

Policy on Coordination of University Fundraising

1.0 Purpose

Virginia State University values and depends upon private philanthropic resources to support the mission of Virginia State University. The success of university fundraising hinges on two essential concepts, planning and collaboration. A university that is knowledgeable and supportive of fundraising campaigns throughout the university community ensures a coordinated, effective, and donor-centered approach to potential donors in the university's name.

This policy is established to coordinate fundraising efforts by the university and any of its associated entities that engage in fundraising on behalf of or in support of the university. It also provides a framework to obtain maximum effectiveness of Virginia State University's fundraising efforts and optimize resources.

2.0 Policy

Virginia State University seeks through responsible activities to encourage fundraising by alumni, friends, faculty, staff, businesses, corporations, foundations, and others. The establishment of fundraising priorities and oversight of private fundraising rests with the President. The President has delegated the administrative authority of all fundraising activities of the University and its units under the administrative supervision of the Vice President for External Relations. He or She is the chief fundraising officer and has oversight of the Office of Institutional Advancement. This central office coordinates fundraising activities among the various offices representing the University and its diverse colleges and programs.

The Office of Institutional Advancement is responsible for planning, implementing, and executing an effective program of private gift solicitation while coordinating fund-raising activities for the entire university. The Office has responsibility for the entire development process, including the identification, cultivation, and solicitation of sources of potential financial support for Virginia State University, as well as the recording and acknowledgment of gifts, received.

All efforts within the University to raise funds from external sources--including corporations, foundations, individuals, or other non-public entities--must be approved by the Vice President for External Relations or his/her designee prior to their initiation and must be coordinated through the Office of Institutional Advancement. This applies to faculty members, administrators, and any others who are or who may become involved in fundraising activities.

3.0 Procedures

- Prior to the initiation of a formal request for solicitation approval, the Office of Institutional Advancement is available to consult with those who wish to approach potential funding sources. Institutional Advancement will assess the appropriateness and timing of such a solicitation in light of both institutional priorities and any known financial commitments by those considered to be potential donors.
- Once the Vice President for External Relations (or his/her designee) approves a formal solicitation request (Form A: Request to Conduct Fundraising Activity), the Office of Institutional Advancement will work with the college, office, division, or individual faculty member to identify and evaluate prospects, suggest solicitation approaches, determine methods of collection, and coordinate the actual solicitation.

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- Individuals or corporations often initiate contact with the Virginia State University faculty and staff regarding funding. While individual staff and faculty members are encouraged to answer questions and discuss opportunities, these inquiries must be reported promptly to the Office of Institutional Advancement. This information will be used as part of the overall coordination of fundraising activities.

4.0 Definitions

- University Fundraising or University Solicitation Activities: Any fundraising (to include event sponsorships and raffles) or solicitation activity that employs the name, image, or reputation of Virginia State University in an effort to secure financial contributions will be considered fundraising or solicitation in the name of the University and is subject to this policy.