

CALIFORNIA STATE UNIVERSITY, LONG BEACH

Subject: Donations – Solicitation of Gifts		
Department: University Relations & Development	Reference No.:	
Division: University Relations & Development	Issue Date: Revision Date:	November 1993
References: NA		NA
Web Links: University Relations & Development	Expiration Date:	NA

The President of the University has the ultimate responsibility for the stewardship of all possible University prospects and donors. Individual colleges, departments, and programs are delegated the authority (where appropriate) by the President to cultivate and solicit these prospects for their areas and for the University. The Division of University Relations and Development is held accountable for the management of all University prospects and donors. Therefore, all CSULB colleges, departments, and programs must coordinate with the Division of University Relations and Development the cultivation of University prospects and donors.

When requested, the Division of University Relations and Development will assist in the review of proposals and offer counsel as to strategies for cultivating and soliciting prospective donors.

The following policy will govern the solicitation of gifts from individuals, corporations, foreign governments and entities, foundations, and associations. Excluded from this policy are proposals for research, training, and special project grants and contracts to be conducted by faculty and staff members. These proposals are to be cleared through the University Director of Research, ext. 55314.

This policy is intended to assist the University and each of its units in successfully seeking private support while minimizing duplication, confusion, and internal competition.

- 1. All prospects to be solicited for gifts must be reviewed by the Division of University Relations and Development prior to any solicitation.
- 2. Requests for clearance are to be submitted by contacting the respective college based Director of Development (where applicable) or through the office of the Vice President of University Relations and Development, BH 387, extension 55197 and should include the following:
 - a. Proposed source(s) of the gift (e.g., individuals, groups, corporations).
 - A copy of any proposals, letters, etc., that are to be used in soliciting the gift(s).
 - c. What is the planned use of the gift(s).
 - d. When will the gift(s) be solicited.
 - e. Amount that is expected to be raised.
 - Who will be soliciting the donor(s).
 - g. How the gift will be solicited (e.g., letter, telephone, personal approach, etc.).



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- 3. The Division of University Relations and Development will review each request. Prospect clearance, in relation to college projects, will be based on priorities established by the President in consultation with the appropriate areas of the University community
- 4. All gift/membership clubs and the benefits offered to club members must be approved by the Division of University Relations and Development. The request to establish such clubs shall be submitted through the college based Director of Development (where applicable) in writing to the Vice President for University Relations and Development with a detailed description of the proposed gift club name(s), amount of money required to become a member of the club, and benefits offered to club members.
- 5. All requests for cash gifts should be made on behalf of and checks made payable to:

CSULB Foundation 6300 State University Drive, Suite 332 Long Beach, California 90815

6. Inquires about the implementation of this policy should be addressed to the Vice President for University Relations and Development, BH 387, ext. 55197.

FORMS: NA