CULTIVATION EVENT MEASUREMENT

We will be tracking attendance at all cultivation events moving forward. We will ideally be tracking with a guest list or name tags at the event but when that is not possible, it will be the responsibility of the development team and their administrative team to compile a list of attendees.

Once there's a list of people we know attended the event, next steps:

1. Determine who's already in RE and who is not.

2. If there are a lot of people who showed up and are not in RE, determine if they should be added to the database. Mostly, the research team would advise to add them, i they are friends of the host or a prospect and live in the area. Otherwise, they would advise not to.

3. Once we've established that everyone we want in this group is in RE, the campus administrative team would code them with the following attribute fields:

   Category = **Moves Management**

   Description = **Event Attendance-**(campus specific)

   Date = **Date of event**

   Comments = **Name/type of event and name of Host** (avoid abbreviations, proper name of event and host)

4. See examples below:

Attribute category: <All Categories>

Category	Description	Date	Comments
Moves Management	Event Attendance-BS	12/14/2015	Attended DiMaso's cocktail @ her home
Moves Management	Event Attendance-RV	1/9/2016	Presenter of a RMC gift @ ICU dept
Moves Management	Event Attendance-OC	6/21/2016	Attended Bay Head Yacht Club Event
Moves Management	Event Attendance-RV	5/11/2016	Attended board dinner @ Navesink Country Club

Then we need to determine:

- The research team can pull the information from RE with a query
- How often would you like to see it?
- Within 1 year? Every few months?
- Anyone going to a campus specific event gives money to that campus?
- Anyone going to ANY reception has an action?
- Anyone going to ANY reception is a prospect?
- It's like putting a post-it on a record that we can pull at any time.

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Bio 1 | Bio 2 | Addresses | Addressees/Salutations | Relationships | Appeals | Notes | Gifts | Attributes | Media | Actions | Honor/Memorial | Prospect | Membership | Events

Attribute category: <All Categories>

Category	Description	Short Desc.	Date	Comments
Moves Management	Event Attendance		5/1/2015	Attended Vince Puma KHCH Reception 4/2015

5/1/2015