

Checklist for Publicizing a Gift to Duke  
*updated May 2011*

- Consider the best outlets for publicizing the donor's gift.** In addition to official Duke news releases, communicators may also be able to publicize gifts:
  - through profiles in newsletters and magazines
  - through articles about a related program, department, or event
  - on school/program websites
  - in school/program newsletters
  - through announcements at events
  - in donor honor rolls
  - on Duke's official giving site: [giving.duke.edu](http://giving.duke.edu)
  
- Before publicizing a gift through any outlet, check the gift records system** (Advance or DukeEnquire) to be sure that:
  - the gift has been booked and recorded (and therefore Duke has received all necessary documentation)
  - neither the gift nor the donor has been coded "anonymous" (unless you are announcing a significant gift from "an anonymous donor")
  - you are not characterizing someone as the exclusive donor if another person or entity is the legal donor
  - special care has been given to any complexities regarding the gift agreement (i.e., a non-binding gift intention, or a multi-year commitment that is predicated on certain conditions being met)

Publicizing a gift that has not been properly documented and recorded – or without fully understanding possible complexities regarding the gift agreement or legal donor – can adversely impact the donor and the university.

- Consult the development officer** associated with the donor and gift.
  
- Notify University Development's director of development communications** of your desire to announce the gift. You can also consult him/her about any questions regarding the gift's listing in the gift records system. He/she may also be able to provide or suggest additional outlets for publicity.

*In addition, if you are preparing an official Duke news release:*

- Consult the Office of News and Communications' (ONC) director of media relations** (or the Duke Medicine Office of News and Communications) regarding the newsworthiness of the gift and the timing of a release.
  
- When drafting the release, be aware of the following:**
  - Gift announcements should generally be made by the president of the university.
  - The release must include the amount of money involved.

- In general, if Duke has previously announced a \$5 million+ gift from a donor to any area of the university, that gift should be mentioned in a release about a new gift. If Duke has previously announced a gift in the \$1 - \$5 million range, it may be appropriate to mention that gift in a release about a new gift, and appropriate development staff should be consulted.
- If a Duke alumna has married and changed her name since graduating, it's useful to include her maiden name as well as her married name in the release.
  
- **For official news releases, the communicator should seek internal approvals *before* showing a draft to the donor.**
  - 1) First, seek internal program/school approvals, including approval from the school or unit's director of communications.
  - 2) Next, share the release with University Development's director of development communications.
  - 3) Next, send the draft release to ONC's director of media relations. (Duke Medicine news releases should go through the Duke Medicine Office of News and Communications for review before being forwarded to ONC for editing.)
  - 4) Then show the release to the donor and seek any quote approvals.
  - 5) Finally, submit the release with any necessary changes to ONC. ONC will review any significant changes proposed by the donor and make final decisions about the content. Distribution will be handled by ONC or the Duke Medicine Office of News and Communications, depending on where the gift originated.
  
- **Gifts announced through official news releases should not be announced on websites or in newsletters until *after* the official release has been distributed.**