



## GENERAL FUNDRAISING AND SOLICITATION

**Title:** General Fundraising and Solicitation

**Policy Type:** Administrative

**Policy No:** #51-02 (2016)

**Approval Date:** 5 / 2 0 / 2 0 1 4

**Responsible Office:** Office of University Advancement

**Responsible Executive:** Vice President for University Advancement

**Applies to:** University Community

### POLICY STATEMENT

The Office of University Advancement, is responsible for the general areas of fundraising and support, and serves as a liaison with the Norfolk State University Foundation for development activities. Responsibilities of the Office of University Advancement include collaborating with faculty, staff, students, Deans, Vice Presidents, campus units, the NSU Foundation, and other related foundations (NSU Alumni Association (NSUAA), NSU Research and Innovation (NSURIF), and NSU Athletic Foundation), interested in enhancing or developing fundraising initiatives to provide the logistical support and coordination necessary to execute appropriate fundraising activities.

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**DEFINITIONS** *There are no definitions associated with this policy and procedures.*

### CONTACT(S)

Office of the Vice President for University Advancement

## **STAKEHOLDER(S)**

For the purposes of this policy, stakeholders include, but are not limited to the members of the University Community and those external constituents with a vested interest in Norfolk State University.

## **GENERAL FUNDRAISING AND SOLICITATION: POLICY CONTENTS**

### **PURPOSE**

This policy has been established to provide the appropriate procedures and practices to guide all fundraising activities undertaken by any person affiliated with Norfolk State University (NSU) for the benefit of NSU. This policy applies to any and all faculty, staff, students, student organizations, coaches, volunteers, university-related foundations and all other parties involved in raising funds for and/or on behalf of Norfolk State University. This policy will help to avoid multiple fundraising efforts from different entities within the University toward the same prospect or solicitations that are inconsistent with the University's mission, and/or solicitations that are not in the best interest of Norfolk State.

### **PROCEDURES**

- I. Any request to undertake a fundraising program or to solicit private contributions should first be reviewed by the appropriate Department Head, Dean, or Vice President and then approved by the Office of the Vice President of University Advancement before any solicitation is made of a perspective donor. The request should include the following elements:
  1. Description of Project/Program
  2. Budget
  3. Fundraising goal or ask amount
  4. Names and information for prospect(s)
  5. Support needed from University Advancement
  6. Sign off by the appropriate Department Head, Dean or Vice President
  
- II. The Office of University Advancement may provide the following support for approved fundraising programs, projects or initiatives:
  1. Research, training, guidance, and relevant materials to solicitors prior to contact with prospects.
  2. Identification of appropriate prospects(s) for the program or project; and with the formulation and implementation of an appropriate cultivation and solicitation strategy.
  3. Advancement professionals to participate in cultivation, solicitation and stewardship visits/calls.
  4. Solicitation materials.

- III. The Office of University Advancement (in collaboration with the Executive Director of Communications and Marketing) must approve all fundraising materials, including but not limited to: pamphlets, brochures, posters, advertisements, letters, multi-media productions, etc. Brand uniformity and consistency is imperative as promotional materials are reflective of the image of Norfolk State University.

#### **PUBLICATION**

- Communicate the policy in writing, electronically or otherwise, to the University Community within 14 days of approval;
- Submit the policy for inclusion in the online Policy Library within 14 days of approval;
- Post the policy on the University Website; and
- Educate and train all stakeholders and appropriate audiences on the policy's content, as necessary.

Failure to satisfy procedural requirements does not invalidate this policy.

#### **REVIEW SCHEDULE**

- Next Scheduled Review: 06/30/2018
- Approval by, date: President, 03/06/2008
- Revision History: 6/26/2014
- Supersedes: 51-002 University Policy on General Fundraising and Solicitation

#### **RELATED DOCUMENTS**

*There are no related documents associated with this policy.)*

#### **FORMS**

*There are no forms associated with this policy and procedures.*