

APPENDIX

Guidelines for Developing Proposals for Philanthropic Gifts

The Office of University Advancement and Office of Corporate and Foundation Relations are responsible for the development and management of relationships between individuals, corporations, and foundations and Longwood University for the purpose of philanthropic giving. It is the mission of both offices to assist internal constituents in developing successful proposals. The Office of University Advancement serves as the clearinghouse for all gift proposals to individuals. The Office of Corporate and Foundation Relations (OCFR) serves as the clearinghouse for companies and foundations. OCFR works closely with the Office of Sponsored Programs and Research to insure that the appropriate office is providing support.

In order to ensure consistency and best practices in donor relations are followed (as well as to avoid duplication in efforts), it is essential that faculty and staff communicate with the appropriate office. Funding requests cannot be made without consulting the appropriate office. The following process is for philanthropic gifts only. Please see Section II. O. GUIDELINES FOR DEFINING, REQUESTING, AND RECEIVING EXTERNAL SUPPORT Parts III and IV for guidance regarding whether the external support sought is a sponsored agreement or philanthropic gift.

Steps for Securing Gifts from Corporations and Foundations:

Please note: Project Director (PD) refers to anyone who is responsible for overseeing the program for which funds are sought (including advisors to student groups).

1. **NOTICE OF INTENT:** Contacting the OCFR about the intent to seek philanthropic gifts from companies or foundations is vital. A brief conversation with the OCFR can help identify potential conflicts such as those related to compliance with University and Longwood University Foundation policies, duplication of efforts, and funding prioritization. In addition, notifying OCFR can avoid unnecessary efforts, expedite the process, and reduce the number of steps necessary to obtain funding in some cases.
 - a. The PD should contact OCFR before soliciting for gifts or authorizing students to solicit gifts. OCFR will discuss the project and the need for funds with the PD and determine next steps.
 - b. Offices/departments with on-going relationships and a history of successful proposals with particular funders have priority in submitting proposals to those funders. However, there may be cases where the funder does not allow repeat proposals from the same area of the University. Annually, the PD and OCFR will discuss if there are any funders who will be not solicited in the upcoming year so that other areas may have the opportunity to submit proposals.
 - c. If you are contacted by a potential funder and asked to make a proposal, please notify the OCFR. OCFR will discuss the project, help avoid any conflicts, and determine next steps.
2. **CASE STATEMENT:** A case statement is a compelling rationale that summarizes why a gift is needed and outlines basic information.
 - a. The PD completes the Case Development Form (<http://www.longwood.edu/advancement>). The form includes a series of questions that the PD should be able to answer.
 - b. The PD gains approval from the appropriate department chair/director and dean (or vice president if not in an academic department). Approvals can be electronic and should verify that the appropriate supervisors have read and approved the project in general terms.

- c. The PD forwards the chain of approvals and the case statement to OCFR. Within one week of receipt, OCFR will contact the PD to discuss the project. At that time the OCFR may ask for further clarification and, in some cases, additional approvals.
3. **PROSPECT RESEARCH:** Matching the project with the most viable funders is an important part of the process. Please do not contact potential funders without OCFR approval. Contacting prospective donors without prior approval may inadvertently undermine proposals already being considered from the University.
 - a. The OCFR works in concert with the PD to identify entities whose funding priorities align best with the project. The OCFR will review past relationships and level of funding from prospective organizations to determine the best strategy for success. OCFR will discuss the prospect list with the OSPR and/or University Advancement as necessary.
 - b. Following the identification of prospects, OCFR will contact the PD to discuss the development funder-specific proposals.
4. **PROPOSAL DEVELOPMENT:** Developing a proposal that anticipates questions of potential funders facilitates success. The OCFR provides a template to assist PDs. Information from the case statement can be used to complete the template. The information in the Proposal Template serves as an outline for a narrative to be presented to a specific prospective funder.
 - a. The PD completes the Proposal Template (<http://www.longwood.edu/advancement>). The PD is responsible for subject matter expertise and specific details about the project.
 - b. The PD completes a budget for the proposal. All budgets must be approved by the vice president responsible for the PD's area as well as the Vice President for Administration and Finance. Approvals can be electronic and should verify that the appropriate supervisors have read and approved the budget.
 - c. The PD forwards the chain of approvals and proposal information to OCFR. At that time the OCFR may ask for further clarification and, in some cases, additional approvals.
 - d. The OCFR offers expertise in writing and editing proposals as well as assistance in compiling materials for the proposal. The OCFR is responsible for facilitating the process and verifying that all authorizations are in place before submitting proposals to prospective funders.
5. **CULTIVATION:** Cultivation refers to the development of relationships with prospective funders. Developing relationships enables the University to respectfully gauge potential interest in a project, readiness for giving, and capacity for giving. Without development of these relationships, proposals are often declined.
 - a. The PD is responsible for assisting the OCFR in identifying opportunities for cultivation such as departmental events, lectures, or special occasions.
 - b. The OCFR determines strategies to cultivate prospective funders and will communicate and discuss this process with the PD. The time necessary for this process can vary depending upon the size and nature of the gift as well as the depth of the relationship with the prospective funder.
6. **SOLICITATION:** Solicitation is the process of asking for a contribution from a prospective funder. Solicitations include specifying a suggested amount for the gift, presenting a persuasive rationale (the proposal) and budget to prospective funders. Dependent on the prospective funder guidelines, the process may vary.

- a. The PD may be asked by the OCFR to participate in conference calls or visits to present the proposal in person to prospective funders.
 - b. Submission of the proposal represents a contractual agreement regarding the use of any funds received.
 - c. The PD will be contacted by OCFR following a response from the prospective funder. If funded, the monies will be deposited by Longwood University Foundation Office into the appropriate account. The PD is responsible for using the funds in accordance with the original proposal and following policies established by the Longwood University Foundation. The use of funds is subject to audits.
7. **STEWARDSHIP:** Stewardship refers to both the responsible use of the gift as well the care and maintenance of the relationship with the funder. The process varies depending upon funder. For example, the funder may request progress reports and/or a specific way in which their name shall be used and styled.
- a. Reports to the funder and the proper recognition of the gift are the responsibility of the PD. The OCFR will provide reporting requirements, deadlines, and recognition parameters. The PD is responsible for sending a copy of any reports and other materials to the OCFR for review prior to submission.
 - b. PDs and department chairs/directors are encouraged to send a personalized acknowledgement/thank you to the funder upon receipt of the gift (due to IRS regulations the financial value of the gift may not be included in the letter. Official gift acknowledgements for IRS purposes will be sent by the Office of University Advancement). Copies of such acknowledgement/thank you should be sent to the OCFR.
 - c. Other stewardship efforts such as thank yous from senior administrators and the president, special recognition, dinners, events, awards, meals, personal correspondence (e.g. holiday cards) are the responsibility of OCFR.

Acknowledgment: This guideline and associated forms have been adapted from materials of The Gift Center at The University of Arizona Foundation as well as those used by Saint Louis University.