



THE UNIVERSITY OF NORTH CAROLINA  
**ASHEVILLE**

**Policies and Procedures**

Policy #: 45  
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Approved by: JHM

Owner Dept: Alumni & Development  
Phone: 6525

Title: Prospect Clearance

Purpose: To establish a coordinated system of cultivating and soliciting donors so that multiple or overlapping solicitations do not occur.

Scope: Any UNC Asheville faculty or staff member, student, volunteer, member or representative of a UNC Asheville center, department, division or related institution.

Policy: All solicitations for private support will be approved in concept by the Vice Chancellor or most senior official in the reporting line. The Vice Chancellor or most senior official in the reporting line will then confer with the Vice Chancellor for Alumni & Development who will then evaluate the concept, review the prospective names to be solicited, and offer staff support as indicated.

The proposed project and names of identified prospects should be submitted in writing to the respective Vice Chancellor. If there is an Associate Vice Chancellor in the reporting line, the request may first be given to this person. In the Athletic Department, all requests will be presented to the Athletic Director. At the North Carolina Arboretum, the Executive Director will receive preliminary requests. At the Center for Craft, Creativity & Design, the executive Director will receive preliminary requests.

Students, student groups or individuals representing student organizations will request preliminary clearance from the Vice Chancellor for Academic & Student Affairs or his designee.

Senior officials named above will then refer requests to the Vice Chancellor for Alumni & Development if the requests are within the priority funding areas of the University. Names of all identified prospects will be reviewed for conflicts with other on-going initiatives, and a finalized list of authorized names will be shared with the originating office.

In certain cases, the Vice Chancellor for Alumni & Development will refer requests to members of the Alumni & Development Division for assistance in the following areas:

- I. Past relationship history of the prospect with the University.
- II. On-line information and research materials to investigate the prospect.
- III. Detailed professional prospect research to provide helpful information for purposes of solicitation.
- IV. Strategies for effective solicitation and stewardship after the solicitation.
- V. Direct assistance in solicitation and stewardship.
- VI. Assistance in identifying additional or alternative prospects.

It is important to understand that the Division of Alumni & Development does not determine University priorities. A coordinated system of prospect clearance is essential for the growth of resources in our University. This system is designed to provide clear lines of responsibility and simplicity of clearance. For more information contact the Division of Alumni & Development, 251-6525.

#### A NOTE ON GRANTS

The Office of Sponsored Scholarship and Programs serves as the central coordination point for all research and sponsored program grants and contacts. If there is any doubt or confusion about the appropriate office to assist with a request, the Office of Sponsored Scholarship and Programs and the Vice Chancellor for Alumni & Development together will provide clarification.

Approved on: 3/21/05

Next review: 3/21/08