

GUIDELINES FOR COORDINATING SOLICITATIONS FOR
CORPORATE GIFTS AND FOUNDATION GRANTS
AT LANGSTON UNIVERSITY

PURPOSE: To communicate guidelines for university-wide solicitation of corporate gifts and foundation grants.

Corporate gifts and foundation grants are the principal forms of awards made by big and small companies and private foundations requiring a 501(c)(3) tax exempt status. Colleges and other University units must coordinate the cultivation and solicitation of donors with the Vice President for Institutional Advancement & External Affairs (IAE), Director for Corporate Foundation Relations (CFR) and/or the LU Foundation. Coordination with the office of Institutional Advancement & Development, which is comprised of Development, Sponsored Programs and Alumni Relations is required for fundraising from individuals, corporations, private foundations, as well as fundraising events such as dinners, sponsorship events, auctions, golf tournaments, etc.

GUIDELINES

Faculty, unit staff and volunteers are encouraged to assist in the University's development efforts but must ensure that all gifts meet the established guidelines and must understand that acceptance of all gifts is subject to the approval of the Office Institutional Advancement & External Affairs. In addition, faculty, unit staff and volunteers engaged in fundraising activities must abide by these guidelines and procedures. Coordinating with the Director of Corporate and Foundation Relations from the beginning ensures that multiple requests for support or sponsorship are not submitted to a potential funder who will consider only one request for the University. Some grant makers will fund only one proposal per year from LU and related entities. Submitting two or more requests creates confusion and potential loss of significant financial resources. Also, if an associated entity submits a request to a corporation for \$1,000 to sponsor a table and the University submits a \$500,000 proposal, the lesser request may preclude the greater.

1. The importance of coordinating all solicitations is critical and in the best interest of the University for positive and continued support from donors. The Vice President for Institutional Advancement & External Affairs and the Director for Corporate and Foundation Relations (CFR) will function as the focal point for the entire campus and coordinate all solicitations within the area and with the LU Foundation. To ensure an organized, professional approach all contacts with any prospective corporate and foundation prospects must be recorded and coordinated through the CFR. Before contacting CFR staff or potential funders, faculty and unit staff must discuss potential projects and sources of support with their department chair, dean and/or area director.
2. Faculty and staff from any unit on campus seeking a gift must check with the VP for IAE or the CFR Director prior to making contact with a donor to determine if the prospective donor is already the designee of a current solicitation, planned solicitation or has communicated a special consideration to the University.
3. The University must have a coordinated approach for solicitation to all private foundations. Phone calls, letters, visits, proposals or reports submitted to foundations must be coordinated through the CFR actively engaging in a solicitation.

4. Corporate Sponsor Solicitation - University departments or organizations must receive approval to seek sponsorships from the Director of Corporate and Foundation Relations and/or the Vice President for Institutional Advancement & External Affairs before solicitation. Units must report all corporate sponsorships received to IAE to ensure accurate accounting and acknowledgment in accordance with IRS regulations. The Office of Development and LU Foundation must establish that a portion of the payment exceeds the fair market value of the benefit received by the business.

By coordinating the solicitation of Corporate Sponsors and Private Foundations, the Director of Corporate and Foundation Relations will

- Assist in determining whether a project or program is appropriate for foundation funding;
- Determination of appropriateness of request amount;
- Brainstorm to identify possible funders for University or school/college/program priorities;
- Share information about corporations and foundations researched or visited;
- Alert interested parties to RFPs and other funding opportunities;
- Review and edit letters of inquiry and proposals;
- Budget preparation
- Facilitate proposal submissions, sponsorship solicitations including gathering supporting documentation and preparing and shepherding cover letters from the President or Provost;
- Meet with foundation officials, corporations usually with an academic or administrative head, to discuss possible proposals;
- Complete, accurate and timely submission to a funding source
- Discuss and review proposed sponsor/donor benefits with affected units on campus to ensure ability to deliver (Public Relations, LU Foundation, Facilities, President's Office, Academic Affairs, etc.)

Please contact the CFR Director (Judy Reyes-Henderson) X6024 or the VP for IAE (Ms. Mautra Jones) X2937 with any questions.