BBB WISE GIVING ALLIANCE's

Online Charity Reporting and Evaluation System

A convenient new way to show your charity's commitment to openness and accountability

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The **BBB Wise Giving Alliance** helps donors make informed giving decisions and advances high standards of conduct among organizations that solicit contributions from the public. It was formed in 2001 through the merger of the National Charities Information Bureau with the Council of Better Business Bureaus' Foundation, which housed the Philanthropic Advisory Service. The merger partners offer over a century of combined experience in charity evaluation. The Alliance produces in-depth evaluative reports on national charities based on comprehensive *Standards for Charity Accountability* and publishes a quarterly magazine, the *Better Business Bureau Wise Giving Guide*. National charities that meet standards can apply to participate in the Alliance's National Charity Seal program. Visit www.give.org for more information.

DEMONSTRATE YOUR ORGANIZATION'S ACCOUNTABILITY

Participate in the BBB Wise Giving Alliance's Online Charity Reporting and Evaluation System

Many, if not most Americans, have trouble finding the information they need to evaluate charities and make their giving decisions. In a detailed donor expectations survey commissioned by the Alliance in 2001, 70% of Americans said it was difficult to tell whether a charity soliciting for contributions is legitimate.

The BBB Wise Giving Alliance's Online Charity Reporting and Evaluation System is a new accountability tool that helps both donors and charities. By streamlining the input and assessment of information provided by national charities, the system provides donors with access to more reports that show whether charities meet or do not meet the Alliance's charity standards.

New Opportunities for Charities
For charities, participation in the online system offers increased opportunity for establishing their commitment to ethical practices. As more and more charities step forward to demonstrate openness about their operations, they encourage greater confidence in giving, a benefit to the whole charitable sector.

The Alliance's online system streamlines the process of providing information needed to produce a report.

There is no charge to national charities to participate in the online reporting system and the resulting evaluative reports are free to the general public.

High Volume of Visits for Charity Reports on Give.Org
The evaluative reports produced by the new online system are placed on the Alliance's website, give.org, one of the most frequented donor information sites in the nation. During 2004, Alliance charity reports on give.org were accessed more than 2.3 million times.

Give.org
BBB Wise Giving Alliance

BBB

Governance

Oversight

1. Does the board of directors of your organization periodically conduct a formal review of the performance of the chief executive officer?
   Yes No

4. In the past year, did your organization hire any of the following:
   a. Outside fund raising firms?
      Yes No
   b. Development consultants?
      Yes No
   c. Other companies to assist with fund raising activities?
      Yes No

7. Is the board of directors and/or a committee of the board provided with a copy of the following on an annual basis?
   a. IRS Form 990
      Yes No
   b. Audited Financial Statements
      Yes No

10. Does the organization have a written conflict of interest policy formally approved by the board of directors?
    Yes No

< Back Next > Save Exit

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- ☐ Submit

* error in this section

Sample Screen from the Online Questionnaire for Participating National Charities - The online questionnaire form is interactive. Answering questions in a certain manner will result in additional drop-down boxes that request more information. For example, checking "yes" to question 4(a) above results in additional questions being asked about outside fund raising firms.

FEATURES OF THE ONLINE REPORTING SYSTEM

No Charge to Charities, No Charge to the Public
Charity participation in this new online system is free, just as it is with the written questionnaire previously used by the Alliance. A nationally soliciting charity that wishes to be the subject of an Alliance report can request participation in the system whether or not the Alliance has received public inquiries about the organization. Once information has been submitted, however, the final evaluation results, whether the charity meets standards or not, will be publicly available on give.org.

Ease of Input for Participating Charities
The online form can be completed by a charity at its own pace. The system also allows key staff members such as fund raising staff, financial officers or program specialists to input information simultaneously. All can access the Help Screens that further describe requested information. For example, the financial section includes help screens for each of the requested financial items, showing where to find the referenced items in either the audited financial statements or the IRS Form 990. In the governance section, help screens explain how the Alliance defines "compensation" for purposes of identifying, if applicable, the number of compensated charity board members.

Designed for Use by Charities of All Sizes
The online system is intended for charities both large and small. No special information technology experience or knowledge is required to complete the form. Online participants can easily call up additional clarification, definitions and guidance about the requested information items when needed. The system technology is being shared with local Better Business Bureaus for assistance in preparing reports, similar to the Alliance's, on locally soliciting charities.

Promoting Public Confidence, Not Charity Ranking
The Alliance does not rank charities but rather seeks to assist donors in making informed judgments about charities soliciting their support. The belief that full and accurate disclosure by charitable organizations will promote public confidence and support is the basis for the *Standards for Charity Accountability.*

Although the System is New, the Alliance's Basic Practices Are Unchanged.
We continue to work with charities on issues that arise in the reporting and evaluation process. Alliance reports continue in the same format as those now accessible at give.org. And there is never a charge to charities for evaluation.

HOW DOES THIS INNOVATIVE SYSTEM WORK?

(1) Information Collection:
On an online form with password-protected access, a charity answers a series of interactive questions covering governance, fund raising, finances, solicitations, charity effectiveness and donor privacy issues. In some situations, a charity's response will result in drop-down boxes with additional questions. The Alliance will still ask charities to provide copies of their latest IRS Form 990, audited financial statements and annual report. Electronic versions of these items, if available, are preferred. Some organizations will need to provide additional documents, depending on how certain questions are answered.

(2) Data Analysis:
Through a specialized computer program, the system will make an initial analysis of the charity's online responses to determine if the charity meets or does not meet the Alliance's comprehensive *Standards for Charity Accountability.*

(3) Report Generation:
The collected information will automatically generate a draft report on the subject charity. The draft is then reviewed by Alliance staff and, following our established procedure, forwarded to the subject charity for review and comment prior to distribution through give.org.

INSTRUCTIONS FOR NATIONAL CHARITIES COMPLETING THE ONLINE FORM

The following easy, step-by-step instructions will guide you through the process of submitting information to the BBB Wise Giving Alliance so that an evaluation in relation to the *Standards for Charity Accountability* can be completed.

Stage 1: Enroll

- Go to: www.give.org/NationalCharityEnrollmentForm/
- Click on the *enroll* link to provide, over a secure on-line connection, some general factual information about your charity such as charity name, contact information, tax ID number, etc.
- Select your own passcode, as requested. However, your user-name for the entire process will be the e-mail address of the main contact person at the charity.
- Submit this background information to the BBB Wise Giving Alliance, which will then verify the information received.

Stage 2: Completing the Questionnaire - Instructions

- The Alliance will send an e-mail to the address you have provided. With this e-mail, you will have access to the online questionnaire using the passcode selected when you enrolled.
- The online form is divided into sections for ease of completion. When a section is completed, a black check mark appears next to the section title. A gray check mark means that the section is only partially completed. The sections do not need to be completed in the order that they are listed.
- The form can be completed over a period of time. You can save data entered either by clicking on the “save” box at the bottom of the screen or by clicking on the “next” button to move to the next

screen. By sharing your passcode, more than one staff member can assist the completion of the form.

- When you see a ?, you can link to a help screen that provides additional clarification about the information being requested.

- To check the facts and edit what you have input, click on the "Review" section and view the full series of responses your organization has entered.

- You can provide the items requested in the "Documentation" section either electronically (preferred) or by mail to the Alliance.

- Click on the "Submit" key only after you have verified that the form is complete and accurate.

If technical assistance is needed, contact onlinecharityhelp@cbbb.bbb.org.

Gathering Reference Materials to Help Complete Form

Before you complete the form, we recommend that you gather the following materials that can be referenced, as needed, to answer the corresponding questions:

- Annual Report (this is an annually produced fact sheet, brochure or other publication that summarizes your purposes, programs, governance and finances for the past year)
- Latest Audited Financial Statements
- IRS Form 990
- Budget for fiscal year in progress
- Roster of the Board of Directors
- Sample fund raising materials (e.g., direct mail, telephone scripts, etc.)
- Sample advertisements for sales to benefit your organization (i.e., cause-related marketing promotions)
- Conflict of Interest Policy
- Articles of Incorporation
- Bylaws
- IRS tax-exempt status determination letter

Sample Screen from the Online Questionnaire for Participating National Charities - Help screens links (?) are offered for each financial item to help locate the requested information in the charity's financial documents. In addition, Alliance staff will check each of the financial entries submitted against the charity's audit report and/or IRS Form 990.

How This Information Will Be Used

The information provided will be used to determine if your organization meets the BBB Wise Giving Alliance's 20 voluntary *Standards for Charity Accountability.* You will note that questions are organized in sections that specifically relate to the contents of the standards.

Your organization will be sent a draft report, based on an evaluation of the submitted data in relation to the voluntary BBB charity standards, for your review and comment. When finalized, the completed report will be posted to the give.org website.

Better Business Bureau Name

The name “Better Business Bureau” and the BBB torch logo are federally registered service marks owned by the Council of Better Business Bureaus, Inc. Unless licensed for use, these service marks may not be used by others.

The completion and submission of the online form to the BBB Wise Giving Alliance does not imply any form of endorsement, approval or membership. The information is provided solely to help assist donors in their contribution decisions.

Accuracy of Submission and Agreement to Use Information

By submitting the information requested on this online form, your organization is confirming that the submitted facts are accurate, that you agree with how we will use this information, and that your organization will not use the BBB name, link to the give.org website or make any reference to whether your organization meets the *Standards for Charity Accountability* in advertising, promotional, or any other materials by your organization, unless licensed to do so.

Contents of a Typical Charity Report—The evaluative reports produced by the new online system are placed on the Alliance’s website, give.org, one of the most frequented donor information sites in the nation. During 2004, Alliance charity reports on give.org were accessed more than 2.3 milion times.

STANDARDS FOR CHARITY ACCOUNTABILITY

[At give.org, you'll find a detailed Implementation Guide describing how each of the charity standards are applied, and access to all current Alliance reports on national charities.]

PREFACE

The BBB Wise Giving Alliance *Standards for Charity Accountability* were developed to assist donors in making sound giving decisions and to foster public confidence in charitable organizations. The standards seek to encourage fair and honest solicitation practices, to promote ethical conduct by charitable organizations and to advance support of philanthropy.

These standards replace the separate standards of the National Charities Information Bureau and the Council of Better Business Bureaus' Foundation and its Philanthropic Advisory Service that were in place at the time the organizations merged.

The *Standards for Charity Accountability* were developed with professional and technical assistance from representatives of small and large charitable organizations, the accounting profession, grant making foundations, corporate contributions officers, regulatory agencies, research organizations and the Better Business Bureau system. The BBB Wise Giving Alliance also commissioned significant independent research on donor expectations to ensure that the views of the general public were reflected in the standards.

The generous support of the Charles Stewart Mott Foundation, the Surdna Foundation, and Sony Corporation of America helped underwrite the development of these standards and related research.

Organizations that comply with these accountability standards have provided documentation that they meet basic standards:

- In how they govern their organization,
- In the ways they spend their money,
- In the truthfulness of their representations, and
- In their willingness to disclose basic information to the public.

These standards apply to publicly soliciting organizations that are tax exempt under section 501(c)(3) of the Internal Revenue Code and to other organizations conducting charitable solicitations. The standards are not intended to apply to private foundations, as they do not solicit contributions from the public.

The overarching principle of the BBB Wise Giving Alliance *Standards for Charity Accountability* is full disclosure to donors and potential donors at the time of solicitation and thereafter. However, where indicated, the standards recommend ethical practices beyond the act of disclosure in order to ensure public confidence and encourage giving. As voluntary standards, they also go beyond the requirements of local, state and federal laws and regulations.

In addition to the specific areas addressed in the standards, the BBB Wise Giving Alliance encourages charitable organizations to adopt the following management practices to further the cause of charitable accountability.

- Initiate a policy promoting pluralism and diversity within the organization's board, staff, and constituencies. While organizations vary widely in their ability to demonstrate pluralism and diversity, every organization should establish a policy, consistent with its mission statement that fosters such inclusiveness.

- Ensure adherence to all applicable local, state and federal laws and regulations including submission of financial information.

- Maintain an organizational adherence to the specific standards cited below. The BBB Wise Giving Alliance also encourages charities to maintain an organizational commitment to accountability that transcends specific standards and places a priority on openness and ethical behavior in the charity's programs and activities.

GOVERNANCE AND OVERSIGHT

The governing board has the ultimate oversight authority for any charitable organization. This section of the standards seeks to ensure that the volunteer board is active, independent and free of self-dealing. To meet these standards, the organization shall have:

1. A board of directors that provides adequate oversight of the charity's operations and its staff. Indication of adequate oversight includes, but is not limited to, regularly scheduled appraisals of the CEO's performance, evidence of disbursement controls such as board approval of the budget and fund raising practices, establishment of a conflict of interest policy and establishment of accounting procedures sufficient to safeguard charity finances.

2. A board of directors with a minimum of five voting members.

3. A minimum of three evenly spaced meetings per year of the full governing body with a majority in attendance, with face-to-face participation. A conference call of the full board can substitute for one of the three meetings of the governing body. For all meetings, alternative modes of participation are acceptable for those with physical disabilities.

4. Not more than one or 10% (whichever is greater) directly or indirectly compensated person(s) serving as voting member(s) of the board. Compensated members shall not serve as the board's chair or treasurer.

5. No transaction(s) in which any board or staff members have material conflicting interests with the charity resulting from any relationship or business affiliation.
Factors that will be considered when concluding whether or not a related party transaction constitutes a conflict of interest and if such a conflict is material, include, but are not limited to: any arm's length procedures established by the charity; the size of the transaction relative to like expenses of the charity; whether the interested party participated in the board vote on the transaction; if competitive bids were sought and whether the transaction is one-time, recurring or ongoing.

MEASURING EFFECTIVENESS

An organization should regularly assess its effectiveness in achieving its mission. This section seeks to ensure that an organization has defined, measurable goals and objectives in place and a defined process in place to evaluate the success and impact of its program(s) in fulfilling the goals and objectives of the organization and that also identifies ways to address any deficiencies. To meet these guidelines, a charitable organization shall:

6. Have a board policy of assessing, no less than every two years, the organization's performance and effectiveness and of determining future actions required to achieve its mission.

7. Submit to the organization's governing body, for its approval, a written report that outlines the results of the aforementioned performance and effectiveness assessment and recommendations for future actions.

FINANCES

This section of the standards seeks to ensure that the charity spends its funds honestly, prudently and in accordance with statements made in fund raising appeals. To meet these standards, the charitable organization shall:

Please note: Standards 8 and 9 have different denominators.

8. Spend at least 65% of its total expenses on program activities.

Formula for Standard 8:

$$\frac{\text{Total Program Service Expenses}}{\text{Total Expenses}} \quad \text{should be at least 65\%}$$

9. Spend no more than 35% of related contributions on fund raising. Related contributions includes donations, legacies and other gifts received as a result of fund raising efforts.

Formula for Standard 9:

$$\frac{\text{Total Fund Raising Expenses}}{\text{Total Related Contributions}} \quad \text{should be no more than 35\%}$$

10. Avoid accumulating funds that could be used for current program activities. To meet this standard, the charity's unrestricted net assets available for use should not be more than three times the size of the past year's expenses or three times the size of the current year's budget, whichever is higher.

An organization that does not meet Standards 8, 9 and/or 10 may provide evidence to demonstrate that its use of funds is reasonable. The higher fund raising and administrative costs of a newly created organization, donor restrictions on the use of funds, exceptional bequests, a stigma associated with a cause, and environmental or political events beyond an organization's control are among factors which may result in expenditures that are reasonable although they do not meet the financial measures cited in these standards.

11. Make available to all, on request, complete annual financial statements prepared in accordance with generally accepted accounting principles. When total annual gross income exceeds $250,000, these statements should be audited in accordance with generally accepted auditing standards. For charities whose annual gross income is less than $250,000, a review by a certified public accountant is sufficient to meet this standard. For charities whose annual gross income is less than $100,000, an internally produced, complete financial statement is sufficient to meet this standard.

12. Include in the financial statements a breakdown of expenses (e.g., salaries, travel, postage, etc.) that shows what portion of these expenses was allocated to program, fund raising, and administrative activities.

12. (cont.) If the charity has more than one major program category, the schedule should provide a breakdown for each category.

13. Accurately report the charity's expenses, including any joint cost allocations, in its financial statements. For example, audited or unaudited statements which inaccurately claim zero fund raising expenses or otherwise understate the amount a charity spends on fund raising, and/or overstate the amount it spends on programs will not meet this standard.

14. Have a board-approved annual budget for its current fiscal year, outlining projected expenses for major program activities, fund raising, and administration.

FUND RAISING AND INFORMATIONAL MATERIALS

A fund raising appeal is often the only contact a donor has with a charity and may be the sole impetus for giving. This section of the standards seeks to ensure that a charity's representations to the public are accurate, complete and respectful. To meet these standards, the charitable organization shall:

15. Have solicitations and informational materials, distributed by any means, that are accurate, truthful and not misleading, both in whole and in part. Appeals that omit a clear description of program(s) for which contributions are sought will not meet this standard.

A charity should also be able to substantiate that the timing and nature of its expenditures are in accordance with what is stated, expressed or implied in the charity's solicitations.

16. Have an annual report available to all, on request, that includes:
(a) the organization's mission statement,
(b) a summary of the past year's program service accomplishments,
(c) a roster of the officers and members of the board of directors,
(d) financial information that includes: (i) total income in the past fiscal year, (ii) expenses in the same program, fund raising and administrative categories as in the financial statements, and (iii) ending net assets.

17. Include on any charity website that solicit contributions, the same information that is recommended for annual reports, as well as the mailing address of the charity and electronic access to its most recent IRS Form 990.

18. Address privacy concerns of donors by

(a) providing in written appeals, at least annually, a means (e.g., such as a check off box) for both new and continuing donors to inform the charity if they do not want their name and address shared outside the organization, and

(b) providing a clear, prominent and easily accessible privacy policy on any of its websites that tells visitors (i) what information, if any, is being collected about them by the charity and how this information will be used, (ii) how to contact the charity to review personal information collected and request corrections, (iii) how to inform the charity (e.g., a check off box) that the visitor does not wish his/her personal information to be shared outside the organization, and (iv) what security measures the charity has in place to protect personal information.

19. Clearly disclose how the charity benefits from the sale of products or services (i.e., cause-related marketing) that state or imply that a charity will benefit from a consumer sale or transaction. Such promotions should disclose, at the point of solicitation:
(a) the actual or anticipated portion of the purchase price that will benefit the charity (e.g., 5 cents will be contributed to abc charity for every xyz company product sold),
(b) the duration of the campaign (e.g., the month of October),
(c) any maximum or guaranteed minimum contribution amount (e.g., up to a maximum of $200,000).

20. Respond promptly to and act on complaints brought to its attention by the BBB Wise Giving Alliance and/or local Better Business Bureaus about fund raising practices, privacy policy violations and/or other issues.

Contact us for more information at the address on the back cover. We'll tell you how the online system works and get you started when you're ready. Most important, your charity's participation will add to the evidence, so vital for public trust and support, that the charitable sector recognizes standards of ethics and good practice that go beyond what the law requires.

BBB Wise Giving Alliance:

The nation's most experienced charity evaluation service. Helping charities address accountability through an open process of standards development, evaluation and reporting.

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Online Charity Reporting and Evaluation System, Patent Pending
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ALSAC/St. Jude Children's Research Hospital
Overview of Major Divisions

CHIEF EXECUTIVE OFFICER
ALSAC – Executive Office

CHIEF OPERATING OFFICER
ALSAC – Executive Office
ORGANIZATIONAL STRUCTURE:
Responsible for the daily operation of ALSAC and its fundraising activities at the National Office and around the country.

DEPARTMENT: ***Communications, ALSAC***
ORGANIZATIONAL STRUCTURE:
Communications/Event Liaison consists of three major areas that are responsible for generating all creative and public relation efforts for ALSAC fund-raising programs. Communications oversees video, graphic design and general media outreach. Interactive Media oversees electronic creative product for Web site and e-commerce. Event Liaison oversees patient participation in ALSAC fund-raising efforts and events and tours that occur at St. Jude

DEPARTMENT: ***Communications, St. Jude Public Relations***
ORGANIZATIONAL STRUCTURE:
St. Jude's Public Relations Department's mission is to represent St. Jude Children's Research as the world's premiere biomedical pediatric treatment and research center. ALSAC's Communication/Interactive Media Departments provide creative, public relations and informational support to the fund-raising areas of ALSAC. The departments' goal is to promote St. Jude as an authority and a resource to create awareness, to inform and educate, to change attitudes and help improve ALSAC's donor base. The departments work with local, national and international media to publicize the work of St. Jude. PR/Communications oversees the production of several high quality publications that support St. Jude's mission by helping employees, patient families, donors and the general public understand the research, patient care and support activities of St. Jude.

DEPARTMENT: ***Corporate Alliances***
ORGANIZATIONAL STRUCTURE:

The Corporate Alliances Department at ALSAC/St. Jude identifies and acquires national corporate fundraising partners whose business models enhance or complement our brand and goals. The team plans and implements fundraising programs with our corporate partners through cause-related marketing and sponsorship of regional and national events. Corporate Marketing is also responsible for the matching gifts and employee giving programs, working with corporations to expand workplace giving to St. Jude.

DEPARTMENT: ***Field Operations***
ORGANIZATIONAL STRUCTURE:
The Field Operations department is responsible for the management of the Area and Regional Directors, Dream Home Development, Sports Marketing, Event Marketing and Radio Marketing. Field Operations supports and works to develop new national promotions and events, while supporting the current activities implemented through twenty-five field offices. They brought Coors Brewing Company on as a national partner and launch the Captured for Kids and Up 'til Dawn programs nationally. In addition, they initiated Promesa y Esperanza, the Hispanic radio program, and helped to develop relationships with Sterling Jewelers, ENESCO, Shop at Home Network and many others.

DEPARTMENT: ***Finance and Administration***
ORGANIZATIONAL STRUCTURE:
Finance and Administration includes Accounting, Cash Room, Data Entry, Cash Management, Purchasing, Switchboard and Building Services

DEPARTMENT: ***Gift Planning***
ORGANIZATIONAL STRUCTURE:
Gift Planning is responsible for managing relationships with many of the hospital's most dedicated partners. The staff works closely with donors who wish to make major commitments to support St. Jude whether it is today, over time, or as a gift through their estate. Each year, these efforts result in significant gifts of securities and other properties of value, whether outright or in a form that helps preserve income and other financial benefits on a temporary basis for donors and their loved ones.

St. Jude donor liaisons and representatives also work to facilitate donor wishes in directing gifts to specific areas of interest such as research, patient care, physical facilities, equipment needs or other areas of emphasis.

Family, corporate and community foundations across the country are also increasingly responding to the St. Jude mission in their grant-making decisions. The Foundations department along with donor liaisons help facilitate the philanthropy of these vital sources of St. Jude support, and each year the hospital is awarded a variety of grants for general research and treatment.

DEPARTMENT: ***Human Resources***
ORGANIZATIONAL STRUCTURE:
Human Resources is comprised of seven areas: benefits and administration; employment/morale; training and development; compensation; systems technology/payroll and human resources in the volunteer service centers.

Purpose is to provide support and service to ALSAC's employees by recruiting the most qualified applicants, training and developing them to their fullest potential, motivating and retaining them, and continuously providing innovative and technologically advanced solutions to employee needs and demands.

DEPARTMENT: ***Investments***
ORGANIZATIONAL STRUCTURE: Fiduciary oversight of investment portfolio, pension plans, charitable gift annuity assets, and pooled income assets. Also responsible for custody relationships and endowment accounting.

DEPARTMENT: ***ITS / CIO***
ORGANIZATIONAL STRUCTURE:
Application design, development, support; data and voice communications; database management; internet development; technical training; user support.

DEPARTMENT*: Legal*
ORGANIZATIONAL STRUCTURE:
Handles all legal matters related to all aspects of ALSAC's fundraising operation, such as contract review, real estate matters and laws governing charity compliance. Also administers probate and trust matters.

DEPARTMENT: ***Marketing Development***
ORGANIZATIONAL STRUCTURE:
Marketing Development is a service division within ALSAC that focuses on three primary areas – program development, marketing research and analysis, and market intelligence. The division fosters and leads the process for new fundraising program development, including the creative approach, testing, initial rollout, and analysis of these programs. The marketing development team serves in an internal consulting capacity that allows for group involvement on all development initiatives and also serves as the resource for market information. The goal for this division is to drive new and incremental revenue for the organization while providing valuable resources that enhance the ALSAC fundraising efforts.

DEPARTMENT: ***National Direct Marketing***
ORGANIZATIONAL STRUCTURE:
This department is responsible for marketing efforts to acquire donors and cultivate the giving through direct marketing mediums such as TV and direct mail.

DEPARTMENT: ***Volunteer and Donor Programs***
ORGANIZATIONAL STRUCTURE:
This division includes ALSAC's two call centers (Volunteer Service Center I & II), Volunteer Support, Donor Services, Tribute Giving, High Donor Acknowledgments, and the Production Center. They are responsible for recruiting and servicing almost 60,000 volunteer event coordinators by phone and mail. They manage the inventory and shipment of over 120 different printed items totaling approximately 10 million pieces.

Volunteer and Donor Services also handles approximately 142,000 inbound calls and letters from donors per year, market and fulfill 95,000 memorial and honorarium gifts, and acknowledge over 32,500 high dollar donations.

ALSAC / St. Jude Children's Research Hospital
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