

GUIDELINES FOR COORDINATING SOLICITATIONS FOR  
CORPORATE GIFTS  
AT LANGSTON UNIVERSITY  
**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 of Development and LU Foundation. In addition, faculty, unit staff and volunteers engaged in fundraising activities must abide by these guidelines and procedures. Coordinating with the CFR 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.

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 Assistant Vice President for Institutional Advancement and the Director for Corporate and Foundation Relations 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 prospect 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 AVP for IAD 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. Corporate Sponsor Solicitation - University departments or organizations must receive approval to seek sponsorships from CFR and/or the Associate Vice President for Development before solicitation. Units must report all corporate sponsorships received to IAD 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 the Director of Corporate and Foundation Relations will

- Assist in determining whether a project or program is appropriate for funding;
- Determine appropriateness of request amount;
- Brainstorm to identify possible funders for University or school/college/program priorities;
- Share information about corporations researched or visited;
- Review and edit letters of inquiry and proposals;
- Help with Budget preparation
- Facilitate proposal submissions, sponsorship solicitations including gathering supporting documentation and preparing and shepherding cover letters from the President or VP for Academic Affairs;

- Meet with 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 benefits with affected units on campus to ensure ability to deliver (Public Relations, LU Foundation, Facilities, President's Office, Academic Affairs, etc.)
- Create and maintain hard copy files of all corporate sponsor solicitation documents in the development office, to include user name and passwords for online submission funding requests

Please contact the CFR Director (Judy Reyes-Henderson) X6024 or the AVP for Development (James Dunavant) X3482 with any questions.