UNIVERSITY OF IOWA
MAJOR FUNDRAISING PROJECT APPROVAL PROCESS
December 2008

PURPOSE:
The purpose of this plan is to define the information and actions needed for the approval of major fundraising projects undertaken by all colleges and other academic and nonacademic units of The University of Iowa.

A fundraising project is defined as an organized initiative seeking to raise private gifts for a unit priority from multiple prospective individual or corporate donors. A fundraising project will be defined and deemed “major” and subject to this process if it meets one or more of the following criteria:

- Has a dollar goal in excess of $1 million,
- Creates a volunteer structure and/or campaign fundraising committee,
- Includes campus facilities construction or renovation among its goals,
- Provides prospective contributors with one or more named-gift recognition opportunities,
- Anticipates the use of solicitation mailings or emails, fundraising events, or other activities seeking public involvement, or
- Is likely to require a significant allocation of UI Foundation (UIF) and/or University resources.

The process outlined below, including consultation with the deans and other interested constituencies, also will be used for discussion and resolution of key issues that are central to the success of the university’s development efforts. Those issues may include how the UIF’s fundraising services are paid for, UI-wide naming opportunities and named-gift recognition guidelines, provision of fundraising services for smaller UI units, spending policies, and other pertinent topics as may arise from time to time.

APPROVAL AUTHORITY:
All major fundraising projects must be in compliance with relevant University of Iowa, UIF, and Board of Regents, State of Iowa, policies and procedures, and must have the approval of the University President or the President’s designee(s). This policy and enabling process is applicable to all major UI fundraising projects as defined above.

The President of the University of Iowa has established the Joint Development Committee (JDC) – consisting of the UI’s Executive Vice President and Provost, the UI Senior Vice President and Treasurer, and the President of the UI Foundation and his/her management team – and granted the JDC authority to determine whether a proposed major fundraising project is consistent with the University of Iowa’s strategic priorities and should therefore proceed. All involved stakeholders, including UI vice presidents, deans, and directors, will be consulted to ensure that their interests are considered in decisions to be made. The recommendations of the JDC are advisory to the President of the University of Iowa, who has final authority to approve, disapprove, or amend the project.
Requests for approval of fundraising projects that do not fall within the “major” definition above should be submitted directly to the dean or director of the unit seeking such support; in turn, the dean or director must obtain the approval of the UI vice president or provost to whom that unit reports and the approval of the President of the UI Foundation.

In projects where gift-naming opportunities may be offered to donors, UI units, in coordination with the UI Foundation, must comply specifically with the following:

- **Named Gift Recognition Guidelines of The University of Iowa and The University of Iowa Foundation** ([link](http://www.uiowa.edu/president/naming_guidelines/naming_guidelines_0608.pdf));
- University Operations Manual, *Naming of Facilities and Programs*, ([link](http://www.uiowa.edu/~our/opmanual/v/42.htm));
- UIHC, *Naming UIHC Facilities* (Policy and Procedure Manual, LD-GI-04.25); Office of the Executive Vice President and Provost, *Guidelines for Endowed Faculty Positions at The University of Iowa*, ([link](http://provost.uiowa.edu/faculty/fachandbk/policies/efp_guidelines.pdf)); and
- Board of Regents policy on the naming of major units and facilities ([link](http://www2.state.ia.us/regents/Policies/Chapter%201/chapter1.11.htm)).

Time is of the essence in many major-gift negotiations, and these guidelines are not intended to impede that process. When the necessary approvals must be expedited, a conference call among UI and UIF leadership can achieve the intended purpose, as long as that conversation and resulting decisions are documented and filed with the JDC.

**MAJOR FUNDRAISING PROJECT PROPOSAL AND REVIEW PROCESS:**

In the case of major fundraising projects as defined above, the requesting department/unit should coordinate with the UIF’s designated development officer to complete an application for JDC review. The requesting dean/director and development officer should first secure approval of their respective supervisory VP. The development officer should also secure approval from the Senior Vice President, Development of the UIF. Then the requesting department/unit must submit a Major Fundraising Project Proposal Form to the Provost’s Office for submission to the JDC, as represented in the diagram below:
The Major Fundraising Project Proposal Form requests the following components, which are intended to be suggestive rather than definitive or inclusive. Units may choose to adjust the list to fit the needs or circumstances particular to the unit or the project:

- Project description and scope, including private support dollar goal
- The unit need being met by the project and how it fulfills the unit’s mission
- The project’s consistency with the University of Iowa mission and its strategic priorities
- Descriptions of alternative sources of funding explored to meet the unit needs; why they were rejected; what other funds (if any) will be used to help meet the desired objective; and why the proposed fundraising project is the best way to meet the identified need (a UIF-directed fundraising feasibility study may be required to address these questions)
- Estimate of the project’s fundraising costs as projected by the UIF
- Identification of planned sources of funds for reimbursing UIF for fundraising costs
- Desired date by which all funds expect to be raised (outright gifts, pledge commitments, and/or deferred gifts)
- Proposed named-gift recognition opportunities and minimum gift levels for UI positions, units, or facilities to be offered to donors to this project
- Explanation of expected consequences if project is not approved
- Identification of any compelling external resources or influences that justify approval of fundraising project
- The priority ranking of this project (e.g., first, second, etc.) among any other major fundraising projects that the requesting unit has in progress, has submitted for approval, or anticipates submitting for approval within the next 12 months

Upon receipt of this documentation, the JDC will consider the unit’s application, consult with the unit’s Vice President, dean, and/or director, and make a recommendation to the President of the University that the project be approved, disapproved, or amended.