

Development and Alumni Relations Communications Reference Guide

Celebrating, Announcing and Publicizing a New Gift

- Celebration, announcement and publicizing of philanthropic gifts of \$1M or more are planned, managed and produced by the DAR Marketing, Communications and Events team. This includes working with DAR colleagues and University partners to produce appropriate event logistics and programming, news releases, social media communications, marketing/ branding, etc.
- Celebration, announcement and publicizing of new gifts of less than \$1M are led by the academic or administrative college / unit benefiting from the gift, with the DAR Marketing, Communications and Events team providing consultation as required, particularly with regard to the president's requirements. Additionally, DAR MarCom will collaborate with college communicators to help route any gift announcement press releases written at the college /unit level for appropriate approvals and will help share in donor and alumni communications.
- Visit the Development Marketing Toolbox for standard gift announcement protocols: <http://creative.clemson.edu/development/wp-content/uploads/sites/3/2015/06/Screen-Shot-2015-06-04-at-1.40.05-PM.png>
 - Visit the DAR Event Tool <http://www.clemsoneventplanning.com/users/login> for requesting or planning an event.

Responding to Questions about Sensitive University Issues

- By the nature of our work, DAR employees are inherently viewed by alumni and donors as ambassadors and representatives of Clemson University; however, DAR employees are not official University spokespersons. The University Relations division handles the official university response to these situations and the DAR division will align with this official messaging.
- DAR employees are expected to apply sound professional judgment and common sense in determining if and how to respond to comments, questions and requests regarding University issues. Considerations include factors such as:
 - ❖ Is the person making the comment or request an engaged alumnus or donor?
 - ❖ Is the communication addressed directly to the DAR employee or a broad social media post?
 - ❖ Is there a specific request for information or just a statement of opinion?
- The DAR Marketing, Communication and Events team will work closely with the University Relations team to provide appropriate message points to DAR employees for use when responding to questions from constituents when / if a DAR employee response is warranted. The employee's professional obligation is:
 - ❖ to convey University messages in accordance with instructions and information provided through DAR Mar Com and in alignment with University messaging,

- ❖ to be consistent in conveying University messages,
 - ❖ and to avoid expressing personal opinions or observations on sensitive University matters.
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- DAR employees should keep a record of the comments, questions and requests they receive regarding University issues and of their responses, if any. This documentation should be shared with the Marketing, Communication and Events team for tracking and analysis purposes.
 - If at any time you are unsure about how or if to respond to a question or comment on a sensitive or controversial University issue, please contact Michele Cauley, 864-275-8820, cauley@clermson.edu