

USC Upstate Solicitation Policy

USC Upstate depends upon the ongoing and generous financial support it receives each year from alumni, friends of the University, local businesses, foundations, and other donors. The University recognizes that individual departments, organizations, teams, clubs, fraternities, and sororities will have a need for occasional fundraising activities for the group's benefit or for the benefit of designated charities; however, multiple and overlapping solicitations to the same constituents may have unintended negative consequences.

To ensure that this support continues and grows, it is essential for the Office of Advancement to be aware of all fundraising appeals that are in any way connected to USC Upstate. Adoption of and adherence to a direct mail or personal solicitation policy will assure that contact with various audiences does not inadvertently jeopardize our relationships with our important supporters.

By working together with the Annual Giving Department in the Office of Advancement on cultivation, solicitation and stewardship strategies for donors, the University will be able to more effectively target constituents as well as align specific campaigns with complimenting campus activities and events.

Advancement staff will communicate during each academic year with the heads and advisors of organizations, departments, teams, clubs, fraternities, and sororities to review this fundraising policy and describe the types and level of support that this office can provide.

Policy Purpose

Any department, organization, team, or club that plans to solicit among the University's constituents, whether for a gift for USC Upstate or for some other purpose, must complete and submit a solicitation planning form to the Annual Giving Department in the Office of Advancement at least one month prior to the solicitation. View the form.

A. The form includes:

1. The purpose of the solicitation
2. The target audience (either by name or group affiliation) who will be solicited.
3. Information about how the group will make contact- e.g., direct mail, telephone calls, personal visits, e-mail, campus events, etc.
4. The proposed timing for the solicitation.

- B. The Office of Advancement will coordinate the submitted solicitation forms by logging campaign dates on a University calendar (private – except for administrators). Advancement will review the solicitation proposal as submitted, make recommendations regarding its timing, method of solicitation, or other aspect of the proposal. During this review period the Office of Advancement will make sure that multiple and overlapping solicitations do not occur to the same constituents.
- C. Recognition and Stewardship: Stewardship is an essential component of fundraising. All campus groups that receive contributions -- either of cash or of the type of in-kind items -- should report the contribution to the Annual Giving Department in the Office of Advancement so it can be recorded in the donor's record. If public recognition of donors is part of your plan (brochure, plaque, advertisement), please share the list of donors and the language for the recognition piece.
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Black-Out Periods

No mass fundraising appeals from departments, organizations, teams, clubs, fraternities, or sororities may occur during a system-wide direct mail appeal. "Black-out" periods are the times when the Office of Advancement is concentrating fundraising among constituents from specific areas across campus. Such a black-out period is typical across most colleges and universities.

It is the goal of the Annual Giving Department in the Office of Advancement to be a campus-wide service by assisting each area with their specific fund raising efforts. Our mission is to simply help you enjoy greater success and raise more funds that you might have otherwise, while at the same time being sensitive to our donors and the multiple solicitations they receive.