

University Advancement Division  
**Request for  
Appeal Solicitation Code/Advancement (mail list) Code**

Appeal solicitation codes/advancement codes are used to track statistics and other elements related to mass solicitations. Some statistics that are tracked include the number of gifts received from a particular solicitation, the number of pledges received, total amount raised, total amount received, fulfillment percentage rate. Additionally, appeal solicitation codes/advancement codes can track the number of solicitations an entity receives in a given period and/or the type of solicitation an entity responds to, and many others.

To request an appeal solicitation code/advancement code, complete the information below and forward this form to the Advancement Services Office. A copy of the form will be returned to you with an assigned appeal/advancement code number.

The appeal/advancement code will be appended to each *Advance* entity record if the solicitation/mail list is provided by Advancement Services. If Advancement Services does not provide the solicitation/mail list, the gifts and pledges received as a result of the solicitation will **NOT** be coded in *Advance* with this appeal code. **To ensure proper coding, be sure to include the appeal/advancement code on the Gift Transmittal Form along with the check, pledge form and other supporting documentation.**

**Check one:**

Appeal Solicitation Code \_\_\_\_\_ Advancement (mail list) Code \_\_\_\_\_

Date of Request: \_\_\_\_\_ Target date of Appeal \_\_\_\_\_

Fiscal Year \_\_\_\_\_

Requested By: \_\_\_\_\_

Solicitation To: \_\_\_\_\_ (i.e., alums, parents, friends, previous donors, non-donors, etc.)

Solicitation Type: \_\_\_\_\_ (i.e., telephone call, personal or form letter, etc.)

Solicitation Purpose: \_\_\_\_\_

Solicitation List Requested from Advancement Services: \_\_\_ No \_\_\_ Yes  
(If answer is **No**, a list must be submitted to Advancement Services at time of appeal request and include *Advance* ID numbers)

**Return this form to Advancement Services accompanied by a copy of the solicitation document and any other supporting documentation.**

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*For Advancement Services Use Only*

Date Received: \_\_\_\_\_

Appeal/Adv Code Assigned: \_\_\_\_\_

Group: \_\_\_\_\_

Campaign: \_\_\_\_\_

Program/Dept.: \_\_\_\_\_

Interest: \_\_\_\_\_