



AIG COMMUNICATIONS POLICY

Fiscal-Year 2021 | Last Updated: 07/2020

PURPOSE

The AIG department supports approximately 40 affinity organizations, and at any given time the department has a large schedule of communication requests in the pipeline. The policy below establishes a time-frame for the production of both electronic and printed communications material, and to allow the department to manage and prioritize the volume of communication requests it receives. Clients are encouraged to work with the AIG Assistant Director of Communications to add all dates for outgoing communications to the AIG communication schedule **as far in advance as possible**.

Requests for production of materials will be addressed as quickly as possible, but may be prioritized below communications already scheduled. The AIG department is committed to providing fair and equitable support to all of its clients, and to this extent, expects that clients will comply with this communication policy document to the best of their ability.

E-BLASTS / E-NEWSLETTERS

The AIG department requires a minimum of one week (**5 business days**) after receiving ALL final content to produce an e-Blast. Distribution is dependent upon the University-wide email calendar, so clients are asked to provide desired dates of distribution as far in advance as possible.

EVENT REGISTRATIONS

For events which the Alumni Association helps plan, it will produce all necessary or requested registration materials no later than one week (**5 business days**) prior to the event. These materials might include registration lists, nametags, programs, signage, or other. For event materials such as signage and programs, client must provide the Alumni Association with ALL final content two weeks (**10 business days**) prior to event.

PRINTED LETTERS

The AIG department requires a minimum of one week (**5 business days**) after receiving ALL final content to produce a letter (including solicitation materials if applicable) on client's letterhead. Production time may be increased if client requests database- or UVA Fund-related reports to be included in the letter, and does not notify AIG staff prior to delivery of final content; or, if client requests to re-design letterhead or solicitation materials

PRINTED NEWSLETTERS

The AIG department requires a minimum of two weeks (**10 business days**) after receiving ALL final content to produce a 4-8 page, full-color newsletter. Production time may be increased if client requests database- or UVA Fund-related reports to be included in newsletter, and does not notify AIG staff prior to delivery of final content.

PRINTED POSTCARDS/INVITATIONS

The AIG department requires a minimum of one week (**5 business days**) after receiving ALL final content to produce a postcard or invitation.

WEBSITE UPDATES

The AIG department requires one week (**5 business days**) to add multiple updates, registration forms, donation forms, or slideshows to a client's website. For minor changes (that only apply to one page or do not entail multiple images), the Alumni Association requires 2 business days to update the website. Non-urgent website updates (such as alumni updates or other as indicated by the client) will be completed within 2 weeks (**10 business days**).

CONTACT INFORMATION

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