**Procedure No. 900.1**  
**Area: Institutional Development**

Adopted: June 5, 2001  
Certified by _________________________________

Dr. Adolphus Andrews  
Executive Vice President  
and Chief Financial Officer

Revisions Approved:

**SUBJECT: FUND RAISING GUIDELINES**

These guidelines are consistent with the policies approved by the Central State University Board of Trustees. If an area is interested in seeking or receiving private funds to support a program, scholarships or other activities from an outside source, these efforts must be coordinated through the University Office of Development. This will ensure that the donors receive the requisite tax compliance information, that University priorities are met, and that donors do not receive duplicate or conflicting requests for support.

When a unit wants to solicit an individual or corporation for cash or gift-in-kind support they must contact the Chief Development Officer and complete a clearance to solicit request. By completing this form the following questions will be answered:

- How does this solicitation meet University or program specific goals?
- Has the Senior University official ultimately responsible for the program area reviewed the request or plan?
- Has a cultivation plan or strategy been developed for long-term relationship building?
- Who will be involved in the solicitation?

Once clearance has been given for a solicitation, the following should be provided:

1. Donor Profile (Forms are available from the Office of Development)
   - What makes this donor likely to give? Relationship, type of business
   - How much can this donor give?
   - What is the targeted amount?
   - What project are these funds to support?
   - Who will be on the solicitation team?
2. Donor Contact Reports (Forms are available from the Office of Development)

- Details the type of contact (in-person, by telephone or letter),
- Highlights the substance of the contact (was this a request for a meeting, thank you, or direct request for support)

3. Solicitation Update (Forms are available from the Office of Development)

- When was donor asked?
- What were the results?
- Who will handle follow up?
- How will stewardship be provided?