

# Northwest Missouri State University

## Policy and Procedures Manual

### **Chapter** General Administrative

### **Section** Prospect Management Policy

#### I. Purpose

The Prospect Management Policy ensures the coordination and management of donors and donor prospects to increase private support for Northwest Missouri State University.

The purpose of the policy is not to obstruct the fund-raising efforts of faculty/staff/volunteers. To the contrary, the Office of University Advancement encourages and manages such efforts to increase private support. It is critical for the University to coordinate and convey a systematic approach to contacting donors and donor prospects.

#### II. Policy

It is the responsibility of the Office of University Advancement to coordinate the assignment and management of prospects for Northwest Missouri State University. Any faculty/staff/volunteer representing Northwest who desires to engage in fundraising activities related to the University or the Northwest Foundation, Inc., must contact the Vice President for University Advancement prior to contacting donors and donor prospects. If a donor or donor prospect makes the initial contact, such information should be conveyed immediately to the Vice President for University Advancement.

#### III. Procedure Summary

The Office of University Advancement will support and guide the fund-raising efforts of various campus organizations, consistent with the fund-raising priorities established by the cabinet, deans, and other prospect managers.

All alumni, individuals, corporations and foundations that are donors or donor prospects of Northwest Missouri State University will be assigned to a prospect manager and managed by the Office of University Advancement in order to:

- A. Avoid concurrent, uncoordinated solicitations of a particular donor or donor prospect.
- B. Provide the best probability that such an opportunity will be successful by monitoring the process to ensure that the donor/donor prospect:
  1. will be asked for a gift that is commensurate with or stretches the donor's or donor prospect's ability to give;
  2. will be asked to support one of the University's priority needs that is in keeping with the donor's or donor prospect's highest known interest area;
  3. will be properly cultivated, and at the appropriate time solicited by the most auspicious team of volunteers, University personnel, and/or Advancement staff;
  4. will continue to build a relationship with Northwest Missouri State University through appropriate stewardship.

Any faculty/staff/volunteer interested in becoming a prospect manager is encouraged to contact the Vice President for University Advancement at (660) 562-1248.