



AS Departmental Request Form

(Event Example)

Event/Communication Name 2018 5k Walk/Run/Roll
 Responsible Department Annual Giving
 Lead Bravo
 Co-Lead Charlie
 Deciding VP Alpha

AS intake staff Delta
 AS intake date 5/30/2017
 Ticket Number 18-05

Event/Solicitation ID EAF1801
 default fund Blue & White Fund (00001)
 Appeal ID AF1805
 named solicitors Bravo

event description 5K FUN Walk/Run/Roll
 event date 10/15/2017
 Invitation/Communication
 drop date 8/15/2017 & 08/25/17
 Communication type hard card followed by eblast
 Add/Sal Informal Joint

Segmentation:

Constituencies All

Solicitation Codes:

to exclude DNC, DNI, DNS
 to include split by smail and email

Item Price \$15-\$55 rolling date increases
 Item Description several registration levels + sponsorships
 item benefit (Y/N) yes

special instructions (ie. To mailing house, etc):
 post card to be mailed one week before eblast
 mail house will handle post card