



## **51-002: University Policy on General Fundraising and Solicitation**

**Responsible Executive:** Vice President for University Advancement  
**Responsible Office:** University Advancement  
**Related Policy:** 51-001: Policy on University-Related Foundations  
**Approved-On Date:** March 6, 2008  
**Effective Date:** March 6, 2008  
**Revision Date:**

### **Policy Statement**

The Office of University Advancement is responsible for coordinating all fundraising/solicitation activities for NSU.

### **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 or on behalf of NSU. This policy will help to avoid multiple fundraising efforts from different entities within NSU toward the same prospect, solicitations that are inconsistent with the University's mission or solicitations that are not in the best interest of the University.

### **Procedures**

#### **I. Process**

Any request to undertake a fundraising program or to solicit private contributions should first be reviewed by the appropriate department head, Dean and/or Provost and then approved by the Office of the Vice President of University Advancement before any solicitation is made from a prospective donor. The request should include the following elements:

1. Description of Project / Program
2. Budget
3. Fundraising goal or ask amount
4. Names and contact information for prospect(s)
5. Support needed from University Advancement
6. Sign off by the appropriate department head, Dean and/or Provost

#### **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 prospect(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 must approve all fundraising materials, including but not limited to, pamphlets, brochures, posters, advertisements, letters, multi-media productions, etc. Brand uniformity is critical as these types of materials are reflective of the fundraising practices and image of NSU.