

What is a Contact?

A contact is a “meaningful and constructive” communication that has occurred between a prospect manager and his/her prospect. It is a situation where information is exchanged in order to advance the donor toward solicitation or helps determine their capacity or inclination to make a major gift or increase a previously made gift. A contact should include a stated purpose and a next step.

In general, when business is transacted during a visit, the contact is considered meaningful and should be documented in the millennium database. Casual interchanges with donors do not need to be documented unless specific business is discussed. Most contacts will be scheduled appointments although there will be certain occurrences when contacts are not scheduled (i.e. at events).