you can send the email.

Interaction Management

Sending out acknowledgement letters

Sending out acknowledgement letters from Bloomerang should be done based on the **Acknowledgement Status** field on each Transaction. Each transaction will have an **Acknowledgement Status** that you can use when filtering your acknowledgement letters or emails.

The three possible **Acknowledgement Statuses** are as follows:

Yes: This indicates that the constituent has been properly thanked for their donation and no further acknowledgment action is needed at this time.

No: This indicates that the constituent has not been thanked for their donation and should be sent a letter or email acknowledging this transaction.

Do Not Acknowledge: This indicates that your organization has decided that this donation should not be acknowledged.

When creating your acknowledgement letter or email, filtering for the **Acknowledgement Status** will allow you to pull in only the transactions that need to be acknowledged.

Add a letter template

In order to create an acknowledgement letter in Bloomerang, you must first create a **Letter Template**. For this template, you will want to create a **Transactions** based letter with a purpose of **Acknowledgement.**

In the body of the letter, add the **Bloomerang Data Fields** that you would like to be included (i.e. Informal Name, Address fields, Date, and Amount). Edit the styles and copy of the letter as needed.

In the **Filter** tab of the letter, add a filter for **Acknowledgement Status** is **No**. This will filter the letter template for all transactions that have not been acknowledged.

When you create the letter, the PDF file of the letters will be available to download and print. Additionally, an **Interaction** will be added to the **Timeline** of all constituents who will receive a letter. Lastly, when you run a letter that is **Transactions** based with a purpose of **Acknowledgement**, any transaction that was in the filter tab of the letter will automatically have their **Acknowledgement Status** flipped to **Yes**. That means if you run the letter and immediately go back in to the filter tab, you will no longer have any results because all transactions have been acknowledged with your letter.

If you create an **Email** template via the same steps as above, it will also switch the **Acknowledgement Status** to **Yes** for all transactions that were in the **Filter** tab of the email at the time that it was sent.

Note: We would recommend running your acknowledgement letters on a weekly basis. Once the template above is set up, you can simply open the letter and create the PDF once a week or as needed.

Acknowledging Online Gifts

When creating an **Online Giving Form** in Bloomerang, there will be a default email associated with that form. Whenever a constituent donates via that form, they will receive that default email. That Bloomerang default email will not affect the **Acknowledgement Status** of the transaction that was made via that form. These transactions would then be pulled into the weekly acknowledgment letter/email that is run.

To create a custom email acknowledgement that is sent out after online donations, create a new **Transactions** based **Email Template** with a purpose of **Acknowledgement**. In the body of the email, edit the styles, copy, and data fields according to your needs. Save the email template and then open up your **Online Giving Form**. Under **Confirmation Email** click on the drop down box

to select the name of your **Email Template** that you created. Save the changes to your **Online Giving Form** and the custom email will now be sent out to anyone who donates via that form.

Once you have selected to use a custom confirmation email, anytime someone donates via your form and receives that custom email, the **Acknowledgement Status** on their transaction will be switched to **Yes** automatically.

Report Management

Reporting in Bloomerang

In Bloomerang, there are five different types of **Reports**: **Constituents**, **Transactions**, **Interactions**, **Notes**, and **Tasks**. Each report type can be filtered and have columns added based on details within that type of item in Bloomerang. Every report can additionally be filtered by and have columns added for **Constituent** information.

When creating a report in Bloomerang, the filters at the top as well as the information in the columns will default to whatever fields are available in the type of item that your report is (i.e. in a constituents based report, the filters will show constituent fields. In a transaction report, the filters will show transaction fields).

Managing reports

Bloomerang Report Templates - These are report templates that you can use a starting base for any report. You can use a template and keep it as it is, or you can edit the filters and/or columns if needed.

Creating a Report from scratch - You can always create a report from scratch. This will allow you to select one of the five report types and the report will have no filters yet. You can add the filters you need and add/edit the columns in the report results.

Households and reports

Any report that you create can be set to have individuals listed separately or have the **Household Name** be used for individuals in a Household. To do this in a **Constituents** report, at the top where it says **Constituent Filters** click on the green word Constituent and change it to Household. In any other report, click on the **Details** tab and select to **Export Households**.

Bloomerang Management

Bloomerang Forms and PCI
Bloomerang partners with Spreedly to reduce your *PCI scope*, or the compliance burden you face so you may continue taking credit card data.

Note: Curious about SAQ-A vs. SAQ-EP and how it affects your organization? Read PCI-DSS v3.0 for Online Merchants.

Your Organization and PCI

Please note that even using Bloomerang's solution does not entirely eliminate your compliance burden! Your contract with the credit card company requires that your organization fills out a PCI self-assessment to become PCI certified. However, Bloomerang and Spreedly make your certification much easier to attain.

Bloomerang backup and security

Bloomerang's "database" is actually a collection of single tenant databases (meaning you do not share a database with anyone else). It is stored in Amazon's Relational Database System or RDS. We use RDS Automated Backups which is set to take a snapshot of the entire collection of databases each night for the last 7 days. This is used for disaster recovery in case Bloomerang needs to restore every single database.

Additionally, Bloomerang takes individual database backups so that they may quickly restore a single database. These are stored in Amazon's secure cloud file storage service, S3. Bloomerang retains daily backups for 30 days, weekly backups for 90 days and monthly backups indefinitely.

The RDS database instance and its backups are contained in a Virtual Private Cloud, or VPC, which is isolated from public access via a strict firewall rule set. The Amazon S3 instance that houses the individual database backups is also under strict provisioning, only allowing access to our data services team for database recovery.

All of the above backups are retained off-site, in the cloud, using Amazon Web Services and their secure data centers.

Data Quality and Maintenance Reports

Run **Data Quality Reports** on a consistent basis. Below is a suggested schedule of recommended data maintenance reports.

Monthly

- Run a data quality review report of all accounts created in the past month. Ensure that accounts are flagged with appropriate values such as account types, and that all important persona information is complete and accurate including addresses zip codes, email

addresses, telephone numbers, titles, etc. To do this, create a **Constituents** based report and add a filter for **Created Date** is during **Last Month**.

- For active recurring schedules and pledges, run an **Almost Expired Auto Process Credit/Debit Card** report to keep track of expiration dates of recurring gift credit cards. It is ideal to catch credit cards before they expire. To do this, create a **Transactions** based report and add a filter for **Credit Card Expiration Date** is during **This Month** (or next month).

- Run a monthly **LYBUNT** (Last Year But Not This Year) donor retention report to reach out to the donors who may be lapsing from the donor file. This can be found under the report templates.

- Use the click through reporting on the **Donor Retention Wheel** on your Dashboard to see the lapsed donors based on a rolling year basis.

- Review transactions created in the past month to ensure that funds, campaigns, and appeals are filled out for each. Review in-kind gifts for accuracy.

Semi-Annually

- Invest in an NCOA (National Change of Address) data service and a Deceased Suppression Processing. Bloomerang's integration with Truegivers means that your data will be scanned and updated automatically. However, it is still beneficial to check your addresses.

- The organization should update communication preferences as applicable.

Annually

- Review Bloomerang users and security groups annually to ensure that the user list is up-to-date. To view the Users list, click on the **Settings** icon, select to **View All Settings**, then click on the **Edit** in the box for **Users**.

- Run a report of all relationships in the database and ensure that accounts and their known relationships are coded correctly. There is a Bloomerang report template for Relationships.

- Review **Reports** and delete those that are no longer needed, useful, or relevant. Review the **Created** and **Last Used** dates on each report. This can be viewed under the **Details** tab in each report. If the report has not been used in two years of more, delete it.

- Create a report of all constituents who have not been active with your organization for a long period of time (typically two years). Mark them with a **Status** of **Inactive** to remove them from mailings.

- A yearly overall assessment of the database should be conducted to ensure consistent data entry and database utilization.

Requesting database information and reports

All requests for reports, adjustments, lists, and cleanup projects should be sent to the organization's data entry contact via email. To ensure efficiently and accurately processing of the request, please include detailed description and the date and time that the request needs to be completed by in e-mail. All requests must be made at least 72 hours in advance.

Training and support

Any questions or concerns about this manual or the database should be directed to the organization's designated data entry contact. If in doubt, ask!

DEVELOPMENT GIFT PROCESSING PROCEDURE

Overview

The following provides information on our gift processing procedures.

Purpose

The purpose of this procedure is to ensure the security of processing monetary donations.

1. The receptionist opens; date stamps, and distributes the mail to respective departments. Development related checks/credit cards donations with any envelopes or correspondence are copied and given to development. Finance processes all actual checks/credit cards.

2. The finance clerk makes a deposit from his/her desk via check reader, processes credit cards, and prepares a General Ledger batch entry. The development data entry clerk enters in copies of checks/credit card donations into the Bloomerang database. If there are any questions regarding a particular check, then the receptionist and/or finance will ask development.

3. Finance enters cash in a separate deposit. Because cash gifts require the finance office to make a trip to the bank, if there is a small amount of cash received on a particular day, the finance office will include those gifts when more cash is received that week.

4. When donors directly deliver gifts of cash, reception completes a receipt for the donor's records. This receipt should be done in duplicate so that the donor and the organization both retain a copy. The donor signs the receipt and keeps one copy. Finance maintains the other Receipt copy; development receives a copy of the receipt that are logged as gifts of cash into Bloomerang.

GIFT RECONCILIATION PROCESSING PROCEDURE

Overview

The following provides information on our gift reconciliation procedures.

Purpose

The purpose of this procedure is to ensure the proper steps are taken between Development and Finance when recording a gift.

1. Development will reconcile its records by producing a Bloomerang monthly journal transaction report. This report will be given to Finance to be reconciled on a monthly basis to verify that all donations have been appropriately recorded.

2. If there are discrepancies between the monthly transactional total in Development and the General Ledger in Finance, the two departments will work to reconcile the discrepancies.