



<b>Development (fundraising) Activities</b>	
1	Personal Visits
2	Proposal generation
3	Individual Solicitation
4	Research / Analysis
5	Networking (with donors)
6	Donor Communications
7	Volunteer management
8	Recognition / acknowledgment
9	Case Development
10	Events/Promotions
11	Database management/Report development
12	Gift Accounting
13	Board Management
14	Academy Liaison
<b>Other (non-fundraising) Activities</b>	
15	Events/Promotions
16	Volunteer management
17	Travel
18	Networking (non-donor or non-donor prospects)
19	Alumni Liaison
20	Communications Design and Dev (Print/Web)
21	Program Assistance
22	Marketing
23	Staff Management
24	Database management/Report development
25	Lunch/Breaks
26	Office Operations
<b>Other (user defined)</b>	

A time study is performed to establish a baseline. Without basic time study measures, it is impossible to know whether the XXXXXX work has had impact on performance of the XXXXX.

A time study does not reflect concern by the organization on staff work. A time study measures how long things take, not how fast you do them.

Our time study procedures allow for you to take breaks, ask questions, attend meetings and so forth.

We hope to use the results, in part, to set standards to measure performance of the XXXXX project. These standards are important because without them, overall performance cannot be evaluated fairly.

### **Development (fundraising) Activities**

1. Personal Visits: This would be represented by a face to face meeting with a donor or a donor prospect. These meetings may or may not be about a gift, but during the meeting no solicitation is made (see individual solicitation below). These may include one or more donors, but are not considered a scheduled, sanctioned AA event.
2. Proposal generation: This is the time spent in development (research, writing and production) of solicitation proposals specific to a solicitation of an individual, group, foundation or company.
3. Individual Solicitation: Time entered here, represents the actual ask made of a person, group, company or foundation. It may be in person, by phone or by email.
4. Research/Analysis: Time spent researching people, groups, companies or foundations and/or time spent analyzing research for the same.



5. Networking (with donors): Time spent at donor events, donor meetings, academy activities with donor groups.
6. Donor Communications: All other communications with donors in writing, by email, on Social media, by phone, NOT related to solicitations.
7. Volunteer management: Activity invested in working with volunteers; committee meetings, committee meeting prep; volunteer communications, etc.
8. Recognition/Acknowledgement: time spent on preparing for, producing, delivering stewardship to donors
9. Case Development: Activities for the research and production of case statements for fundraising projects
10. Events/Promotions: This represents time spent in the research, preparation, production, coordination and/or implementation of fundraising events and promotions
11. Database Mngmnt/Report Development: Time spent in Raisers Edge managing donor data or producing donor reports specifically related to fundraising activities
12. Gift Accounting: Time spent documenting ,entering and reporting on donor gifts
13. Board Management: Represents all time spent preparing for, producing, communicating with and managing board relations, both as a group and individually.
14. Academy Liaison: Time spent communicating and collaborating with Academy personnel and departments in pursuit of fundraising activities

#### **Other and Non-fundraising Activities**

15. Events/Promotions: All time spent on events/promotions not related to fundraising.
16. Volunteer Management: Time spent with volunteers not in relationship with any fundraising activity
17. Travel: any time spent in travel (not to and from work each day), for both fundraising and non-fundraising activities
18. Networking (non-donor or non-donor prospects): Any time spent in meetings, events or activities, representing the AA or the CGA. This includes participation or attendance at community events, academy events and others.
19. Alumni Liaison: Any time spent communicating and collaborating with Alumni, not related to a specific fundraising goal.
20. Communications Design and Dev. (Print/Web): Social media, newsletter development, web design, etc.
21. Program Assistance: This represents any time spent in supporting programs outside of the AA (Academy and Foundation) in areas of program.
22. Marketing: Time spent in marketing activities for the Alumni Association and other marketing and PR promotions (not related to fundraising)



23. Staff Management: Time spent managing the work and workload of other staff, time spent managing the HR activities in your role
24. Database management/Report development: This represents any Raisers Edge data management and report development NOT related directly to fundraising activities
25. Lunch/Breaks
26. Office operations: Includes checking and responding to email and voicemail, or performing office functions such as filing, stuffing envelopes, copying in large quantities of time (15 min or more)