

University of Florida Foundation, Inc.
Annual Giving

Policy #: 2.05
Effective Date: July 30, 2018
Responsible Department: Annual Giving

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**

Annual Giving coordinates solicitations of UF alumni and other groups not assigned as major gift prospects on behalf of UF, its colleges and other units.

Alumni, families, students, and friends of the University will be solicited in a manner coordinated for optimal effectiveness by Annual Giving 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 Annual Giving. The Annual Giving staff will work with colleges or units to develop and coordinate layout, design, timing, and message of appeals.

Coordination of Annual Giving prospects among colleges and units will be handled by Annual Giving, whose 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 unit's Annual Giving efforts.

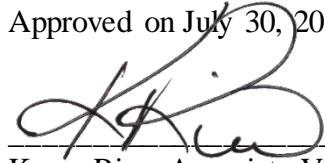
Costs for campaigns on behalf of units will be budgeted annually and charged to the appropriate unit. Statements of these charges will be sent to the appropriate fund administrators in the units.

Annual Giving 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 Annual Giving (hduiser@uff.ufl.edu).

Approved on July 30, 2018.



Karen Rice, Associate Vice President

Revision history: Original version
Revised July 30, 2018