



Policy Title	Prospect Clearance Policy
Issued By	Advancement Committee
Contact	Executive Director, Advancement & Alumnae Relations
Approved By	Advancement Committee
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**Preamble**

Brescia University College (Brescia) has enjoyed a tradition of developing meaningful relationships with a variety of donors, the result of which has been a legacy of contributions of gifts and bequests to Brescia in support of key funding priorities. The Office of Advancement at Brescia continues this tradition by leading donor-centered activities, programs and strategies that encourage private support.

This success is highly dependent on different areas of Brescia working in a collegial and consultative manner to achieve donor support. An institution that demonstrates collaboration is far more likely to be successful in any ask for a donation, grant, sponsorship, partnership, etc.

**Purpose**

A streamlined approach is critical to Brescia’s ability to maximize its fundraising efforts for key priorities and should encompass all fundraising activities. The purpose of this policy is to provide a framework for the coordination of prospect clearance informed by a positive and collaborative spirit across Brescia.

The Prospect Clearance Policy will:

- Ensure that Brescia’s fundraising efforts are coordinated;
- Eliminate duplicate approaches to prospective donors;
- Respect the right of prospects to be approached in an organizationally consistent fashion by various community members at Brescia; and
- Ensure that the prospect is fully aware of his or her options in donating to Brescia.

**Scope**

The Prospect Clearance Policy is applicable to any individual or group that is associated wholly or in part with Brescia and is engaged in fundraising activities for the University. The policy does not include government funding and grants from government agencies or contract research agreements.

External funders/donors often view Brescia as a single, unified entity and, aside from personal tax exemption status, do not necessarily distinguish between what is considered to be “philanthropic” and “non-philanthropic” support. The ultimate objective of coordinating across campus, from senior leadership, to faculty members and staff is to amplify the potential of a seamlessly integrated approach and message.

Student-led fundraisers that involve the solicitation of donors to Brescia, including Board members, alumnae, parents, friends, and businesses, are not exempt from this policy. Student groups wishing to organize such fundraisers must first consult with the Office of Advancement. Student groups holding fundraisers that exclusively target faculty, staff and students such as bake sales, raffles and the sales of Brescia branded items are exempt from this policy.

### **Related Policies and Procedures**

This policy is intended to guide Brescia's faculty, staff, volunteers and Board members on matters of prospect clearance and is to be used in conjunction with the Gift Acceptance, Gift Valuation, Naming and Privacy Policies as approved by the Board of Trustees.

### **Policy**

Any individual or group associated wholly or in part with fundraising activities on behalf of Brescia shall work with the Office of Advancement to obtain prospect clearance.

### **Factors for the determination of clearance:**

Through a request and review process, via the Office of Advancement, clearance of a prospective donor shall be given consideration for approved fundraising priorities, programs and events and shall consider the following:

- Status of a prospective donor;
- Affiliation and affinity with Brescia;
- Area of interest;
- Priority of the project and purpose for the solicitation;
- Prospective donor's giving history (if applicable);
- Current cultivation, solicitation and stewardship activities;
- Ask amount; and
- Prospective donor's community history.

### **Clearance shall be denied where the prospect:**

- Has a current funding proposal from Brescia;
- Has been cleared or is in the process of being cleared for the solicitation for another priority;
- Has indicated that they are not accepting proposals at the present time or has expressed to the Office of Advancement that they do not wish to be solicited or;
- Recently made a major gift or pledge, in which case clearance may be given at a later time.

### **Elements of Prospect Clearance and Coordination:**

1. **Primary relationship manager** – Each prospect will be assigned to one, and at most, two primary relationship managers. The primary relationship manager is a member of the Advancement staff who has access to the Raiser's Edge database and can ensure proper coordination of effort across Brescia. Other staff or faculty in an advisory role can be designated as a staff partner.
2. **Systems support** – Raiser's Edge (RE) provides the means by which the prospect clearance process is assessed and documented. It is imperative that Advancement staff who are assigned to a particular prospective donor keep information on the strategy and implementation consistently updated in RE. As well, it is expected that all individuals working with a prospective donor report on activity to the Advancement staff.

3. **Clearance requests** – The “clearance” of a prospect is sought at a phase in the relationship with a potential donor in which the faculty, staff or other Brescia community member wishes to engage in a strategy that would ultimately lead to funding support. Requests for clearance will be made to the Office of Advancement.
4. **Rationale and strategy** – The requestor must develop and be prepared to share, where possible, the rationale and proposed strategy for approaching the potential donor.

### **Definitions**

- a. **Bequest:** A transfer, by will, of personal property such as cash, securities, or other tangible property.
- b. **Cultivation:** The process of promoting or encouraging interest and/or involvement on the part of a potential donor; an educative process to inform about an institution and the reasons why it merits support.
- c. **Donor:** The individual, organization, or institution that makes a gift.
- d. **Proposal:** A written request or application for a gift.
- e. **Prospective Donor:** Any logical source of support, whether individual, corporation, organization, or foundation. Also referred to in this policy as a **Prospect**.
- f. **Stewardship:** The comprehensive effort of a non–profit to ensure that donors experience high quality interactions with the organization that foster long–term engagement and investment.