



## **GIFT SOLICITATION AND PROSPECT CLEARANCE POLICY**

### **I. Introduction**

#### **A. Purpose of Document**

1. To preserve Cumberland University's credibility among its financial supporters as well as to optimize resources, the Gift Solicitation and Prospect Clearance Policy will serve to govern all solicitations made on behalf of Cumberland University and/or groups affiliated with Cumberland University.
2. The purpose of a Gift Solicitation and Prospect Clearance Policy is to optimize Cumberland University's fundraising efforts by ensuring that solicitations are made to donors that will ensure the most appropriate match of donor interests and University priorities, and maximize their giving to the University. A series of uncoordinated solicitations to the same donor by different individuals in a single institution is the most undermining threat to a successful fundraising campaign. The Gift Solicitation and Prospect Clearance Policy protects against this problem.

### **II. Program Administration**

#### **A. Policy Statement**

1. All solicitations made on behalf of the University of charitable gifts of any sort (cash, securities, real or personal property, equipment or gifts-in-kind) by any means (mail, telephone, email, personal visit or other) and without contractual obligations by the University are overseen and coordinated by the Office of Advancement.

#### **B. Policy Coordination**

1. Any member of the University community wishing to secure philanthropic or other funded gifts from individuals, corporations and foundations must obtain clearance from the Office of Advancement.
  - a. Prospect Clearance Forms (see attached form) must be completed and returned to the Office of Advancement prior to approval.
  - b. Decisions and notifications will be made promptly by the Office of Advancement as to whether the clearance has been approved or disapproved.
  - c. The President identifies the highest priorities for fundraising. If needed, the President, Deans, and/or Vice Presidents may be consulted for further information on the prospect clearance request.

#### **C. Scope**

1. University Employees
2. Alumni and Friends
3. Trustees
4. Others acting on behalf of the University

#### **D. Policy Administration**

1. Executive Director for Development and Alumni Relations
2. Office of Advancement