

UAF Policy 05.14.031

Original Adoption: 10/21/2002

Revised: 03/31/2023

Responsible Chancellor’s Cabinet Member:

Executive Director of University Advancement

Responsible Department/Office: Development Office



Fundraising Coordination Policy

1.0 POLICY STATEMENT

UAF Development recognizes the importance of coordinating and supporting fundraising strategies for UAF and its units. UAF is committed to donor-centric fundraising practices, follows the UA Board of Regents Policy on fundraising and adheres to the Donor Bill of Rights published by the Association of Fundraising Professionals. In collaboration with the Development office and your unit’s development liaison, we encourage UAF faculty, staff, leaders and volunteers to develop relationships and engage potential donors with programs at UAF. It is UAF policy that all UAF employees, students and volunteers contact UAF Development when they are building donor relationships, with the goal of coordination that is donor-centric and yields positive results.

2.0 BACKGROUND & JUSTIFICATION

Private giving provides UAF with critical funds that provide a margin of excellence that would not be possible otherwise. UAF provides academic programs ranging from certificates to advanced level PhD’s.

UAF Development’s primary responsibility is to build donor relationships with the goal of raising private funds from individuals, including alumni and friends; corporations; and foundations to support UAF’s mission of education, outreach and research. The goal is to match university priorities with donors’ interest (donor centric model) to create a mutually beneficial partnership. A strong understanding of UAF’s mission and priorities is needed to accomplish annual fund-raising goals. Collaboration with UAF leadership is essential.

UAF Development works with a common database managed by the UA Foundation. Fundraising is collaborative with the Foundation, other universities in the UA System, as well as within units of UAF. The Foundation manages a Donor Coordination System (DCS). All universities and fundraisers are required to follow the guidelines put forth in DCS.

Based on industry standards, it generally takes 18 months to cultivate donor relationships that result in a major gift (\$25,000+). Failure to strategize, plan and coordinate appropriately can

represent UAF poorly, potentially damage donor relationships and ultimately result in no funding or missed opportunities.

3.0 DEFINITIONS

UA Board of Regents Policy 05.14

University Regulation 05.14

UA Foundation Donor Coordination System (DCS) Policies and Procedures

4.0 REFERENCES RELIED UPON

UAF Fundraising Goals and Priorities

The UAF Development Office, in partnership with the UAF Chancellor and Deans/Directors, creates and manages annual fundraising goals for UAF, as well as the activities, alumni engagement and donor relations that support those goals. This plan is based on UAF departmental funding priorities, as well as needs and initiatives set forth by the UAF Chancellor. For a summary of this year's priorities and goals, please contact the Development Office at 907-474-2619 or via email uaf-giving@alaska.edu.

The primary vehicles in place to raise philanthropic funds at UAF are as follows:

- Alumni engagement
- The annual giving program
- Mid- level giving program
- Major gift program
- Legacy Society program
- Principal gift program
- Donor relations program

Statewide Collaboration:

The non-profit UA Foundation must receive all charitable gifts, on behalf, and in support of UAF.

According to Board of Regents Policy (05.14) and University Regulation (05.14) "The solicitation and acceptance of charitable gifts for the benefit of the University of Alaska will be done in a manner that yields the greatest possible outcome for the University and the donor. Regents' Policy requires that all solicitations be coordinated through the Statewide Office of Development, in accordance with the process established through the Prospect Management and Tracking System" (known as DCS).

UAF's Role:

The UAF Development Office and/or your unit will collaborate with the UA Foundation on your behalf to coordinate all efforts in managing donor relationships within DCS. It is the mission of the UAF Development office to empower all units at UAF to be successful with their fundraising

strategy. UAF Development is here to help with strategy and coordination, and to support the units in leveraging their own relationships with donors and potential donors.

5.0 RESPONSIBILITIES

All UAF employees and students who are working toward current or future fundraising goals and are planning to solicit private philanthropic support for UAF are requested to contact UAF Development **before** they make solicitations. This will increase awareness and coordination as well as ensure best practices including the proper creation of funds, donor relations and stewardship.

6.0 NON-COMPLIANCE

None.

7.0 EXCEPTIONS

In many cases, donors will approach departments directly (unsolicited) regarding support for individual units. When this happens, please contact UAF Development with updates. UAF Development can help your unit be successful with fund creation, donor relations and stewardship.

8.0 PROCEDURES

If your program, unit or department has a fundraising need, please refer to the following steps:

1. Contact your department leadership (dean, director, etc), department development officer (if applicable), or the Development Office to determine if the program is a **fundraising priority** for your college, school or department.
2. Once your department has identified your program as a fundraising priority, **identify** potential donors and supporters that are closest to your program.
 - Who are you interested in asking to support your program and why?
 - What is your timeline? When will you need funding?
 - Is anyone else at UAF potentially working/communicating with these donors?
3. Contact the **UAF Director of Development** or your unit's **development liaison** as you are building donor relationships and **before** you make a solicitation (an "ask") on behalf of UAF.
 - This will help limit duplicate or overlapping requests to key UAF donors and ensure comprehensive fundraising coordination throughout UAF.
 - Your need may be noted in the annual fundraising plan already. If not, it can be added with the approval of the appropriate dean/director.

4. **Collaborate** with UAF Development to reach fundraising success. Development staff can help you strategize by:
- Coordinating your fundraising efforts with others at UAF to present a coordinated message to potential donors.
 - Strategizing the best timing, mechanism, and request amount for the most effective results.
 - Researching prospective donors that may be affiliated and/or interested in your programs.
 - Providing valuable tax credit information that may assist corporate donors with their giving.
 - Assisting with stewardship to ensure all donors are appropriately thanked and celebrated for their support of UAF.

POLICY APPROVED BY:



Daniel M. White, Chancellor
University of Alaska Fairbanks

Signed: 03/31/2023