

Policy on Fundraising Projects

Fundraising projects, whether small or large or involving many or few potential donors, require coordination and sequencing if the University is to engage its alumni and friends to the highest standards in the fundraising industry. By not following a unified and planned communications schedule, disparate programs at the University may overwhelm potential donors with multiple appeals. When one department or academic unit approaches a funding source independently, other plans for proposals to that same source may be put in jeopardy. An organization of the University's size requires careful and central administration of fundraising activities if it is to maintain fundraising success commensurate with that of peer institutions.

To ensure comprehensive review of fundraising projects, the University has put in place a simple process for departments to request funding for projects, using the form <https://urforms.wufoo.com/forms/request-to-seek-funding/>. All requests for fundraising projects must be entered through this system. These requests will be reviewed bi-monthly for approval in coordination with the Provost's office. Moreover, all fundraising campaigns, large or small, should be approved, or pre-approved, by the Office of Advancement. If a request for fundraising can be accommodated within the current campaign, an Advancement Project Manager will contact you to discuss the project and develop a plan for implementation including funding levels and timeline.

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