



<b>Effective:</b>	February 23, 2017 (original)
<b>Responsible Executive:</b>	Senior Vice President for Advancement
<b>Applicability:</b>	Auburn University development staff as well as other employees and officials involved in fundraising efforts
<b>Review By:</b>	February 2023

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## **I. POLICY PRINCIPLES**

Auburn engages in fundraising to obtain funds in the form of philanthropic support needed to assist in operating the university for purposes such as scholarships, fellowships, faculty positions, university programs, general maintenance and operations, and capital improvements. Fundraising and donor support are essential to maintain high quality instruction, research, and outreach without significantly increasing the cost of tuition.

University development staff as well as other employees and officials are essential to fundraising efforts. The university's development staff meet with individual and organizational donors to request philanthropic support and to explain how gifts will be used to support and advance the mission of the university. Other university employees and officials assist development staff, as part of their job responsibilities, through meeting with prospective donors to discuss how gifts will benefit the work of the university.

## **II. POLICY PROCEDURES**

University development staff involved in fundraising:

- Are expected to act in accordance with the professional association codes and standards of conduct of The Council for Advancement and Support of Education (CASE) and The Association of Fundraising Professionals (AFP), which govern the solicitation and use of donations.
- Are not compensated based on the amount of funds they raise, nor are they incentivized by receiving a percentage of funds generated as a result of their solicitations, and the funds they raise do not provide the funding source for their salaries.
- Shall not solicit Alabama state lobbyists for a donation.

- Shall not use as leverage a vendor's desire either to receive or maintain a university contract when soliciting philanthropic support from the vendor.
- Shall not single out vendors as a group for the purpose of soliciting gifts from them.
- May solicit contributions from principals (those who hire or retain lobbyists).
- Shall not solicit or accept a donation that is for the purpose of corruptly influencing official action.

Although solicitations on behalf of the university ordinarily will be made by university development staff, other employees and officials may assist in university fundraising under the direction of the Office of Development. Any potential benefit for the employee/official as a result of the gift must be approved, managed, and monitored by an individual other than the employee/official. Examples include but are not limited to gifts that provide resources for the employee's research, and salary supplements for employees.