Policy on Coordination of Private Fundraising

No. 12100

Policy Effective Date:
10/6/2008

Last Revision Date:
6/12/2023

Policy Owner:
Charles Phlegar

Policy Author: *(Contact Person)*
Angela Hayes

Affected Parties:
Faculty
Staff

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1.0 Purpose

Virginia Tech values and depends upon private philanthropic support from generous donors to support its vision, mission, and strategic goals. Virginia Tech strives to continue growing private support consistent with industry best practices and in a culture that is donor-driven, innovative, and metric-driven. Planning and collaboration are essential to successful fundraising efforts and to ensuring a coordinated, effective, and donor-centered approach to potential donors in the name of the university. To maximize the effectiveness of Virginia Tech's fundraising efforts, as well as to optimize resources, this policy provides a framework for all private fundraising done on behalf of Virginia Tech by faculty, staff, students, groups or units affiliated with Virginia Tech.

2.0 Policy

The establishment of fundraising priorities and oversight of private fundraising rests with the President. The President has delegated the oversight of private fundraising activities to the Senior Vice President for Advancement. The Senior Vice President for Advancement leads the central office that coordinates all fundraising activities among the various offices representing the university and its diverse colleges and programs. The Advancement Division is responsible for planning, organizing, and conducting programs to obtain private gift support, and all areas involved in fundraising shall strive to develop a close working relationship that ensures a coordinated effort in fundraising activities. The Senior Vice President for Advancement coordinates and has oversight of hiring decisions for Advancement professionals throughout the university.

All private fundraising efforts, including crowdfunding or projects undertaken by any individual associated with Virginia Tech (current employees, students, etc.) planning to use a third-party crowdfunding or crowdsourcing vendor portal, or service provider, should be coordinated through the Advancement Division prior to initiating such activities in order to ensure that such activities fit within the overall fundraising strategy for the university and ensure a coordinated, donor-centered approach to solicitation.

This policy does not apply to student fundraising activities unless the fundraising activities involve a direct solicitation of alumni and friends of Virginia Tech, a crowdfunding campaign or project, or requests for gifts of $1,000 or greater. This policy also does not apply to sponsored program applications or proposals that are coordinated through the Office of Sponsored Programs.

3.0 Procedures

1. Fundraising priorities for the university shall be established by the President and Provost, in consultation with the appropriate Deans and Directors and the Senior Vice President for Advancement. All fundraising campaigns must be approved by the President and coordinated through the Senior Vice President for Advancement.

2. All annual fund solicitations efforts shall be coordinated through the Advancement Division's Annual Giving Office, in consultation with the appropriate college or program area. To discuss an appeal, contact the Director of Annual Giving (annualgiving@vt.edu).

3. Solicitations of major and principal gifts from individuals, corporations, or foundations shall be coordinated through the Advancement Division to ensure a strategic and coordinated approach to potential donors. Solicitations can be coordinated through the Senior Associate Vice President for Advancement, the Associate Vice President for Advancement & Campaign Director, or the Assistant Vice President of Advancement – Colleges and Units if assistance is needed with determining the appropriate contact within Advancement.

4. Crowdfunding campaigns or projects shall be coordinated through the Annual Giving Office and are subject to all Virginia Tech guidelines and policies and all state and federal laws and regulations. The Advancement Division provides a crowdfunding platform to service projects that use Virginia Tech resources. Only this official third-party crowdfunding partner can be used. Use of Virginia Tech's name, branding or logo in any crowdfunding campaign much have prior written approval by the appropriate Virginia Tech crowdfunding administrator. Visit Virginia Tech | Jump (vt.edu) or email crowdfunding@vt.edu for information on the process.

5. Donations will be received by the Virginia Tech Foundation as set forth in Policy 3630.

4.0 Definitions

ANNUAL GIFT - current-use gift, whether restricted or unrestricted.

MAJOR GIFT - a gift or pledge of $100,000 to $5 million.

PRINCIPAL GIFT – a gift or pledge of $5 million or more

CAMPAIGN - an organized program designed to solicit funds for specific objectives and which includes a target goal.

CROWDFUNDING OR CROWDSOURCING – the practice of funding a student or faculty-lead project or campaign by soliciting relatively small donations or contributions of money from a large number of people, typically through a web-based platform.

FUNDING SOURCE - an individual (alumnus, parent, faculty/staff member, or friend), foundation (corporate, private, or family), corporation, or organization that might provide private gift support to the university.

5.0 References

6.0 Approval and Revisions

Approved October 6, 2008 by Vice President for Development and University Relations, Elizabeth A. Flanagan.

- Revision 1
  Updates to include crowdfunding fundraising procedures
  Approved August 18, 2020 by Vice President for Advancement, Charles D. Phlegar.

- Revision 2
  Updated titles in Sections 2.0 and 3.0 to reflect the current organizational structure.
  Approved June 12, 2023 by Vice President for Policy and Governance, Kim O'Rourke.