

PURPOSE: TO COORDINATE UNIVERSITY'S FUND RAISING ACTIVITIES.

Fund raising activities must be coordinated through the Vice President of External Relations before an actual appeal is made.

The purpose of this policy is:

1. to avoid conflicting solicitations and over solicitation of specific prospects,
2. to increase internal communications regarding specific approaches to enhance the likelihood of successful requests,
3. to increase the knowledge of University representatives (staff and volunteers) regarding a prospect's giving history with Brenau prior to making calls,
4. to increase stewardship as a part of the solicitation process (e.g. thanking prospects for previous gifts prior to asking for additional contributions),
5. and to enhance the University's external image as a well organized fund raising entity.