

**University of Florida Foundation, Inc.**  
**Florida Fund**

Policy #: 2.05  
Effective Date: September 8, 2007  
Responsible Department: Administration

1. **PURPOSE**

To provide for an effective program of solicitations.

2. **APPLICABILITY**

All telefunding activities and annual fund solicitations of UF alumni and other groups not assigned as major gift prospects.

3. **POLICY**

The Florida Fund (FF) <http://www.floridafund.uff.ufl.edu/> coordinates solicitations of UF alumni and other groups not assigned as major gift prospects on behalf of UF, its colleges and other units.

All telefunding activities will be conducted by FF on behalf of the colleges, units, and general University.

Alumni, families, students, and friends of the University will be solicited in a manner coordinated for optimal effectiveness by FF and in accordance with UFF guidelines. In order to help prevent duplication of effort and confusion among prospects, fundraising calling, mailing, or e-communications of unmanaged prospects will not be conducted elsewhere on campus unless approved by FF. The FF staff will work with colleges or units to develop and coordinate layout, design, timing, and message of appeals.

Coordination of FF prospects among colleges and units will be handled by FF. FF staff will evaluate all of its solicitations for effectiveness, efficiency, and overall quality. Periodic status reports will be provided to the appropriate college or unit. Analyses will be used to suggest enhancements to the college's or unit's FF efforts.

Costs for campaigns on behalf of colleges and units will be budgeted annually and charged to the appropriate college or unit. Statements of these charges will be sent to the appropriate fund administrators in the colleges and units.

FF will coordinate annual solicitation schedules and strategies for all constituencies, and will assign all appropriate solicitations with an appeal code.

4. **CLARIFICATION**

Requests for clarification of this policy should be sent to the Director of Florida Fund ([jkeyes@uff.ufl.edu](mailto:jkeyes@uff.ufl.edu)).

Certified as approved by the Executive Committee of the UFF Board of Directors on:  
September 8, 2007

A handwritten signature in black ink, appearing to read "Susan G. Goffman". The signature is written in a cursive style with a large, looped initial "S".

---

Susan G. Goffman, Secretary

Revision history: Original version