

## PROSPECT CLEARANCE POLICY

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SCOPE	All departments and employees
CONTACT	Director of Advancement, Advancement Office
APPROVED BY	Board of Governors
DATE APPROVED	March 6, 2014

### 1 PURPOSE

A prospect clearance management system exists at the university:

- to ensure that the university's fundraising efforts are coordinated and expanded;
- to eliminate duplicate approaches to prospective donors;
- to respect the right of prospects and volunteers to be approached in a respectful and organizationally consistent fashion by the multiple constituencies at the university; and
- to ensure that the prospect is fully aware of his or her options in donating to the university and in volunteering.

An approval process is critical to the university's ability to maximize its fundraising efforts for its key priorities and should encompass all fundraising activities.

The fundamental key to the university's fundraising program is that it is donor-centric. However, before a gift is accepted, the gift must not create conflict with the ethical and moral standards or the strategic direction of the university. It is also important that the appropriate recognition and stewardship is given in accordance with the Donor Relations Guidelines.

### 2 SCOPE

The Prospect Clearance Policy is applicable to any individual or group that is associated wholly or in part with University of King's College and is engaged in fundraising activities for the university.

No potential donor will be solicited for a gift unless clearance has been given by the Advancement Office.

### 3 POLICY

Any individual or group associated wholly or in part with fundraising activities on behalf of the University of King's College shall work with the Advancement Office to obtain clearance.

#### **Factors for the determination for clearance**

Clearance of a prospective donor shall be given consideration for approved university projects, programs and events and shall consider the following:

- a) status of a prospective donor;
- b) affiliation and affinity with the university;
- c) area of interest within the university;
- d) prospective donor's giving history (if applicable) to the university;

- e) current cultivation, solicitation and stewardship activities;
- f) ask amount;
- g) priority of the project and purpose for the solicitation;
- h) prospective donor's community giving history;
- i) organization's giving guidelines.

#### **Denial of clearance**

Clearance shall be denied where the potential donor:

- a) has a current proposal from the university;
- b) has been cleared or is in the process of being cleared for solicitation for another priority, and the decision is to pursue that other priority;
- c) has indicated that they are not accepting proposals at the present time;
- d) recently made a major gift or pledge, in which case clearance may be given at a later time;

#### **4 EXCEPTIONS**

- a) Student societies, organizations, and athletic teams holding fundraisers that exclusively target faculty, staff, and students, such as bake sales, raffles, and the sale of t-shirts, are exempt from this policy.
- b) Student-led fundraisers that involve the solicitation of donors external to the university, including board members, alumni, parents, friends, and businesses, are not exempt from this policy. Student societies and organizations wishing to organize such fundraisers must first consult with the Advancement Office. Similarly, athletic teams holding fundraisers that involve the solicitation of donors external to the university must first consult with the Director of Athletics and the Advancement Office.
- c) Sponsorships (under \$500.00) do not require clearance, but notification should be submitted to the Advancement Office in order to maintain accurate records on donors and appropriate relationships with sponsors.

#### **5 RELATED POLICIES**

Gift Acceptance Policy  
Naming Policy  
Project Clearance Policy