

#1

Has the prospect already been solicited?

YES

**Update**

- Ask Date to reflect date of solicitation
- Ask Amount to reflect amount solicited
- Designation to reflect area and amount solicited for
- Likelihood to reflect how likely it is that the prospect will accept the ask



NO

**Update**

- Status to "Qualified"
- Expected Ask Date to anticipated solicitation date
- Expected Ask Amount to anticipated solicitation amount
- Designation to unit-level TBD designation and anticipated solicitation amount (e.g. 113333KY - AHS Designation to be Determined by the Donor)
- Likelihood to reflect how likely it is that the prospect will accept the ask



#2

Has the prospect responded to the solicitation?

YES

NO

**Update**

- Status to "Response Pending"
- Response Date to reflect date you expect to receive a response from the prospect



#3

Did the prospect agree to a proposed gift?

YES

NO

**Update**

- Status to "Rejected"
- Response Date: The date you received a response.
- Add relevant completed steps and historying the plan. See "Realtime Review Workflow" document

**UGLY DUCK-** not intuitive

When status is Response Pending, think of this field as "Expected Response Date"



Think of Expected Commitment as "Expected Receipt Date" or "Expected Book Date"

**MOVE ONTO THE NEXT OPPORTUNITY**

**Update**

- Status to "Accepted"
- Accepted Amount to reflect the amount the prospect agreed to
- Response Date to reflect date you received the response from the prospect
- Expected Commitment Date to reflect when you expect the gift/pledge/etc. to book in the system
- Expected Commitment Amount to reflect the amount you expect to book



# UPDATING OPPORTUNITIES

# Updating Opportunities in TED

## Frequently Asked Questions

### Why does opportunity information matter?

Through inputting opportunity information, fundraisers can help reports be more accurate, processes run smoother and assist our leadership teams as they make important decisions about the advancement operation. Read on for more details:

1. **Reporting and Processes:** rely on accurate information on the opportunity screen. Specifics are outlined in more detail below.
2. **Job Expectation:** fundraisers are expected to document the progression of gift conversations and relationships with prospects. That information is captured in both plan steps and the opportunity screen.
3. **Leadership Decision-making:** unit and campus advancement leadership rely on complete pipeline information for fundraising projections, which inform operational and staffing decisions. Having a clear collective picture of gifts in process requires that every individual fundraiser accurately capture opportunity information.

### What reports or processes use the data entered on opportunities?

There are three categories of reports/processes that depend on updated data being entered on opportunities:

1. **Revenue Association:** Incomplete opportunities will not be considered for revenue linking according to UIF Policy. Revenue must be linked to count in individual metrics.
2. **Pipeline Reporting:** unit leadership and individual frontline fundraisers cannot get a clear picture of where prospects are in the solicitation process unless opportunity information is up to date.
3. **Projection Reporting:** leadership relies on projections for decision-making. Reports are built to assume that fundraisers are properly entering information on opportunities. Incomplete information gives leadership a false view of projections.

### Additional Technical Information:

- **Additional documentation:**
  - “The Opportunity”, a comprehensive document available in iLearn covers every aspect of the opportunity screens in TED.
  - Glossary of Terms defines commonly used words and phrases in advancement.
- **Canceled status:** this status indicates the fundraiser will not move forward with an ask at this time. In most cases of a canceled opportunity, the plan would also be historied. If you want to continue working with the prospect and the opportunity was added in error or added prematurely (like a placeholder), the UIF Research department can help to remove it entirely.

Contact your PDA for additional information.

If you have questions, contact or call the Research Department at 217.300.7555