

# *Policies and Procedures*

<i>SECTION:</i> <b>Financial</b>	<i>NO.</i> <b>3.1.5.</b>		
<i>CHAPTER:</i> <b>General</b>	<i>ISSUED:</i> 10/25/95	<i>REV. A</i>	<i>REV. B</i>
<i>POLICY:</i> <b>Solicitation of Private Gifts</b>	<i>PAGE 1 OF 1</i>		

## **PURPOSE**

To provide for coordinated, professional and effective solicitation of constituents for support of the University, its schools and colleges, organizations, individual departments, centers and institutes.

## **RESPONSIBILITIES**

The Development Office is responsible for the identification, cultivation and solicitation of constituents who may be asked to provide private gifts in support of the University's mission. It is important that the University maximize its fundraising by carefully matching donors' interests with institutional needs. A coordinated program of solicitation assures that donors are asked for support of the University in a timely and sensitive fashion.

The Development Office establishes solicitation strategies to meet the University's fund raising priorities as determined by the President and the Board of Directors. The Development Office works closely with the Deans to develop appropriate fund raising strategies for their constituencies, in keeping with overall University priorities.

While all solicitation of private gifts must be coordinated with the Development Office, all faculty and staff are encouraged to provide the Development Office with information which can assist in identifying, cultivating and soliciting constituents.

## **DEFINITIONS**

**Solicitation** - Any appeal made by an employee, department, organization, school or college by mail, phone, or in-person for a gift that will be of direct financial benefit to the University.

**Gift** - A gift is anything of value given as a donation to the University by an individual or organization. It includes contributions referred to as "grants" by foundations and corporations for which no goods or services are expected.

**In-kind Gifts** - Gifts of tangible assets such as equipment, furniture, works of art, books, manuscripts, real estate, commercial property, or other similar items which have an educational or artistic value.

**Constituents** - Those entities that may be asked for a gift to support the University including: alumni, non-degreed alumni, parents of current and former students, friends of the University, employees of the University, vendors to the University and local and national corporations and foundations.

## **EXCEPTIONS**

Grant proposals submitted in response to a corporate or foundation request for proposals are exempt from this policy. If special circumstances or questions arise, please contact the Director of Development or the Vice President for University Relations.