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Policy 3.4
Solicitation by Campus Organizations

Responsible Official: VP for Development & University Relations
Administering Division/Department: Annual Fund
Effective Date: September 01, 1998
Last Revision: March 29, 2007

Policy Sections:

I. Applicability
II. Policy Details
III. Related Links
IV. Contact Information
V. Revision History

Applicability

This policy applies to all organizations that have official status at Emory (that is, that are organized by the University or are recognized by one of its Divisions as sanctioned by the University).

Policy Details

This policy replaces the prior practice of allowing one special, non-school-based mailing each year, during the summer months.

I. All organizations that have official status at Emory (that is, that are organized by the University or are recognized by one of its Divisions as sanctioned by the University) have the right to recruit a supporting constituency, one that is interested in the work of the organization and in supporting it with contributions. These organizations will have access to the general mailing lists or the portion of those lists they choose for one mailing per organization. Since these types of mailings are limited to three per year, the mailings may include recruitment of membership and a request for specific dollar amounts for membership or support.
II. Solicitation mailings by these types of organizations will be limited to three per year, and must be approved in advance by the Leadership Team of the Office of Development and Alumni Relations.
III. Upon approval of an organization's solicitation plan, the Office of Development and Alumni Relations will provide the organization lists of potential "friends" who may be solicited. Upon completion of the solicitation mailing, DAR will provide the organization a report including the names of donors and gift amounts. Official gift receipts will be mailed directly to donors from the Office of Alumni and Development Records as gifts are received and processed by that office.
IV. An organization will have access to the general mailing list or a portion thereof only once every four years. The four-year cycle provides sufficient time for a new constituency of graduates to mature, thus enabling those alumni to receive information and become acquainted with the opportunity to support the organization as relatively new alumni/ae.
V. Once a mailing has been approved by the DAR Leadership Team, the lead development officer responsible for the mailing must arrange a meeting of a committee comprising the Executive Director of the Annual Fund, the Production Coordinator, the Director of Publications, and the Designer assigned to the project to coordinate the production and mailing of the solicitation materials. A checklist should be prepared to ensure that all necessary materials, including business reply envelopes, are produced timely and consistent with Emory's publication and mailing practices.

Related Links

- Current Version of This Policy: http://policies.emory.edu/3.4
- DAR ACE Website (http://www.ace.emory.edu/policy.htm)

Contact Information

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Revision History

No previous versions of this policy were found.

Emory University policies are subject to change at any time. If you are reading this policy in paper or PDF format, you are strongly encouraged to visit policies.emory.edu to ensure that you are relying on the current version.