

**PURPOSE: TO COORDINATE UNIVERSITY'S FUND RAISING AND SOLICITATION ACTIVITIES.**

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**A. FUNDRAISING**

Fund raising activities must be coordinated through the Vice President of External Relations before an actual appeal is made.

The purpose of this policy is:

1. to avoid conflicting solicitations and over solicitation of specific prospects,
2. to increase internal communications regarding specific approaches to enhance the likelihood of successful requests,
3. to increase the knowledge of University representatives (staff and volunteers) regarding a prospect's giving history with Brenau prior to making calls,
4. to increase stewardship as a part of the solicitation process (e.g. thanking prospects for previous gifts prior to asking for additional contributions),
5. and to enhance the University's external image as a well organized fund raising entity.

**B. SOLICITATION:**

Brenau University expects to have a work environment that is free from solicitation efforts that do not relate to Brenau business or interests. Brenau University actively encourages staff participation in community activities and organizations outside of work, however the time spent at work is more productive and pleasant when not interrupted by solicitations and distribution of materials unrelated to Brenau by co-workers. Staff may not engage in direct solicitation activities during work hours or via Brenau University computer systems/networks is not permitted. Indirect solicitation of co-workers for charitable or non-profit entities that are considered appropriate for the workplace may be allowed, but must be approved by the Vice President of External Relations. Approval will be based on the nature of the request and the distribution method chosen.

Refer to FSG 2-18 (Conflict of Interest) for related information.