



## UNIVERSITY POLICY

### EXTERNAL AFFAIRS POLICIES

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**Number: 802**

**Subject: Solicitation and Gift Processing Policy**

**Covered Individuals: University Employees and Trustees**

**Covered Campus Locations: All Locations**

**Effective Date: June 19, 2019**

**Date of Latest Revision:**

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#### PURPOSE

The purpose of this policy is to insure that in the solicitation and processing of gifts to Upper Iowa University (UIU or University), the integrity of the University's fundraising operation is maintained, fundraising messages sent by the University or on its behalf are consistent, and University constituencies are protected from solicitations that are inappropriate, redundant, and/or too numerous.

#### DEFINITION

Solicitation – For purposes of this policy, solicitation is defined as all requests for support directed to any person or organization, including alumni, students, friends, employees, parents, corporations, foundations, or associations for the purpose of generating gifts for the University and its affiliated programs. This includes, but is not necessarily restricted to, any solicitations conducted via mail, phone, newsletters, personal visits, or electronic means. Examples of solicitations typically authorized by the Office of External Affairs include, but are not limited to, the following: 1. annual solicitation campaigns such as phonathons and direct mail solicitations; 2. solicitations for scholarships, fellowships, professorships, endowed chairs, and memorial funds; 3. solicitations for construction, expansion, or renovation projects; and 4. solicitations for the funding of new or existing academic and athletic programs.

#### POLICY

The Office of External Affairs must authorize all solicitation on behalf of the University and its affiliated programs, including student organizations. Interested parties must submit a written request to the Vice President for External Affairs detailing the following information: 1. purpose of solicitation; 2. who will be solicited; 3. timetables for solicitation; 4. who is responsible for creating and producing the solicitation; and 5. how and by whom the solicitation will be made.

If the solicitation request is authorized, the Vice President for External Affairs or his or her designee will determine the appropriate solicitation strategy, including priority, timing, processing and acknowledgment procedures, and any necessary modifications. The Office of External Affairs will have final approval of all letters, texts, scripts, and other components of such solicitation.

Departments, organizations, and individuals are prohibited from using UIU's name, seal, trademarks, and service marks to solicit support without written permission of the Office of External Affairs. The solicitation of alumni dues by any of the University's schools, departments, or programs is prohibited.

Any gifts or related items (such as matching gift forms) received directly by a school, department, program, or other unit must be forwarded directly and immediately, with all accompanying materials, to the Office of Institutional Advancement & Alumni Development.

Exceptions to this policy must be approved by the Vice President for External Affairs or his or her designee.

## **RULES, PROCEDURES, GUIDELINES, FORMS, AND OTHER RELATED RESOURCES**

[Policy 801 – Gift Acceptance and Gift Reporting Policy](#)

## **CONTACTS**

Acting as the Policy Owner, the Office of the Vice President for External Affairs is responsible for answering questions regarding application of this policy.

## **SANCTIONS**

N/A

## **HISTORY**

- Policy created in May, 2019
- May 13, 2019 – Policy recommended by the University Policy Committee for approval by the President's Council
- May 22, 2019 – Policy approved by the President's Council and recommended for approval by the Advancement Committee
- May 30 – Policy approved by the Advancement Committee and recommended for approval by the Board of Trustees
- June 19, 2019 – Policy approved by the Board of Trustees

