General Policies and Practices

1. The relationship with every prospective donor needs to be managed through the development office to determine appropriate requests, to avoid multiple solicitations, and to determine effective strategies.

2. If a call is received or a contact with a prospect is made within a department or college, immediate engagement with a member of the development team is necessary. Major gifts, which often are attached to specific conditions, are accepted in consultation with the vice president for university advancement and the president.

3. University Advancement or the Development Office must approve all requests for private funding.

4. Every potential discussion or meeting with a prospect is proactively discussed at development meetings. At these meetings, the focus is on clearance and new prospect moves and next steps.

5. All naming of buildings, spaces, and rooms on campus requires approval of the president and a monetary commitment that is consistent with UWG & BOR naming policies.

6. Signatures on requests and acknowledgements need to be commensurate with the scope of the project and relationships with the donor:
   a) Gifts of all sizes are acknowledged in writing.
   b) Colleges are notified of every gift within their program area.
   c) Donors who give $1000 or more receive written and verbal acknowledgement by the dean of the college and the development officer.
   d) Except under special circumstances, the president’s signature should be reserved for gift amounts of $25,000 or more.

Development Strategies

The Development Office reviews prospects every other week to plan strategy, cultivation, and solicitations. The right person has to ask for the right gift at the right time. **General guidelines call for the involvement of the president in solicitations of $100,000 and higher.** Each officer is assigned prospects at the $10,000 to $100,000 level. Typically, the deans and other senior staff will be included in the final stages of cultivation and solicitation.

Most universities receive approximately 90% of their fundraising revenue from the top 10% of donors. Established programs with wealthier data pools are more successful at achieving this ratio, which changes in response to the number of major gifts. Following a prospect protocol helps to ensure best practices in developing an ongoing positive and professional relationship with donors.
Naming Policies

All naming opportunities are governed by the Board of Regents and authorized by the President of the University. The following amounts serve as a guide and reference. Specific amounts may vary if approved by the President, but will always meet Board of Regents minimum guidelines.

Naming of Colleges: $3 million
Child Development Center: $2 million
New or renovated building: $2 million
Existing unnamed buildings: $1 million
Schools/ Departments: $1million
Internal rooms (conference rooms, classrooms): $25,000- $50,000
Distinguished Chair: $1 million
Endowed Chair: $500,000
Endowed Lecture Series: $25,000 - $40,000
Endowed Scholarships: $25,000

Naming rights are for the effective use of the structure. Major renovations or new buildings are available for new naming opportunities.