Overview:
Over the years fundraising efforts have been found to be successful only if several important criteria are followed which are itemized below:

- The fundraising timeframe needs to be clearly defined and ideally no longer than one year.
- There needs to be one or more donors identified who are willing to give the majority of the money (75%). The greater the project target, this percentage will likely need to be larger to ensure success. Without these lead donors, it is rare that an effort ever raises significant funds.
- The names of potential donors, especially for the lead gift(s), need to be reviewed so that we can be sure that giving to this purpose will not cause the donor to make a smaller gift than they might otherwise have done for a different purpose.
- It is important that the purpose of the gift be directed to a University priority. These priorities are agreed upon in consultation with the Provost’s Office.
- At the outset, there needs to be a clear plan for the use of the funds in the event that the goal has not been reached within the designated timeframe. This may include the creation of a spend down fund rather than an endowed fund. Group gifts must meet the minimum amounts required by University policy to establish an endowed fund.
- All group gifts need to have a plan which follows these guidelines. Group gifts which fall outside of these guidelines need to be approved by the Vice President for Development.
- The fund solicitation should clearly articulate the purpose of the fund.