# Common Acronyms

*Detailed definitions for these acronyms and many other industry and UI words and phrases are listed in the* [Advancement Glossary of Terms](#)

| Common Advancement Acronyms | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| AAS | AFP | AG | AGMO | AI | AIMS | ANR | APMT | APRA | AS | AS | AVC |
| AVP | BIO | BTFRI | CAE | CAO | CAP | CASE | CFP | CFR | CFRE | CGA | CLG |
| CMG | CRAT | CRUT | CRM | CU | DAF | DI | DM | DN | DOA | DOD | DPI |
| EAB | EGC | EI | EM | EN | EOT | FACTS | FM | FS | GDPR | GG+A | GG+A GCR |
| GP | GPTS | HH | HSRI | IAA | IIN | IPAC | ITG | LA | LAG | LL | M&L |
| MG | MGO | MSR | ND | NDA | NX000 | OATS | OIF | OCR | OOO | OVCA | OVCIA |
| PAC | PC | PG | PGP | PM | POA | PURL | QNP | RD | RE | RelSci | RPM |
| RSO | R&T | SDR | SVP | TED | TI | TM | TN | UAT | UC | UGC | UI |
| UIAA | UIC | UICAA | UIDEA | UIF | UIN | UIS | UISAA | UIUC | UIUK | VC | VLL |
| VVLL | | | | | | | | | | | |

**AAS**  **Advancement All-Staff**
An annual in-person meeting for all advancement employees across the University of Illinois System

**AFP**  **Association of Fundraising Professionals**
Industry organization for fundraising professionals. Hosts National Philanthropy Day.
*See* [AFP website](#)

**AG**  **Annual Giving**
Broadly gifts under $25,000 designated wherever the donor chooses, often as a result of a direct/mass marketing effort, and encouraged as a consistent, year-over-year philanthropic behavior
*See procedure:* [Annual Giving Definition Calculations](#) *(advancement access required)*

**AGMO**  **Annual Giving & Marketing Operations**
Pronounced "agg-moh," a department within UIF which manages both university call centers and coordinates with the segmentation team all communication/solicitation grids/annual plans for units across the advancement program
*See* [UIF Services Catalog](#)

**AI**  **Advancement Intelligence**
A unit at UIF that manages analytics and reporting for advancement, as well as mass marketing segmentation
*See* [UIF Services Catalog](#)

**AIMS**  **Advancement Information Management & Support**
Pronounced "aims," a unit at UIF that manages user experience for nearly all advancement systems and coordinates data management, quality, and integration
*See* [UIF Services Catalog](#)

**ANR**  **Attempted – Not Reached**
Interaction Subcategory used when a prospect was reached out to, but did not respond back; used for phone calls, emails, mailings and social media messaging

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# Common Acronyms

**APMT**  **Advancement Program Management Team**
A team of approximately 30 AVP/AVC-level and above leaders from the three universities, Foundation, and Alumni Alliance. APMT members are identified in TED and meet approximately quarterly
*See APMT committee in TED (advancement access required)*

**APRA**  **Association of Professional Researchers for Advancement**
The professional organization for prospect development and research
*See APRA website*

**AS**  **Advancement Services**
UIF departments of Research and Portfolio Management (RPM), Advancement Intelligence (AI) and Advancement Information Management and Support (AIMS)

**Advancement Support**
An indicator in UIF ticketing system to indicate requests for support from users

**AVC**  **Assistant/Associate Vice Chancellor**

**AVP**  **Assistant/Associate Vice President**

**BIO**  **Biography/Profile/Briefing**
A digital or printed profile of a constituent, which may include degrees, past giving, employment, engagement information, etc.
*See Bio/Briefing process*

**BTFRI**  **Big Ten Fund Raisers Institute**
Pronounced "bit-fry," an annual retreat for Big Ten advancement professionals to share ideas and information about best practices, challenges, and emerging issues
*See BTFRI website*

**CAE**  **Campaign Ask Expectancy**
The Campaign Ask Expectancy is a gift-officer determined remaining expected giving amount from the prospect during the current campaign (after reducing campaign gifts received and/or current open opportunities on the prospect's record). CAEs are tracked in the advancement database in plans and are for internal use only.

**CAO**  **Chief Advancement Officer (Urbana)**
A category of employees who are unit "chiefs" or heads of development or advancement for a particular college/unit. Titles are often Assistant or Associate Dean, rather than CAO. Equivalent of DOA at UIC.

**CAP**  **Coordinated Acknowledgement Program**
Pronounced, "cap," a stewardship program coordinated by OVCIA which sends a four-color, personalized to the unit thank you piece to donors of under $1,000 for certain units who have opted into this process

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# Common Acronyms

**CASE**      **Council for Advancement and Support of Education**
Pronounced "case," the global association for professionals in advancement—alumni relations, communications, development, marketing, and advancement services—who share the goal of championing education to transform lives and society
See *CASE website*

**CFP**      **Certified Financial Planner**
A formal recognition of expertise in the areas of financial planning, taxes, insurance, estate planning, and retirement. CFPs are often employed by fundraising organizations or represent donors during gift planning discussions

**CFR**      **Corporate & Foundation Relations**
A division of advancement dedicated to fundraising and engagement with corporations, companies, foundations, and funds. Often linked closely with grants and contracts, economic development, research, a technology management

**CFRE**      **Certified Fund Raising Executive**
An organization and certification program for setting standards in philanthropy by certifying fundraising professionals. Certification may be listed as a job requirement for fundraising jobs
See *CFRE website*

**CGA**      **Charitable Gift Annuity**
A simple agreement between a nonprofit organization and a donor to pay a fixed sum of money to an individual at regular intervals in exchange for a gift of at least $10,000 cash or marketable securities
See *Charitable Gift Annuities documentation* (advancement access required)

**CLG**      **Cumulative Lifetime Giving**
A measure of the combined total giving to the university system, one university, a college, department, fund, etc.

**CMG**      **Central Major Gifts (Chicago)**
Term used for the Regional Gifts Team at UIC

**CRAT**      **Charitable Remainder Annuity Trust**
Pronounced "crat", a charitable trust established by a donor where one or more beneficiaries will receive an income for life or a term certain (not to exceed 20 years) and the remainder is distributed to the University of Illinois Foundation. CRATs pay a fixed dollar amount to the beneficiaries each year (at least 5 percent of the initial fair-market value of the transferred property.)
See *Charitable Remainder Trusts documentation* (advancement access required)

**CRUT**      **Charitable Remainder Unitrust**
Pronounced "crut," a charitable trust similar to a charitable remainder annuity trust except that the payment to beneficiaries is determined by multiplying a fixed percentage by the fair-market value of the trust assets as revalued each year. The fixed percentage must be at least 5 percent
See *Charitable Remainder Trusts documentation* (advancement access required)

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# Common Acronyms

**CRM**        **Customer (or Client) Relationship Management**
An approach to manage a company's interaction with current and potential customers that focuses on a holistic view of a customer and the data related to that customer with the goal of better meeting customer needs and increasing revenue for the organization. Also the formal name of the TED database platform: Blackbaud CRM.

**CU**        **Champaign-Urbana**

**DAF**        **Donor Advised Funds**
A charitable giving vehicle administered by a public charity created to manage charitable donations on behalf of organizations, families, or individuals. To participate in a donor-advised fund, a donating individual or organization opens an account in the fund and deposits cash, securities, or other financial instruments. They surrender ownership of anything they put in the fund, but retain advisory privileges over how their account is invested, and how it distributes money to charities

**DI**        **Direct Invite**
Invitations sent via through the United States Postal Service

**DM**        **Direct Mail**
Solicitation communications sent via through print mail services, like the US Postal Service

**DN**        **Direct News**
Printed, mailed, non-solicitation communications like magazines and newsletters

**DOA**        **Director of Advancement (Chicago)**
A category of employees who are unit "chiefs" or heads of development or advancement for a particular college/unit. Titles are often Assistant or Associate Dean, rather than DOA. Equivalent of CAO at Illinois.

**DOD**        **Director of Development (Chicago)**
Front-line fundraiser whose role is to close gifts for the university. Equivalent of MGO at Illinois or UIS.

**DPI**        **Discovery Partners Institute**
The Discovery Partners Institute (DPI) is a purpose-driven, collaborative research institute located in Chicago that is focused on building prosperity and growing the state of Illinois' workforce by creating solutions to grand challenges. It is led by the University of Illinois System, its three universities and partners
*See the DPI website*

**EAB**        **Education Advisory Board**
A Washington, DC-based research and consulting firm creating and sharing insights in higher education. Each of the University of Illinois System universities are contracted with EAB for professional development, research, and best practices
*See EAB website*

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# Common Acronyms

**EGC**        **Estimated Gift Capacity**
A UIF Research & Portfolio Management-created prospect rating, generally completed after conducting a wealth update on a constituent record. EGC is calculated by multiplying known assets by industry average percentages to project a constituent's capacity to give in total philanthropic giving over a five-year period. The EGC outranks vendor-created prospect ratings (like GGA) in overall determination of prospect status

**EI**        **E(mail)-Invitations**
Invitation communications sent via email

**EM**        **E(mail)-Solicitations**
Solicitation communications sent via email

**EN**        **E-News**
Non-solicitation communications sent via email

**EOT**        **Executive Operations Team**
The Foundation's senior leadership team. Comprised of the president of the Foundation, all UIF senior vice presidents (including Vice Chancellors), the Foundation Board Secretary, Chief Investment Officer, and General Counsel, the group typically meets each Monday afternoon
*See Executive Operations Team website*

**FACTS**        **Foundation Alumni Constituent Tracking System**
Pronounced "facts," the former advancement database, pre-dating TED

**FM**        **Foundation Members**
Foundation Members have an ongoing engagement with the University characterized by extraordinary financial support, advocacy and involvement. The Foundation's Board Membership and Governance Committee takes responsibility for recruiting, nominating and electing members
*See Foundation Members website*

**F/S**        **Faculty/Staff**
An abbreviation typically used in reference to giving from faculty and/or staff at the university

**GDPR**        **General Data Protection Regulation**
A 2016 EU-created regulation designed to harmonize data privacy laws across Europe, protect and empower all EU citizens' data privacy, and reshape the way organizations across the region approach data privacy. All organizations worldwide with customers residing in the EU are affected by GDPR

**GG+A**        **Grenzbach, Glier and Associates**
A philanthropic consulting service based out of Chicago and UI's early campaign counsel during Ignite, With Illinois, and Reaching Stellar campaign planning. Also a data provider of prospect screenings and the first component of an overall prospect rating/status for a constituent in TED

**GGA GCR**        **GG+A Gift Capacity Rating**
A GG+A-created baseline prospect rating, used as the first/baseline component of an overall prospect rating/status for a constituent in TED

# Common Acronyms

**GPTS**     **Gift Planning & Trust Services**
A department a UIF which manages gift structuring and documentation for nearly every major gift made to the university
*See UIF Gift Planning website*

**HH**     **Household**
Shorthand often used in reporting to reference the number of households counted, rather than the number of individual constituents

**IAA**     **Illinois Alumni Association**
The official alumni organization for the University of Illinois at Urbana-Champaign, UIAA assesses current engagement efforts, develops and recommends models for alumni engagement, and develops the mission, vision, and by-laws for the organization
*See Illinois Alumni Association website*

**IIN**     **Illinois Innovation Network**
The Illinois Innovation Network is a system of connected university-community-industry-based hubs throughout the state that will work together to drive innovation along with economic and workforce development across Illinois. See DPI above

**IPAC**     **Investment, Performance and Accountability Commitment**
A five year, accountability-based state funding agreement developed by the U of I System to solve ongoing financial challenges facing all Illinois public universities

**ITG**     **Information Technology Governance**
A program at UIF which ensures that the business is driving and prioritizing information technology work for the advancement program
*See the Information Technology Governance website*

**LA**     **Lapsed Donors**
Those donors who have given two to three fiscal years ago, but not since

**LAG**     **Leadership Annual Giving**
Pronounced "lag," gifts or portfolio management of prospects giving between $1,000 and $24,999.99, often solicited via direct/mass marketing effort, and encouraged as a consistent, year-over-year philanthropic behavior

**LL**     **Long Lapsed Donors**
Those donors who have given four to five fiscal years ago, but not since

**M&L**     **Marts and Lundy**
A philanthropic consulting service and UI's campaign counsel during the Ignite, With Illinois, and Reaching Stellar campaigns. Also a data provider of prospect screenings and one of the components used to build an overall prospect rating/status for a constituent in TED

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# Common Acronyms

**MG**          **Major Gift**
Gifts or portfolio management of prospects greater than or equal to $25,000. Subsets of major gifts exist at higher tiers of giving, such as leadership gifts ($1M-$4.9M), principal gifts ($5M+), and transformational gifts ($25M+)

**MGO**        **Major Gift Officer (Urbana and Springfield)**
Front-line fundraiser whose role is to close gifts for the university. Equivalent of DOD at UIC.

**MSR**        **Model Scores & Ratings**
Wealth and Ratings section of TED, where gift capacity ratings, campaign likelihood scores, alumni survey scores and wealth/influence indicators are stored

**ND**          **Non-Donor**
Alumni who have not given to a particular unit or the university or system during the past five fiscal years

**NDA**        **Non-Disclosure Agreement**
A non-disclosure agreement (NDA), also known as a confidentiality agreement (CA), confidential disclosure agreement (CDA), proprietary information agreement (PIA) or secrecy agreement (SA), is a legal contract between at least two parties that outlines confidential material, knowledge, or information that the parties wish to share with one another for certain purposes, but wish to restrict access to or by third parties

**NX000**      **Nuclear Opt-Out / Global Skip**
An opt-out code applied to a constituent's record to remove him/her from all mass communications (all channels, all objectives) sent from the entire university system or any related organization

**OATS**       **Office of Advancement Technology Services**
Pronounced "oats," a unit at UIF that manages hardware, software, information technology governance, and security
*See UIF Services Catalog*

**OCR**        **Office of Corporate Relations (Urbana)**
A specific department at Illinois reporting up to the Vice Chancellor for Research, which coordinates cross-campus relations with key corporate prospects for a variety of purposes (see CFR)
*See OCR website*

**OOO**        **Out of Office**
Shorthand used in email communications and signatures to indicate that an employee will not be in the office for a period of time

**OVCA**       **Office of Vice Chancellor of Advancement (Chicago)**
The central unit responsible for coordinating/managing advancement for the university. Equivalent of OVCIA for Urbana or Office of Advancement for UIS.
*See OVCA's directory website*

# Common Acronyms

**OVCIA**        **Office of Vice Chancellor of Institutional Advancement (Urbana)**
The central unit responsible for coordinating/managing advancement for the university. Equivalent of OVCA for UIC or Office of Advancement for UIS.
*See OVCIA's directory website*

**PAC**        **Presidents Advancement Council**
Pronounced "pack" and comprised of the System, Foundation, and Alumni Alliance presidents and the three University chancellors, the charge of the PAC group is to discuss topical matters related to advancement, share information across the advancement program, plan for the future, and ultimately take any necessary decisions as it relates to the advancement program at the University of Illinois.

**PC**        **President's Council**
This gift club is the highest donor recognition group for the University of Illinois. The members of the Council are the leading alumni and friends who support the University. There are specific gift level requisites that must be met for membership
*See President's Council website*

**PDA**        **Prospect Development Analyst**
A UIF Research & Portfolio Management staff member that serves as a subject matter expert in Prospect Management policy, procedures and best practices, and utilized as a key strategic partner for fundraisers, as they qualify, cultivate and solicit potential donors. They are assigned as liaisons to one or multiple University advancement (or functional) areas.

**PG**        **Planned Gifts, Planned Giving, Principal Gift**
A method of supporting non-profits that enables generous individuals to make larger gifts than they could make via income. While some planned gift options provide a life-long income to a donor, others use estate and tax-planning techniques to provide for the University of Illinois Foundation and other heirs in ways that maximize the gift and/or minimize its impact on the donor's estate.  Planned gifts often include outright gifts during a person's lifetime of complex assets from their base

        **Principal Gifts**
Gifts of $5M or more to the university

**PGP**        **Principal Gift Prospects**
Prospects who have the capacity to make a gift of $5M to their favorite institution over a five-year period

**PM**        **Prospect Manager / Portfolio Manager**
An advancement staff member responsible for the coordination of multiple strategies/plans on a prospect
*See U of I Development Policies*

**POA**        **Power of Attorney**
The legal document which grants authority for one person (not necessarily an attorney-at-law) to act as another's agent or attorney-in-fact. Powers may apply to financial matters or healthcare

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# Common Acronyms

**PURL**    **Personalized URL**
A giving website that a user lands on after entering a personalized web code listed on a mail solicitation, or that they link to from an email. The site is pre-populated with a portion of that prospect's contact information, as well as specified gift funds and ask amounts that relate to the appeal and/or their past giving

**QNP**    **Qualified, Not a Prospect**
An indication on a prospect's record that an effort has been made to determine the prospect's capacity and propensity to make a gift and has been deemed to be lacking one or both of those two qualities

**RD**    **Regional Director**
Advancement officers who are responsible for personally visiting with alumni, reconnecting them with the University and assisting their plans to support the University of Illinois. These officers represent specific regions of the country and are sometimes based in those regions themselves

**RE**    **Renewal Donor**
Those donors who have given in the recent fiscal year

**RelSci**    **Relationship Science**
A technology platform used by UIF Research & Portfolio Management to identify relational connections between constituents

**RPM**    **Research & Portfolio Management**
A unit at UIF responsible for researching and identifying prospects for advancement and aligning prospect interests and capacities with advancement officer portfolios in accordance with advancement program priorities and portfolio management guidelines
*See UIF Services Catalog*

**RSO**    **Registered Student Organization (Urbana)**
Official student organizations at the University of Illinois at Urbana-Champaign
*See RSO website*

**R&T**    **Referrals & Transfers**
Referrals & Transfers (TED ID: 13434953) is a record used in TED to store referrals and transferred plans from UIF Research and Portfolio Management.
*See Research Referrals*

**SDR**    **Stewardship & Donor Relations**
Stewardship refers to the policies, procedures, and practices that ensure responsible and ethical administration, acknowledgement and management of gifts. Donor relations refers to the practices that celebrate donors, provide donors with access to meaningful experiences, and demonstrate the responsible administration of gifts through impactful communications and experiences

**Student Development Representative**
Student callers employed at the Foundation's call centers

# Common Acronyms

**SVP**          **Senior Vice President**

**TED**          **Tracking & Engagement Database**
Pronounced, "ted," the official advancement database for the University of Illinois advancement program. TED is an internally branded/designed version of Blackbaud CRM

**TI**           **Telemarketing Invitations**
An invitation effort through one of the system's two call centers, typically used for not-yet-registered event invitees or other event reminders

**TM**           **Telemarketing Solicitation**
A solicitation effort through one of the system's two call centers

**TN**           **Telemarketing Non-Solicitation**
A non-solicitation effort through one of the system's two call centers, typically used for thank-you calling

**UAT**          **User Acceptance Testing**
A process by which new technologies, processes, reports are reviewed and vetted by people who will be utilizing the item being created

**UC**           **Urbana-Champaign**

**UGC**          **Ultimate Gift Capacity**
A prospect rating determined by the UIF Principal Gifts Team or in principal gift strategy sessions and used as the top-ranked factor in determining the overall prospect status for a constituent

**UI**           **University of Illinois**
Used as a shortened version of the University of Illinois System, which references the three universities, the Foundation, and the Alumni Alliance
See *University of Illinois System website*

**UIAA**         **University of Illinois Alumni Alliance**
Formerly known as the University of Illinois Alumni Association, the Alliance's mission is to enhance and advance the relationship between the University of Illinois System (hereinafter, the "System") and all its alumni; to inspire lifelong loyalty and pride among alumni and friends by strengthening their relationship with the System; and to educate the public about the value of the System and its alumni
See *UIAA website*

**UIC**          **University of Illinois at Chicago**
UIC was formed in 1982 by the consolidation of two U. of I. campuses: the Medical Center campus, which dates back to the 19th century and the comprehensive Chicago Circle campus which, in 1965, replaced the two-year undergraduate Navy Pier campus that opened in 1946 to educate returning veterans
See *UIC website*

# Common Acronyms

**UICAA**      **University of Illinois at Chicago Alumni Association**
The official alumni organization for the University of Illinois at Urbana-Champaign, UIAA assesses current engagement efforts, develops and recommends models for alumni engagement, and develops the mission, vision, and by-laws for the organization
*See [UIC Alumni Association website](#)*

**UIDEA**      **University of Illinois Development and Engagement Accelerator**
Pronounced "you-idea" and never referred to by its long name, UIDEA is designed to quickly investigate, design, or pilot strategies, processes, programs, and technologies that represent new ideas or new spins on old ideas in engagement and philanthropy
*See [UIDEA website](#)*

**UIF**      **University of Illinois Foundation**
A separate not-for-profit corporation responsible for encouraging and administering private gifts made to further the mission of the University System. The Foundation's sole reason for existence is to serve the University of Illinois
*See [UIF website](#)*

**UIN**      **University Identification Number**
Every constituent employed by or enrolled at the university has a unique identification number. Prior to 1996, UINs were not issued. In some cases historically, social security numbers were used as unique identifiers; this practice has ceased

**UIS**      **University of Illinois Springfield**
Formerly Sangamon State University, UIS became a part of the University of Illinois System in 1995. Notice that UIS does not contain an "at" in its full name, differentiating it from the other two universities in the University of Illinois System
*See [UIS website](#)*

**UISAA**      **University of Illinois at Springfield Alumni Association**
The official alumni organization for the University of Illinois at Urbana-Champaign, UIAA assesses current engagement efforts, develops and recommends models for alumni engagement, and develops the mission, vision, and by-laws for the organization
*See [UIS Alumni Association website](#)*

**UIUC**      **University of Illinois at Urbana-Champaign (Urbana)**
The Urbana–Champaign campus was founded in 1867 as the Illinois Industrial University. It was one of the 37 public land-grant institutions created shortly after Abraham Lincoln signed the Morrill Act in 1862. The university changed its name to University of Illinois in 1885, and then again to University of Illinois at Urbana–Champaign in 1982. UIUC is an acronym retired by the university in 2008. While it remains popular as an abbreviation, "UIUC" should not be used on any official or public-facing communications or materials. Rather "Illinois" is the brand for the University of Illinois at Urbana-Champaign
*See [Illinois website](#)*

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# Common Acronyms

**UIUK**  **University of Illinois Foundation UK Limited**
An English charity operating to advance learning and education at the University of Illinois. It is recognized by the Charity Commission for England and Wales as a registered charity, and forms part of a dual-qualified charitable structure which is recognized by the United States Internal Revenue Service as a tax-exempt organization. The aim of the UIUK Foundation is to allow University of Illinois alumni and friends living in the UK and Europe to support education efficiently and to maximize the value of their charitable support through UK tax incentives
*See [UIUK website](#)*

**VC**  **Vice Chancellor**
Each university has a Vice Chancellor for Advancement who has a dual report to the UIF President/CEO and the Chancellor/Vice President of their respective campus

**VLL**  **Very Long Lapsed Donors**
Those donors who have given 6 to 11 fiscal years ago, but not since

**VVLL**  **Very, Very Long Lapsed Donors**
Those donors who have given 12+ fiscal years ago, but not since

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