

NUMBER: DEVL 1.06 (formerly ADV 1.06)  
SECTION: University Development  
SUBJECT: Fundraising by Division of Development  
DATE: February 1, 1995  
REVISED: September 2, 2016  
Policy for: All Campuses  
Procedure for: All Campuses  
Authorized by: Vice President for University Development  
Issued by: Division of Development

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## I. Policy

- A. The University Division of Development is responsible for planning, organizing and conducting programs to obtain private support for academic endeavors of the University System.
- B. Constituent colleges, departments, campuses, foundations, individual faculty and staff members and other entities within the University System must coordinate all fundraising activities with the Division of Development.
- C. Division of Development staff members should make prospective donors aware that private support gifts may be made to the University or to its affiliated foundations.
- D. All gifts of private support not channeled through one of the University affiliated foundations but received by constituent colleges, departments, campuses, individual faculty and staff members and other entities within the University System must be reported to the Division of Development.
- E. All gifts of private support from University System faculty and staff to the University System constitute the annual Family Fund.
- F. All gifts of real estate, deferred and life income gifts must be coordinated through the Office of Gift Planning within the Division of Development.

## II. Procedure

- A. Donors wishing to give to the University or its affiliated foundations should contact the Division of Development.

- B. Academic units interested in fundraising efforts should contact the Division of Development on their respective campus. Requests may concern deferred giving, corporate giving, major gifts from individuals, foundation giving, annual giving and special projects.
- C. To insure prospective donors understand private support gifts may be made to the University or to its affiliated foundations, all fundraising professionals of the University System's Development staff should sign and abide by the "Policy of Informed Choice for Donors," a portion of the confidentiality statement development employees sign as part of their employment. Solicitation materials including pledge cards, letters of intent and remittance envelopes as well as telemarketing appeals should present such donor options. Acknowledgement letters to donors should state whether the University or an affiliated foundation was the gift recipient.
- D. All Family Fund solicitation materials will be generated from and returned to the University Division of Development.
- E. The Division of Development in Columbia maintains the official alumni/donor database. All units and campuses within the University of South Carolina System must enter contact reports in the official alumni/donor database and forward address updates to the Division of Development in Columbia.
- F. All gift agreements or amendments must be submitted to the legal liaison to the University Foundations for review and approval.

### III. Reason for Revision

To confirm the policy of informed choice for prospective donors and to update division title.