



Date: May 25, 2020

Memo

To: Stephen Carter, XYZ Charity
From: Susannie Tiempo, Cube Tech
CC:
Subject: Project Overview and Initial Business Rule

Based on our previous discussions and the initial stakeholder interviews we conducted, below is the overview of the project and the initial business rules for your perusal.

Kindly go over them and advise me if there is any information that I missed that are pertinent to the project.

A. Project Overview:

Business Objective: Develop a **Donor Management System (DMS)** for XYZ Charity to replace the current manual record keeping of their donor and gift information.

Project Duration: 3 months

Development Approach: Adaptive (Agile, short cycle periods)



Key Stakeholders:

Project Sponsor: *Stephen Carter, Director of Development, XYZ Charity*

Steering Committee: *Jane Adams, Executive Director, XYZ Charity*

Adam Smith, Director of Finance, XYZ Charity

Anna Palo, Manager – Development Office , XYZ Charity

High Level Requirements:

- **Constituent Management module** – manage the information of donors, volunteers or any contact of the organization
- **Gift Management module** – manage the information of the financial and in-kind donations/ donations received by the organization
- **Volunteer Management module** – manage the information of the volunteer activities (*potentially Out-of-Scope (OOS) for the project*)
- **Reporting and Analytics module** – currently OOS for the project.
- **Database** – Develop a locally hosted database to support all activities needed for all the three modules

B. Initial Business Rules

001 – Constituency Type

Date: May 22, 2020

Description:

Constituents are classified in two different types: **individual** and **organization**. Details being captured may be different on each constituency type (e.g. name, contact person, etc).

Discovery Details: Interview with Stephen Carter



002 – Gift Types Fields

Date: May 22, 2020

Description:

A gift record can have one of the following gift types: **Cash, In-Kind, Cheque, Pledge, PAD, Credit Card, EFT.**

A gift record can only have one gift type. If a donor gives multiple types of gift, they should be recorded separately in the database.

Discovery Details: Review of the Gift Management Protocol – XYZ Charity

003 – Name Format

Date: May 22, 2020

Description:

Each constituent type will have a different name format that will be captured in the system. Individuals will have mandatory first and last names and optional middle name. Organizations will only have mandatory organization name field.

e.g. Individual - John Smith
Organization - Triple A Inc

Discovery Details: Interview with Anna Palo.

005 – Number of Affiliations

Date: May 22, 2020

Description:

Each record may have multiple affiliations. Each affiliation-type may have one or more members.

Discovery Details: Interview with *Stephen Carter*



007 – Account Roles

Date: May 22, 2020

Description:

The role type of account record in the system may have the following types: **Constituency, User.**

Each account record in the system may have multiple roles.

Discovery Details: Interview with Stephen Carter.

008 – Gift: Mandatory Information

Date: May 22, 2020

Description:

Every gift record, except for pledge and in-kind gifts, must have this information captured: **Gift Date, Gift Amount, Fund, Campaign, Approach.**

Discovery Details: Review of the Gift Management Protocol – XYZ Charity

009 – Organization: Primary Contact Field

Description:

A business type constituent record will have a field for **Primary Contact**. This will be an optional field.

Discovery Details: Interview with Anna Palo.

C. Key Definitions*

Accounts: *An account is any record in the database. This can be a constituent, donor, volunteer, event attendee, organization, tribute recipient, fundraising team, or staff member in your organization.*



Affiliations – The type of relationship that a constituent has with the organization.
Example volunteer, board member, employee, major donor, etc

Constituents: A constituent account is used for people or organizations that make donations, are potential donors, volunteer, or are contacts for your organization.

Gift: A gift is any donation to the organization received from an individual or organization. Gifts can include financial donations, as well as gifts in kind.

In-kind: A donation of goods or services that is not monetary but can be assigned an estimated monetary value.

Pledge: A pledge is a promise to make a donation to your organization at a later time.

Your feedback is a highly appreciated. If you have any questions, do not hesitate to contact me. I am looking forward for working on this exciting project with your team.

Sincerely,

Susannie Tiempo

Lead Developer,
Cube Tech

*Based on Blackbaud definition [LINK](#)