

Departmental Fundraising Initiatives Involving Academic Advisory Councils June 2010

Advisory Councils play an important role in assessing the mission and effectiveness of academic departments, and in advocating on behalf of those departments. Advisory Councils can provide excellent opportunities to engage alumni and other interested prospective donors in the work of academic departments, many of whom bring professional or a vocational expertise. When alumni and other potential donors serve as participants on Advisory Councils, it may create opportunities to educate them regarding the financial needs of the department, ask for their support, and/or enlist them as fundraising volunteers on behalf of the department. The Office of Development works to advise departments in planning fundraising initiatives, and to engage alumni and others as potential donors. Please contact the Office of Development prior to any fundraising activity.

For any proposed fundraising totaling more than \$100,000 in any given fiscal year, the department should seek formal fundraising approval through the fundraising priorities process established by the Provost. More information about this process can be found on the Provost's website at http://www.princeton.edu/provost/initiatives-and-reports/fund_raising_review.pdf

Departments may solicit the current members of their Advisory Council to support small departmental initiatives (not more than \$25,000 annually per member) without seeking approval through the Provost's Office. Funding of this type will typically be for term funds to support projects such as senior thesis support, special programming, or discretionary funding. In this circumstance, however, the following guidelines apply:

- The total funding to be raised shall not surpass \$100,000 annually.
- Individual current members of the Advisory Council may be solicited for not more than \$25,000 each annually.
- However, prior to any such solicitations, the Office of Development must be informed that a fundraising initiative is planned and told which Advisory Council members will be approached. Development staff members will be able to provide background information regarding the potential donors and clarify any conflicts of timing or priorities.
- Any individual solicitations for larger amounts must be approved by the Office of Development.

For further information regarding fundraising by academic departments, please contact Laurie Russen, the Associate Director of Development Priorities at lrusse@princeton.edu.

For information regarding the establishment of an Advisory Council or nomination of new Advisory Council members, please contact Toni Turano (humanities and social sciences) or Mary Baum (natural sciences and engineering) in the Office of the Dean of the Faculty.