

---

## Fundraising Policy

November 2014

The dean's office will maintain primary fundraising responsibility for the following donors:

- **National Advisory Council Members**—If a NAC member is also a department/program/center advisory board member, the relationship will remain with the dean's office unless the dean approves a different arrangement.
- **Alumni and Friends of the Marriott School with Significant Capacity**—LDSP defines significant capacity as a donor with the capacity to give at least \$1,000 per year (not including matching gifts). When a donor achieves this designation, it does not necessarily mean the relationship automatically shifts away from a department/program/center to the dean's office.
- **Corporate Giving**—All corporate fundraising activity will be the responsibility of the dean's office. Departments/programs/centers seeking exceptions (e.g., SOA with Big 4 accounting firms) should request and receive permission from the dean's office in writing before contacting companies or foundations regarding giving opportunities.

When a department/program/center intends to ask a donor for \$1,000 or more, the request should be cleared by the dean's office, except as outlined below, in order to avoid conflicting, overlapping, or redundant donation requests. Departments/ programs/centers are authorized to engage in fundraising activities through the following mechanisms:

- **Advisory Board Members**—Department/program/center specific board members can be asked to make annual contributions or to support particular initiatives, and they can receive the alumni newsletter discussed below.
- **Current Students**—Students currently enrolled in a major or emphasis sponsored by the department/program. Fundraising efforts directed to current students should be coordinated with LDSP's annual giving campaign and should go through the Marriott School's giving webpage. The messaging regarding student campaigns can be delivered in program orientation, class competitions, emails, or other broadcast mechanisms. Before a campaign is initiated, the approach should be vetted with LDSP.
- **Alumni**—With the exception of alumni with significant capacity to give as discussed above, departments/programs/centers may seek donations from graduates of their program(s) via newsletters and other social media (e.g., LinkedIn). Before a campaign is initiated, the approach should be vetted with LDSP.