



Policy on Coordination of Private Fundraising

No. 12100

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Affected Parties:
Faculty
Staff

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1.0 Purpose

Planning and coordination are essential to successful fundraising efforts and to avoiding duplication in approaching potential donors in the name of the university. To preserve Virginia Tech's credibility among its financial supporters, as well as to optimize resources, this policy will serve to govern all private fundraising made on behalf of Virginia Tech and/or groups affiliated with Virginia Tech.

2.0 Policy

The establishment of fundraising priorities and oversight of private fundraising rests with the President. The President has delegated the oversight of private fundraising activities to the Vice President for Development and University Relations. Under the direction of the Vice President for Development and University Relations, the Office of University Development is responsible for planning, organizing, and conducting programs to obtain private gift support. Colleges, departments, programs, individual faculty and staff members, and other entities within the University must coordinate all fundraising activities with the Office of University Development. The hiring of any fundraising positions must be handled through the Office of University Development.

All private fundraising efforts should be submitted for approval/disapproval and coordinated (if approved) through the Office of University Development. All persons or groups wishing to raise private gift funds for programs or areas at Virginia Tech are required to work within approved plans and guidelines through the Office of University Development. No individual or unit shall solicit funds in the name of or on behalf of Virginia Tech until they have organized and coordinated such activities with the Office of University Development. Such coordination must begin before making formal contact with a funding source and continue on a regular basis.

This policy does not apply to normal student fundraising activities unless the fundraising activities involve a direct mail solicitation of alumni and friends of Virginia Tech and/or requests for gifts of \$1,000 or greater. This policy also does not apply to sponsored program applications or proposals that are coordinated through the Office of Sponsored Programs.

3.0 Procedures

1. All requests to execute annual gift solicitation efforts should be presented to the Office of Annual Giving in writing. Once approved, all annual gift solicitation materials will be generated from the Office of Annual Giving, and contributions generated from the solicitations will be mailed from the donor directly to Gift Accounting within the Office of University Development.
2. All fundraising campaigns must be approved by the President and coordinated through the Office of University Development.



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3. All solicitations of major gifts from individuals, corporations, or foundations must be approved by and coordinated with the Office of University Development.
4. Donors wishing to give a gift in support of Virginia Tech should be referred to the Office of University Development.

4.0 Definitions

ANNUAL GIFT SOLICITATION - a request for a gift(s) or pledge(s) under \$25,000 generated through a direct mail appeal, a telephone appeal, or an e-mail appeal on behalf of annual or special projects. This includes annual “membership drives” soliciting donations in support of a program.

MAJOR GIFT SOLICITATION - a request for a gift or pledge of \$25,000 or more through personal contact (whether in person, by phone, by letter, or by email) with a donor or donor prospect.

CAMPAIGN - an organized program designed to solicit funds for specific objectives and which includes a target goal.

FUNDING SOURCE - an individual (alumnus, parent, faculty/staff member, or friend), foundation (corporate, private, or family), corporation, or organization that might provide private gift support to the university.

5.0 References

6.0 Approval and Revisions

Approved October 6, 2008 by Vice President for Development and University Relations, Elizabeth A. Flanagan.