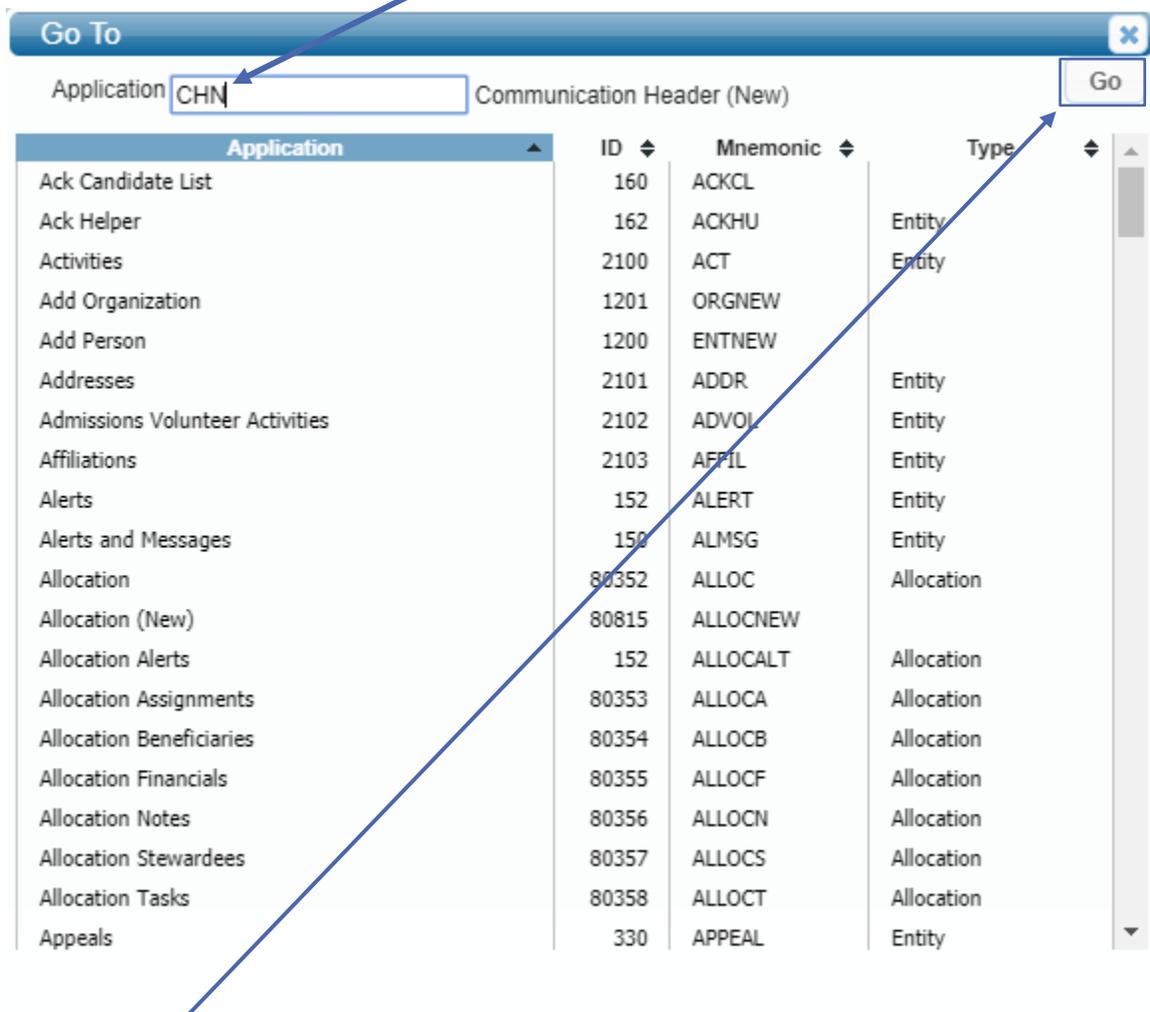# How To Create Communication Header (Alumni Assocation)

Ver. 1.1

6/24/2019

1. Log in to Advance.

2. Click **Go To** ✍ from the **Main Menu**.
3. In the **Go To** window, type **CHN** in the Application Box.

4. Click **Go**.

5. This will open the **Communication Header List** window.
6. Fill out the required fields.

Communication Header (New)   Actions   Print

Communication Header (100376)   Save   Cancel   Actions   Help

Comm Code*	A
Description*	B
Sort Name	
Medium*	C
Content	E
Date Scheduled	G
Organization*	I
Contact*	J
Unit Responsible*	K

Type*	D
On Behalf Of	F
Date Sent	H

Comment

L

Pieces Sent		**Individuals Touched**
Bounced/Returned		**emails Unopened**
email Click Throughs		**emails Forwarded**
Postal Cost	M	**Phone Cost**
Staffing Cost		**Supply Cost**
Vendor Cost		**Other Cost**
Total Cost		

Assoc Event	
Assoc Memb Appeal	N
Assoc Gift Appeal	

How To Create Communication Header (Alumni Assocation)

Ver. 1.1

6/24/2019

A. Comm Code* - Enter a Comm Code that includes the following:
- Year (Numeric)
- Month (Alphabetic)
- Descriptive (Alphabetic)
- Example: 19ARJE (2019-Arkansas-June)

B. Description* - Description of the Communication

C. Medium*
- Snail Mail
- eMail

D. Type* - Use any EXCEPT:
- Do NOT Use
  i. Acknowledgement
  ii. Letter
  iii. Special Occasion

E. Content
- Affinity
- Alumni Tours
- Event
- Membership

F. On Behalf Of – Use any EXCEPT:
- Do NOT Use
  i. College
  ii. Department

G. Date Scheduled – Optional

H. Date Sent – This is the date that the communication was actually sent. May or may not be the day that you put the Communication Header in the system.

I. Organization – Arkansas Alumni Association

J. Contact – Enter the person who can answer questions about the Communication
- Example: Terri for Memberships, Deb for Awards, etc.

K. Unit Responsible* - ALU (Alumni Association)

L. Comment- Optional. Use to explain anything odd or if one communication is being delivered in two ways, use this field to differentiate them.

M. Various
- Pieces Sent – Record Number of Pieces Sent Out
- Individuals Touched – This number may be higher as this counts both partners and anyone else in the household.

- Postal Cost – Optional. Can be used to track the spend of the Communication if you choose.

N. Associations

- Assoc Event – Use this to associate the communication with an Event.
- Assoc Memb Appeal – Use this to associate with a Membership Appeal.

7. Your completed form should look like this.

8. Click Save.

9. Go to Clipboard in Advance. 🗒

10. Enter IDs on clipboard or upload IDs to Clipboard. (See **How To – Use the Clipboard** from aits.uark.edu) If your recipients are already on the Clipboard, skip this step.

11. From the Clipboard.
12. Choose Actions, then Reports.
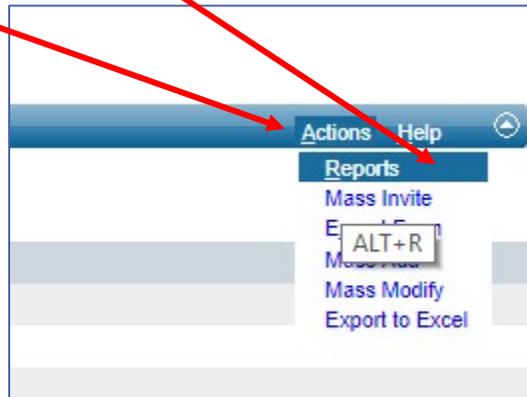
13. From the Report List screen. Choose UA Comm Mass Load. Click the ellipses.

14. From the Report Detail screen. Find your Comm Code* or type it in.

15. Click Run Report.
16. Look for the following message.

17. You can check by looking up one of the entities in your Clipboard list.

18. Then go to Biographic, Comm Tracking.