



**BOISE STATE UNIVERSITY**

University Policy 11010

## Gift Solicitation and Management

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### **Effective Date**

July 1978

### **Last Revision Date**

March 2013

### **Responsible Party**

Vice President for University Advancement, (208) 426-3276

### **Scope and Audience**

This policy applies to all Gift Solicitations.

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## **1. Policy Purpose**

To implement professional best practices for Gift Solicitation and management that ensures a positive donor experience while meeting the university's philanthropic objectives.

## **2. Policy Statement**

Boise State University recognizes that essential to the optimal and appropriate Solicitation of Gifts is the recognition that giving is a mutually beneficial, voluntary exchange in which the university's priorities are matched with a donor's specific interests. The university is committed to ensuring that effective Solicitation efforts are well-researched, carefully coordinated, and are driven by the collective benefits of a rapport.

### 3. Definitions

#### 3.1 Solicitation

A request on behalf of Boise State University, or affiliated entities, for a gift of cash, securities, personal property, real estate, or anything of material value.

#### 3.2 Gift

Solicited or unsolicited money or property from a non-government source; the donor does not retain any reversionary interest and cannot be expected to receive any material Deliverable from the act of donating funds.

#### 3.3 Gifts-in-Kind

A gift of goods or services.

#### 3.4 Deliverable

A tangible product or service resulting directly from the use of funds transferred to the university for which the donor will receive a material, tangible benefit to which they would not otherwise be entitled (i.e., if the transfer of these funds would result in the donor deriving something of equal value that is unique or preferential). A benefit is “unique” if the donor were allowed to receive the benefit prior to the benefit being publicly available. Examples include the first or initial rights to specific research findings, inventions, etc.

#### 3.5 Sponsored Project

A contribution not meeting the definition of a Gift.

### 4. Gift Solicitation

- a. The management and coordination of Gift Solicitation is centralized in University Advancement.
- b. Central administrators (President, Vice Presidents, Athletic Director, and development officers) and Deans may solicit or otherwise negotiate Gifts for their particular project, unit, or college.
- c. Before soliciting any Gift or undertaking any fundraising activities on behalf of Boise State University, or subunit thereof, all Boise State employees, or their agents, must consult with

the Vice President of University Advancement, or designee, and follow the established prospect coordination and approval protocols.

## 5. Gift Management

- d. Gifts to the university are received and managed by the Boise State University Foundation (“Foundation”).
  - All Gifts of cash, securities, and real estate must be received by the Foundation.
  - All Gifts-in-Kind must be received by the university and recorded and receipted by the Foundation.
  - All financial reporting of Gifts will be managed by the Foundation.

## 6. University Advancement Services

- a. Leadership and implementation of fundraising efforts in support of the University’s mission and priorities including annual giving, major Gift, principal Gift, planned Gift, and campaign efforts.
- b. Prospect coordination, research, and analytics.
- c. Donor and alumni communications.
- d. Planning and implementation of strategic donor and alumni-focused events.
- e. Strategic cultivation of alumni and donor relationships for the purposes of engagement with and support of the university.
- f. Donor stewardship and recognition.

## 7. Exceptions

### 7.1 Priority of University Policy

Nothing in this policy should be construed to supersede existing University policy regarding Sponsored Projects and contract activities of the university.

## **7.2 Unsolicited Gifts**

Unsolicited and spontaneous Gift offers may be responded to at once with immediate notification provided to the Vice President for University Advancement, or designee.

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## **Revision History**

July 1995; January 2008; April 2011; March 2013