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CHARITABLE GIFTS TO THE UNIVERSITY

Charitable gifts allow the university to fund programs, scholarships, fellowships, professorships, research, and facilities. Acceptance and management of charitable gifts must be conducted in accordance with the policy on “Private Donations to the USG and Its Institutions (7.4),” which has been approved and is maintained under the governance systems of both Georgia State University Foundation (GSUF) and Georgia State University (the university). For additional details, please refer to the policy at <https://www.usg.edu/policymanual/section7/C459>. These operating procedures are promulgated and issued under the policy to aid in its implementation.

ROLES OF UNIVERSITY ADVANCEMENT OFFICE AND GEORGIA STATE UNIVERSITY FOUNDATION

The Division of University Advancement (DUA) was established for the purpose of increasing private giving in support of the university’s learning, discovery and engagement activities and developing and maintaining positive relationships with the university’s broad range of constituents. Working with GSUF the DUA continues to engage in fundraising operations for the university’s benefit and GSUF serves as the university’s agent for the receipt and management of gifts—all pursuant to a services agreement between GSUF and the university. As used in these procedures, the Vice President for Advancement is the person who holds that position as dual officer of the university and the President of GSUF (hereafter referred to as vice president for advancement). The vice president for advancement may delegate his or her responsibilities under these procedures to a designee within DUA.

NAMING COMMITTEE

The naming committee is designated by the president of the university to oversee procedures and issues related to naming requests made in connection with gifts, including those made in support of university facilities (as defined in the policy). The committee consists of:

- Vice President for Advancement (Chair)
- University President
- Senior Vice President for Academic Affairs and Provost (hereafter referred to as provost)
- Senior Vice President for Finance and Administration
- Chief University Legal Counsel

GIFT ACCEPTANCE COMMITTEE

The gift acceptance committee oversees procedures and issues related to acceptance of gifts. The committee consists of:

- Vice President for Advancement (Chair)
- Associate Vice President Advancement, Development
- Associate Vice President Advancement, Development
- Associate Vice President Advancement, Finance/GSUF CFO and Assistant Treasurer

The committee may consult with university administrators on particular gifts, as deemed appropriate by the vice president for advancement.

TYPES OF GIFTS

Outright Gifts

Cash and cash equivalents. Cash is often the easiest way to give and the most frequently received form of gift accepted on behalf of the university. These gifts can take the form of currency, check, or credit card contribution. Cash may be delivered in person, online, by mail, by Electronic Funds Transfer (EFT), or by wire transfer. Cash gifts are reported the date the cash is received in the GSUF's processing area. If gifts are transferred by EFT or wire, the date reported is the date the money is transferred into the GSUF bank account. Credit card gifts are reported on the date the credit card charges are processed. Gifts received (or processed) in January but dated in December are recorded with a December date.

Securities—General Rule. GSUF and the university prefer not to assume investment risk with respect to gifts received in the form of securities. Therefore, GSUF adheres to a general practice of selling such securities as soon as is practicable.

- Publicly-traded securities. Securities (1) listed on an exchange in which quotations are published daily; (2) regularly traded in national or regional over-the-counter markets for which published quotations are available; or (3) that are shares of a mutual fund for which quotations are published on a daily basis in a newspaper of general circulation throughout the United States, will be accepted as outright gifts or toward pledges. The value of securities is determined on the recognized gift date, which is established when the donor relinquishes control of the securities. The average of the high and low trading prices on the gift date determines the value of securities for reporting purposes.
- Closely-held securities (non-public). DUA/GSUF shall examine any issue that is not publicly traded prior to its acceptance on behalf of the university as a gift and may decline a gift of such securities if it deems them difficult to value or not easily marketable. The gift acceptance committee must approve gifts of non-publicly held securities prior to acceptance.

Real property. Real property includes improved or unimproved land, personal residences, farmland, commercial property, rental property, and mineral interests. If it is the intention of the donor that the university or GSUF not immediately dispose of real property, an agreement must be made in writing between the university or GSUF and the donor before the university or GSUF may accept such property. Gifts of real estate must be reviewed to be in conformity with state and federal laws,

including EPA regulations, and the donor must provide satisfactory evidence of environmental compliance.

Gifts-in-kind. DUA/GSUF may consider gifts-in-kind of personal property, including but not limited to works of art, patents, copyrights, antiques, stamp and coin collections, jewelry, furniture, rare books, manuscripts, or any other item that has a determinable value.

- Standard for Acceptance, Disposition or Use. The gift acceptance committee may approve such donations only after a review indicates that the property is either readily marketable or needed by the university. In general, DUA/GSUF will sell or otherwise dispose of all gifts-in-kind of personal property made for the university's benefit, unless the items can be used by the university in a manner related to learning, research, or engagement. DUA/GSUF's intention to either resell the property or to retain and use it to further the university's charitable activities shall be communicated to the donor in writing at the time of the gift.
- Tax Reporting. Gifts-in-kind for which donors are eligible for a charitable gift deduction in accordance with current IRS regulations should be reported at the fair market value placed on them by an independent, expert appraiser. Only those gifts-in-kind that can be converted to cash, or items such as equipment, books, artworks, etc. that can be used in support of learning, discovery, or engagement, should be reported. DUA/GSUF must obtain the agreement of the university unit receiving the gift that it will use the in-kind materials before DUA/GSUF may accept the gift. Depending on the appraised value of the donated item, IRS Form 8283 may be submitted to DUA/GSUF. If the donor does not supply a value, someone in the receiving unit who has knowledge of the general type of item should provide a value for internal purposes only. Internal values of donated items are not to be shared with donors.

Pledges

Pledges are commitments to give a specific dollar amount according to a fixed time schedule. Annual fund pledges are usually for amounts less than \$25,000 and over a maximum of five years. All pledges are required to be in writing, except for the call center pledges.

The following minimum information must exist to substantiate a pledge, other than a call center pledge:

- The amount of the pledge must be clearly specified
- There should be a clearly defined payment schedule
- The donor must be considered to be financially capable of making the gift
- The donor may not prescribe contingencies or conditions
- Changes to original pledges must be documented in writing
- Donor affirmation with signature (electronic, email, and signed are acceptable)

Pledge-Recording Procedures

- Gift agreements of \$25,000 or more are prepared by the DUA/GSUF finance office.
- Anticipated matching gifts will not be included in pledge amounts.
- Pledges and expected matching gifts may qualify for donor recognition in appropriate giving level groups.
- Under- and over-paid pledges (as a result of rounding, gift valuation, or incremental giving) will be noted as paid in full when donors' intents are clearly to pay commitments in full.
- Before defaulted pledges are written off, pledge deactivation requests must be reviewed

and approved by the vice president for development.

- Pledge balances will be written off when DUA/GSUF is notified of a donor's death, unless there are provisions in the donor's will, or the family has indicated an intent to complete the pledge.

Planned Gifts

Charitable bequests and living trusts. Donors can make charitable bequests to GSUF or the university in wills or living trusts. A living trust, sometimes called a revocable trust, is one that is created under a written agreement during the lifetime of the donor, who transfers property to a trustee. The trustee is responsible for managing the property for the donor's benefit, and income is paid to the donor during the term of the trust. In a case where GSUF or the university is the residuary beneficiary of the trust, the assets pass to GSUF or the university upon the donor's death.

Beneficiary designations. Donors can name GSUF as a beneficiary to receive assets such as retirement plans, life insurance policies, commercial annuities, bank accounts, certificates of deposit, or brokerage accounts. Upon death these gifts would transfer to GSUF if a beneficiary designation form or transfer/payable on death form was completed by the donor (and these documents supersede a will and avoid probate, making them advantageous for donors).

Charitable gift annuities. A charitable gift annuity is a contract between GSUF and the donor, not a trust agreement, whereby the donor makes an initial payment of cash or marketable securities to GSUF and GSUF agrees to pay the donor an annuity for the rest of his/her lifetime (or for the successor's lifetime in a two-life charitable gift annuity).

Charitable remainder trusts. A charitable remainder trust is established when a donor irrevocably transfers money or securities to a trustee who invests the assets to pay annual lifetime income to the donor or others chosen by the donor. At the end of the beneficiaries' lives, the remaining trust assets are distributed to GSUF or the university. Annuity trusts provide the tax advantages of current contributions with the security of fixed, lifetime incomes, generally for the donors and their spouses. The agreed-upon annual payments remain unchanged, regardless of how the investments perform. A unitrust differs from the annuity trust by providing a variable income. In this case, payment is based on a fixed percentage of the net fair market value of the trust assets as valued annually.

Charitable lead trusts. This type of gift provides an income stream for a specified period of time. GSUF receives the income from the trust and applies it to a specific project for the benefit of the university. The principal is then returned at the end of the set period to whomever the donor designates.

Gifts of life insurance. Gifts of life insurance may name GSUF or the university as the beneficiary of the policy or as the beneficiary and owner.

Life estate. Donors can receive a sizable charitable income tax deduction by making a gift to GSUF of their personal residence or farm, while retaining full use and rights to the property during their lifetime.

Endowments

To assure the acceptability of endowment gifts, all such proposed gifts will be reviewed by the vice president for advancement, in consultation as necessary with university legal counsel. The associate vice president advancement, finance/GSUF CFO and assistant treasurer have the authority to recommend approval for standard agreements. Final approval for these agreements rests with the vice president for advancement.

Unique, nonstandard endowment agreements may require additional review and approvals. It is the responsibility of the associate vice president advancement, finance/GSUF CFO and assistant treasurer to obtain appropriate university recommendations, including, as necessary, advice from university legal counsel and input on university fiscal impacts from finance and administration of the university, before requesting final approval from the vice president for advancement.

An endowment account will be established for participation in the endowment pool when a gift is received. The endowment agreement must contain a commitment for future donations to bring the endowment principal to the minimum required (currently \$25,000) within five years. An endowment account will not receive a spending allocation until the minimum funding amount is met. If the minimum is not met within the stated timeframe, the agreement will cease, and all funds will be expendable for the stated purpose unless otherwise noted in the agreement.

GIFT ACCEPTANCE PROCEDURES

Donors are ultimately responsible for ensuring that their proposed gift furthers their charitable, financial, and estate planning goals. Neither the university nor GSUF provides legal, accounting, tax, or other professional advice to donors or prospective donors. Therefore, each donor and prospective donor is urged to seek the advice of independent financial and legal counsel in the gift planning process.

Gifts that are not of considerable risk are accepted by DUA/GSUF upon the recommendation of the appropriate college, school, division, department, or unit. Once a gift has been accepted, DUA/GSUF is responsible for recording, receipting in accordance with IRS guidelines, administering, and acknowledging the gift.

Background Note on Use of CASE Guidance and VSE Survey

The [Council for Advancement and Support to Education](#) (CASE) publishes a Reporting Standards and Management Guidelines manual which guides institutions in how to record and report private gifts from various sources. DUA/GSUF uses these guidelines to report gift activity annually to CASE. CASE publishes an annual report on private giving to higher education called The Voluntary Support of Education (VSE) Survey. Through DUA/GSUF's annual participation in the survey, DUA/GSUF gains access to CASE's collected survey data, which is then used to benchmark DUA/GSUF's giving results with a variety of peers across the country. Most university institutions and peer institutions participate in the annual survey, making this benchmarking tool very useful.

Gifts of Considerable Risk

The gift acceptance committee is responsible for accepting all gifts of *considerable risk* which include:

- Non-publicly traded securities
- All gifts of real property

- Gifts of personal property if not to be used by the university
- All gifts of real or tangible personal property subject to donor restrictions regarding the disposal of such property
- Any bargain sale of property where a donative element is associated with the acquisition of property by the university or GSUF below its fair market value.
- Cash gifts with significant donor restrictions
- All gifts of unusual items or gifts of questionable value

The committee will meet as necessary to approve specific gifts of considerable risk by consensus. If consensus cannot be reached, the matter will be referred to the president of the university for a final decision. Once a gift has been accepted, DUA/GSUF is responsible for recording and acknowledging it.

Gifts in Support of Faculty Scholarly Activities

In the case of a gift offered in support of a university faculty member's scholarly activities, the appropriate university business manager will characterize any business or pecuniary ties that exist between the donor and the faculty member. If any business or pecuniary ties are identified, acceptance of the gift requires a final decision from the dean and the provost.

Conditional Gifts

Conditional gifts are those gifts that, because of some qualification or restriction, are considered non-routine. Conditional gifts may commit the university to act within a specified time or use a gift for a specific purpose. Acceptance of a conditional gift and time limits for holding a conditional gift will be reviewed by the gift acceptance committee. If, in the opinion of the gift acceptance committee, a gift offered by a donor would create undue reputational risk for the university, DUA/GSUF will decline acceptance on behalf of the university.

Conditional gift acceptance agreements should specify a time period for meeting the conditions for the gift and should also indicate what will happen to the gift if conditions are not met. Primary choices in such a circumstance are to move the gift to a different account or to refund the gift.

Refunding of Gifts

In rare instances, GSUF or the university may deem it necessary to refund gifts, either because doing so is in the best interest of the university or because conditions agreed to in accepting a gift cannot or will not be met. Requests for refunds may come either from the donor or from the receiving unit within the university and must include a statement of reason addressed to the gift acceptance committee.

Conditions under which gifts may be refunded include (i) when it is in the university's best interest, and (ii) when continuing to hold a gift would not enhance Georgia State's reputation either with the donor or with the general public.

Recognition of Discounts and Services

The university recognizes that corporations or private individuals may offer significant discounts on materials or services. While these "gifts" do not qualify as tax-deductible donations as defined by IRS guidelines, it is important to acknowledge and recognize these items through the university's formal stewardship programs. Donor acknowledgment of a significant discount on materials or services will be made by DUA/GSUF on behalf of the university and by the receiving unit at its discretion.

Gift Acceptance Requirements for Software

- All software must be approved by the Office of Instructional Innovation and Technology and the Chief Innovation Officer prior to acceptance on behalf of the university.
- The software must serve a direct purpose in the learning, discovery, or engagement of the university and be utilized by the area(s) accepting the software.
- When software is donated to the university and there is a clear transfer of ownership from the donor to the university, it will be classified and recorded by DUA/GSUF as a “gift in kind” (Gift Subtype = Software).
 - The value of the software is determined by the lesser of the educational discount price list, the standard published price list, or the value provided by the donor. If the value stated by the donor will be used because there is not an educational discount price list and/or a standard published price list, the donor must so state in the donation letter.
 - The value of the software will be included in the DUA/GSUF net production total and in DUA’s CAE reporting, but will not be included in DUA philanthropic cash.
 - If the value of the software is equal to or greater than \$500,000, a third-party appraisal of fair market value is required (DUA or the unit would contract to have an appraisal done if one is not provided by the donor). If a published price list is available, it may be submitted by DUA to the senior vice president for finance and administration, along with a request for a waiver of an appraisal. Such requests will be reviewed and determined on a case by case basis.
 - For a gift in kind, the date of record for the transaction will be the date the software is received by the university.
- If the donor grants the use of a software license, transfer of ownership of an asset to the university does not occur, and the transaction will be classified and recorded by DUA as a “gift in kind” (Gift Subtype = Gift of Service).
 - The value of a “service” will be included in the DUA net production total but will not be included in DUA philanthropic cash or in DUA’s CASE reporting.
 - The value of a “service” is determined by the lesser of the educational discount price list, the standard published list price, the value provided by the donor, or the fair market value determined by a third party appraiser. If there is no educational discount price list and/or a published standard price list, the donor must state so in the donation letter. In the absence of a value being established, a \$1.00 placeholder will be recorded.
 - For a “service,” the date of record will be the date the license period has commenced.
 - In the event a donor specifies a contribution of consecutive one-year licenses, the value of each annual license is to be determined and recorded when the specific license commences.
 - In the event the value of a license is determined by the donor based on documented usage of the software, such information can be used to determine the value of the next annual license, but cannot be used to retroactively adjust the value of a past or current license.
- The thank you letter to the donor should contain a detailed description of the software contributed or the license(s) provided. The letter will not state a dollar value.

NAMING PROCEDURES – GENERAL**Application**

All naming requests must adhere to University System of Georgia (USG) policy and the procedures outlined herein. These procedures govern the naming of:

- University facilities, including new and renovated buildings, centers, laboratories, and the interior and exterior spaces associated with the university; and
- University units, centers, and institutes that do not involve a physical structure, as well as faculty

or staff positions, faculty scholars, graduate, and undergraduate support, and other related programs.

Administration of Naming Process

The president of the university, or his or her designee, will establish guidelines for gift naming opportunities. The vice president for advancement receives and coordinates all naming requests.

General Guidelines for Gift Naming Requests

- The gift levels listed in these procedures are minimum amounts needed to name the respective opportunities. In most cases, gifts may be made outright over a multi-year pledge period, through a trust, cash, transferrable assets, or through a similar irrevocable instrument. It is the responsibility of the dean or responsible unit, in consultation with the provost and the president, to make appointments for all endowed positions.
- There should be no commitments made to donors concerning naming (or discussions beyond the principals) until after approval by the vice president for advancement.
- Naming may be in recognition of giving or service. Past giving to the unit may be considered in recommending naming for the donor(s), unless this support has already been recognized through another naming opportunity.
- Donors may request that names for buildings, units, positions, etc., bear their name or the names of family members or others the donor may wish to honor, subject to the university's approval in accordance with established standards.
- Unless otherwise specified, naming is considered a permanent act. However, if at any time following approval of the naming, circumstances change substantially so that continued use of the name may compromise the integrity or reputation of the university, the university may remove the name. See "*Naming Procedures—Facilities: Removing Names from Facilities*" below.
- Other situations may occur that warrant the removal of a name. Living donors and/or honorees will be notified of such instances.
- In the case of a donor who gives a gift with an associated naming opportunity and who then supplements the original gift with a larger amount to fulfill a different naming opportunity, the original naming opportunity will, in consultation with the donor, be superseded, thereby allowing the original naming opportunity to become available for another gift by a new donor.

Special Guidelines for Naming Colleges, Units, and Centers

- In the case of naming a university center that does not involve a physical structure, the donor seeking the naming opportunity must provide a minimum gift with the approval of the naming committee and a final determination made by the president.
- As a general guideline, the starting point for determining a gift amount for naming a university college, school, unit, or center should be *three times the operating budget* of the entity being named, with approximately two-thirds of that endowed.
- If a named college, unit, or center is reorganized, the university will continue to carry the named portion forward in an appropriate way, as determined by the university at its sole discretion. The university, in consultation with the donor/honoree or his/her family, may modify the named portion to the extent necessary to enable the naming to coincide as closely as possible with the original intent.
- *Term naming* may be available for colleges, units, and centers.

NAMING PROCEDURES – FACILITIES

Facility Naming Responsibilities

The authority and responsibility for making determinations and granting approvals for naming of university facilities is described in the USG policy manual, “Naming of Places, Colleges, or Schools.” The naming process described below should be read in conjunction with the requirements of the that policy, including, when applicable, the approval of the Board of Regents and the president of the university.

Naming Process for New or Renovated Facilities Funded with Private Gifts

All Gift Levels

- Requests to approve named spaces originate as a memo from the dean, department head, or unit head to the vice president for advancement and are signed by the requestor.
- The memo is drafted and circulated with the assistance of the development officer.
- The memo should include the official name being requested, the amount of the gift, the history of the donor and the gift, the project cost, and the project square footage. Project cost and square footage are available from the university’s Facilities Management Services.
- In cases where a GSUF facility will be used substantially for a university activity, the appropriate university officials will submit a request to GSUF to approve the naming of the facility in accordance with the wishes of the donor.

Gifts equal to or greater than \$1,000,000

- The vice president for advancement secures a decision first through the naming committee and then from the president.
- After the president approves, the provost’s office or president’s office initiates and forwards a memo and all original documentation to the Board of Regents office.
- In preparation for the board meeting, DUA will provide a donor stakeholder document and other background materials to the president and the regents. In order to provide this information, they will work with the development officer(s) in the originator’s area.
- The Board of Regents office then adds the naming request to the agenda for the next board meeting.
- The regents grant the final decision at the stated meeting, and only at the request of the president.

Gifts from \$500,000 to \$999,999

- *The naming committee grants the final decision.*
- Then the originating college, department, or unit receives the original document back for its records, and the vice president for advancement retains the naming committee’s copy in the DUA office.

Gifts of up to \$499,999

- *The vice president for advancement grants the final decision.*
- Then the originating college, department, or unit receives the original document back for its records, and the vice president for advancement retains the naming committee’s copy in the DUA office.

Naming Amounts for New or Renovated Facilities Funded with Private Gifts

- As a guide, donors are generally expected to provide leadership gifts of 50% or more of the fundraising goal for the facility.
- Deferred gifts may be accepted for naming consideration as long as they are irrevocable. The calculation of the deferred gift and eligible naming opportunity is to be approved by the vice president for advancement, senior vice president for finance and administration, and president of the university. Prior to a decision, the unit must prepare a funding plan to cover the amount of the deferred gift.
- Deferred gifts may be used to name an existing building; however, it is recommended that, in such a case, the value of the deferred gift must equal at least 75% of the replacement value of the building.
- There should be flexibility in arriving at total gift amounts; these guidelines should be viewed only as initial expectations.
- In the event that the area(s) to be named involve multiple schools, divisions, or departments, it is the responsibility of the academic leadership within those respective areas to ensure that the heads of all associated organizational units are in agreement on the naming opportunities and levels prior to submission to the vice president for advancement.
- An initial list of the proposed naming opportunities for any new facility or renovation project is to be submitted to the vice president for advancement. This list may be revised as planning proceeds and the fundraising plan is developed.
- This initial list of proposed naming opportunities is to include a description of the size and function of all spaces proposed for naming, as well as a plan for the display or physical presentation of the names. For questions or guidance in planning facility naming opportunities, development officers should first seek assistance from DUA leadership.
- It is suggested that an endowment fund also be obtained for the continuing operations and maintenance and the permanent repair and rehabilitation costs for university facilities. The recommended endowment fund should generally be equal to at least 10% of facility construction cost.

Naming of Facilities Based on Service

A recommendation may be made to name a new or existing facility in honor of the service of an individual to the university, either as a member of the faculty/staff or as a volunteer. Such recommendations must be submitted to the vice president for advancement by the senior administrator of the college, school, department, or unit along with justification and any explanatory materials. The naming committee will then be involved in approving the request along with the president and the Board of Regents. The Board of Regents will authorize external namings (places, colleges, and schools) to honor a living person only when that person has been disassociated from employment by the USG or from local, state, or federal government employment for at least two years prior to seeking Board of Regents' approval.

In the case of a new facility or renovation for which private support will be sought, the justification must explain how recognition for lead gifts will be handled and/or the fact that no gifts that would qualify for the naming are anticipated.

Naming of a Space within a Facility Based on Service

A recommendation may be made to name a new or existing space within a facility in honor of the service of an individual to the university, either as a member of the faculty/staff or as a volunteer. Such recommendations must be submitted to the vice president for advancement by the senior administrator of the college, school, department, or unit along with justification and any explanatory

materials. The vice president for advancement secures a decision first through the naming committee and then from the president.

In the case of a new facility or renovation for which private support will be sought, the justification must discuss the impact this naming will have on achieving the fund raising goal for the facility.

Naming Guidelines for Existing Facilities

The senior administrator of a school, department, or unit associated with an existing facility may nominate such a facility, or a space located therein, for consideration by the naming committee as a naming opportunity. Naming opportunities and levels are considered and recommended by the naming committee based on the size, use, and priority of the space. Naming may be for recognition of either giving or service as described above. Past giving to the college or unit may be considered in recommending naming for the donor(s), unless this support has already been recognized through another naming opportunity. Deferred gifts may be accepted for naming consideration as long as they are irrevocable. The calculation of the deferred gift and eligible naming opportunity is to be approved by the vice president for advancement. Prior to a decision, the unit must prepare a funding plan to cover the amount of the deferred gift.

Removing Names from Facilities

The naming of a facility or spaces within a facility is considered a permanent act, and it is expected that the designated name will not change except under certain limited circumstances. Namings authorized by the Board of Regents shall not be modified without approval of the Board. If a situation occurs that may warrant the removal of a name that was previously approved by the Board of Regents, the decision whether to remove the name lies in the sole discretion of the Board in consultation with the Chancellor. If the activity within the space differs from the use contemplated when the facility was first named, the donor (or his or her successor in interest) will be consulted on the continued use of the name on the facility. Just as authority for naming university buildings and additions to buildings resides in the University System of Georgia Board of Regents, so too does the authority for removing a name from such a building. In the case of gift-related naming, the Board of Regents reserves the right to remove names when the gift remains unpaid beyond the agreed-upon duration of the contribution payment period. Should this occur, the Board of Regents may, in its discretion, name an area within the facility or seek other appropriate naming opportunities for the donor. The Board of Regents also reserves the right to remove a name if circumstances change so substantially that continued use of the name would compromise the integrity or reputation of the university.

Recognition

The Regents policy on "Private Donations to the USG and Its Institutions (7.4)," and these operating procedures all reflect the premise that the USG and the university retain ownership and control of all of its spaces, including the interior and exterior walls of university buildings. For consistency, DUA has established plaque and portrait standards for displaying the names of individual(s) being recognized through the award of naming opportunities, whether on an interior plaque or by incorporation into the exterior signage or design of the facility. These standards must be followed by all DUA personnel, and exceptions must be approved by the vice president for advancement.

Groundbreaking, Celebration, and Dedication Events

Any facility, including laboratories, classrooms, and units within a facility, must have appropriate and consistent recognition for donors or honorees. Processes must be approved by the vice president for advancement.

Related Funds Management Issues

Guidelines and processes regarding gift-funded construction projects, including account establishment, cash flow management, maintenance funding, and business office reporting requirements are established and administered by the university's senior vice president for finance and administration, in coordination with the university's office of facilities management services. Questions on all such matters should be directed to the university's Office of Finance and Administration.

NAMING PROCEDURES – ENDOWMENTS

Before units establish endowments or make arrangements for other gifts to name positions, they should refer to the Regents policy.

Naming Faculty Positions

Before units establish endowments or make arrangements for other gifts to name positions, they should refer to the Regents policy.

The following guidelines suggest minimums; units may establish higher guidelines.

- **Named college or school:** A gift commitment for the area's general endowment will vary with each college or school.
- **Named deanship:** A gift minimum of \$2,000,000 is required.
- **Named department head:** A gift minimum of \$2,000,000 is required.
- **Named distinguished university chair:** A minimum of \$2,000,000 is required.
- **Named chair:** A minimum of \$1,000,000 is required.
- **Named distinguished professorship:** A minimum of \$1,000,000 is required.
- **Named professorship:** A minimum of \$500,000 is required.
- **Named early career faculty fund:** A gift minimum of \$250,000 is required.
 - Named early career faculty funds will typically represent a term appointment of no less than three years and no more than five years.
- **Named distinguished scholar:** A minimum of \$100,000 is required.
- **Named graduate fellowship:**
 - **Partial Support:** A graduate fund that provides annual support for graduate students pursuing a course of study or research. Funds are to be used for stipend, tuition, fees, books, supplies, professional development, travel, and equipment. The funds will be administered in accordance with department, college, and university policies. A gift minimum of \$25,000 is required, with a suggested gift of \$100,000.
 - **Full Support:** This fellowship is not to be used as payment for teaching, research, or service. A gift minimum of \$1,000,000 is required.
- **Named lectureships or speaker series:** A minimum of \$50,000 is required.
- **Named scholarship:** A minimum of \$25,000 is required.
- **Named general fund:** A minimum of \$25,000 is required.
- **Named undergraduate scholarship:** A gift minimum of \$25,000 is required.
- **Other:** Other school-based projects, such as directors, lectures, student enhancement, research, and facility funds, may be considered, and the amount will vary with each college, school, unit, and opportunity.
- Any exceptions to the guidelines for suggested minimums of named faculty positions require the consideration and decision from the vice president for advancement, the academic lead for the respective area, and the provost.

Naming Other Endowed Funds

These guidelines suggest minimums; units may establish higher guidelines. The funds will be administered in accordance with the college, school, unit, GSUF and university policy.

- **Named undergraduate scholarship (numbers are for 2020-2021 academic year):**
 - **Partial tuition support:** A named undergraduate scholarship provides annual support for an undergraduate student. A minimum endowment of \$25,000 is required.
Result: \$25,000 @ 4% spinoff = \$1,000 in scholarship support.
 - **Full tuition support (in state):** For a full tuition named undergraduate scholarship, the required endowment would be \$223,700.
Result: \$223,700 @ 4% spinoff = \$8,948 in scholarship support.
 - **Full-ride support (in state):** For a full-ride named undergraduate scholarship, the required endowment would be \$692,800. A full-ride scholarship (in state) provides support for tuition/fees, room and board, books/supplies, transportation and other miscellaneous costs.
Result: \$692,800 @ 4% spinoff = \$27,712 in scholarship support.
 - **Full tuition support (out of state):** For a full tuition named undergraduate scholarship, the required endowment would be \$699,650.
Result: \$699,650 @ 4% spinoff = \$27,986 in scholarship support.
 - **Full-ride support (out of state):** For a full-ride named undergraduate scholarship, the required endowment would be \$1,151,700. A full-ride scholarship (out of state) provides support for tuition/fees, room and board, books/supplies, transportation and other miscellaneous costs.
Result: \$1,151,700 @ 4% spinoff = \$46,068.
 - **Full tuition support (international):** For a full tuition named undergraduate scholarship, the required endowment would be \$699,650.
Result: \$699,650 @ 4% spinoff = \$27,986.
 - **Full-ride support (international):** For a full-ride named undergraduate scholarship, the required endowment would be \$1,151,700. A full-ride scholarship (international) provides support for tuition/fees, room and board, books/supplies, transportation and other miscellaneous costs.
Result: \$1,151,700 @ 4% spinoff = \$46,068.
- **Naming administrative positions**
 - Before units establish endowments or make arrangements for other gifts to name administrative positions, they should consult with the appropriate DU resources.
 - The following guidelines suggest minimums; units may establish higher guidelines.
 - **Named directorship:** A gift commitment to endow the position may vary with each unit with a suggested range of \$750,000-\$1,500,000.
 - **Assistant/associate directorship:** A gift commitment to endow the position may vary with each unit with a suggested range of \$250,000-\$500,000.
- **Other:** Other school-based projects, such as directors, lectures, student enhancement, research, and facility funds, may be considered, and the amount will vary with each college, school, unit, and opportunity.

Potential endowments and names are reviewed and approved by the vice president for advancement before being signed by a donor. Generally, endowments may be established through gifts over a period of five years. An endowment account will not receive a spending allocation until the minimum funding amount is reached. To ensure the acceptability of endowment gifts, the

development officer or original contact will notify the associate vice president advancement, finance/GSUF CFO and assistant treasurer, which has the authority to recommend approval for standard agreements. Final approval for these agreements rests with the vice president for advancement.

Unique, nonstandard endowment agreements may require additional review and approval. It is the responsibility of the associate vice president advancement, finance/GSUF CFO and assistant treasurer to obtain recommendations from appropriate offices before requesting final approval from the vice president for advancement.

Term Naming

- Annual Gifts over five years equal to annual endowment earnings may be considered for naming during that term.
- If a name is to be removed from an endowment, the gift acceptance committee has final decision authority.
- Any exceptions to the guidelines for suggested minimums of named faculty positions require the consideration and decision from the vice president for advancement, the academic lead for the respective area, and the provost.

GIFT SOLICITATION PROCEDURES

Responsibility for the coordination of solicitations and proposals to individual, corporate, and foundation prospects is vested in the vice president for advancement. Therefore, all private fundraising activity is to be coordinated through DUA under the leadership of the vice president for advancement, who will then coordinate with other university offices as necessary.

Fundraising Planning and Priority Setting

Each year the university's fundraising priorities will be formally reviewed and updated through a process coordinated by the vice president for advancement, the academic schools, nonacademic divisions, and departments.

Solicitation of Private Support

After fundraising priorities are established and approved through the process above, the responsible parties will undertake the solicitation of appropriate individual, corporate, and foundation prospects. The vice president for advancement is expected to be cognizant of all solicitation activity and to communicate solicitation activity to university offices as appropriate. Those involved in fundraising will adhere to established practices and procedures.

Leadership Solicitations

Approaches for gifts from individuals at the level of \$5,000,000 or more require that the project, program, or facility plan be submitted to the vice president for advancement and naming committee. Information to be provided in the plan includes:

- Background description;
- Description of the initiative for which private support is being sought;
- Amount to be solicited and proposed recognition;
- Sources of additional funding anticipated (if any), including university allocation and state or federal funds.

Approved programs, projects, and facilities (campaign goals) do not require additional approval for subsequent solicitations. The prospects to be solicited need to be coordinated through the DUA prospect research office to ensure awareness and involvement of all appropriate team members and complete and timely recording of strategies, timelines, and activities.

Major Gifts

Approaches for gifts more than \$25,000 and less than \$5,000,000 are to be coordinated through the prospect research office, including awareness and involvement of all appropriate team members and complete and timely recording of strategies, timelines, and activities.

Corporate and Foundation Solicitations

Responsibility for corporate and foundation solicitations lies with the assistant vice president for corporate and foundation relations within DUA and in conjunction with the vice president for advancement and the university's president, provost, senior vice president finance and administration, and vice president for research and economic development. Voluntary support from corporate sources is jointly defined by GSURF and DUA. DUA will regularly consult with the university's office of Research and Economic Development and its Office of Sponsored Proposals and Awards in order to ensure close coordination of DUA's corporate and foundation solicitations with the corporate and government grant funding activities of those offices.

DUA's corporate and foundation solicitations are part of the annual fundraising planning process and the DUA prospect research office. As such, the assistant vice president for corporate and foundation relations is to be apprised of all solicitation activity involving companies and is expected to be an integral part of the planning of approaches to major local, regional, and national corporations or foundations.

The approval process for the levels and procedures established for an individual (leadership gifts, major gifts, and annual gifts) also defines corporate and foundation solicitations. In most instances, corporate and foundation proposals will be reviewed and approved by the assistant vice president for corporate and foundation relations.

GIFT STEWARDSHIP PROCEDURES

Donor stewardship builds lasting relationships between the university and those who support the university's mission. Donors entrust funds to the university with the confident expectation that their gifts will be managed in a fiscally responsible and timely manner.

Receipting and Acknowledgements

DUA/GSUF is responsible for providing official receipts and information to donors in connection with gifts accepted on behalf of the university. Depending on the size and designation of the gift and the DUA/GSUF and/or university personnel involved in securing and stewarding them, gift acknowledgments may be sent by the Donor Relations office within DUA and/or by the receiving colleges, schools, departments, or units.