Solicitation of Private Funds for Non-Sponsored Program Purposes

The following statement of policy was issued in January, 1995 and is effective from that date; for additional information contact the University Advancement Division.

The Advancement Division is charged with the responsibility of overseeing all charitable gift activity for the University. All constituent units must register with the Division all major gift prospects before they are solicited. To ensure the integrity and fairness of that registration system, the Division will be the final approval authority for all major gift solicitations for any purpose before they are submitted to any funding source. A major gift solicitation is defined as a request of $10,000 or more. Constituent unit representatives should first make sure the Dean or unit head approves the proposal before it comes to the Advancement Division. If a prospect is registered to more than one constituent unit, the Advancement Division will contact the parties concerned and work out a strategy. A single gift solicitation of less than $10,000 can be submitted to a non-registered prospect without the approval of the Advancement Division but a copy of the request or notification shall be sent to the Division.

The Advancement Division will then keep the President informed of all major requests submitted in the University’s name or in the name of one of its related foundations. The Division is further charged with deciding if the President should sign the proposal. In all cases, the President should sign or formally endorse requests for gifts of $100,000 or more.

In order to ensure planned and effective prospect contacts and to maximize gift income, the Advancement Division is instructed to establish an efficient prospect registration system for the University. The Division will also establish a prospect contact management and record system to ensure that prospect activity is carefully planned, coordinated and recorded. All personnel involved in any development activities for the University or its related foundations will be expected to participate fully in these systems.

In order to be consistent with Strategic Plan priorities, all private gift solicitation campaigns for $25,000 or more must receive the permission of the unit head, Dean and appropriate Vice President before
being submitted to the Advancement Division for approval. No campaign idea should be discussed with external volunteers or groups before approval is obtained.

All gift solicitations should request that the funds be granted to one of our University-related foundations, if not otherwise directed by the donor.