

Western Carolina University Division of Advancement
Standard #12
Campus Partnerships with Annual Giving

Approved by Advancement Leadership Team 10/23/2023

From time to time, faculty and program staff may have resource needs that cannot be met through the university's regular budgeting process. On occasion, those resources can be realized through fundraising smaller gifts from a group of donors. WCU's Policy 55 directs all university fundraising to be coordinated with the Division of Advancement. The Annual Giving office can provide support for these efforts in certain instances.

Leadership Coordination

To begin a fundraising partnership, faculty and staff must engage with their supervisors and college or unit leadership to determine if their project is a fundraising priority. Faculty should work with their department chair *and* dean; program staff members should work with their program director or direct supervisor *and* the unit's vice chancellor.

For a fundraising project to proceed, a faculty or staff member must obtain written approval from the appropriate dean or vice chancellor. The appropriate dean or vice chancellor should then coordinate with their assigned director of development to begin any fundraising effort. Some fundraising needs can best be met through soliciting a single donor rather than a larger pool of donors; the assigned director of development can help determine the best path forward. If it's apparent that a larger effort is necessary, the assigned director of development will coordinate with Annual Giving to begin the process outlined below.

Annual Giving Process

1. The Annual Giving team will schedule a meeting with the faculty member and the appropriate director of development. The fundraising team will provide context for the fundraising environment for your project. That includes an overview of WCU's current fundraising efforts and solicitation cycles, the number of prospective donors a project may attract, potential capacity, and our current staffing resources. Annual Giving will also include relevant regulatory and non-profit guidelines, laws, and procedures that all Division of Advancement staff must follow. Together, we will collaboratively determine the feasibility of a fundraising project's success.
2. If it makes sense to move forward, Annual Giving will assist in the creation of a giving webpage (new or through modifying an existing page) and determine the most appropriate fund designation for the project.
3. Annual Giving will coordinate opportunities in the annual solicitation cycle that are available for you to fundraise for your project. Generally, these windows are between July and September and in January through February.
4. Annual Giving will assist you in developing solicitation communications. This can include drafting sample language, developing recipient lists, creating an appeal code, and scheduling messaging.

5. Annual Giving, in partnership with Advancement Services and Donor Relations, will share how you will be notified about gifts to your project and develop an appropriate stewardship strategy for thanking donors.

Partnership Success

The lead faculty or staff member's or department's involvement in the fundraising process is integral to its success. While Annual Giving can support the overall structure of the project, the office depends upon campus partners to develop a compelling case for giving, focus the prospective donor pool upon the best/most likely donors, and convey meaningful gratitude for and steward donors.

Contact

If you have any questions, please consult your college or unit's assigned director of development or email advancement@wcu.edu.