

**UNIVERSITY OF HOUSTON SYSTEM
ADMINISTRATIVE MEMORANDUM**

SECTION: University Advancement

NUMBER: 08.A.01

AREA: General

SUBJECT: Management and Development of University Advancement Activities

1. PURPOSE

- 1.1. University Advancement (Development and Alumni Relations) for the System interacts continuously with prospective donors, established donors and various donor groups. The purpose of this policy is to ensure consistency in all representation of the System to prospective donors, established donors and various donor groups in order to maximize gift support to benefit the System and its universities.
- 1.2. For the purposes of this document, prospective donors, established donors and various donor groups, include alumni, alumni associations, corporations, the System's support organizations and other volunteer groups, including the staff, officers, and/or any designated representative of such group.
- 1.3. This policy for the management and development of University Advancement activities is in accordance with [Board of Regents Policy 32.01](#).

2. POLICY

- 2.1. The Chancellor is responsible for giving broad direction to and ensuring coordination of University Advancement activities throughout the System.
- 2.2. Development and alumni relations activities (solicitations, events, and communications) involving the System will be planned and coordinated by the Chancellor or his/her designee(s) and managed by the President and appropriate professional staff at each component University. The President of each component is responsible for fundraising activities at the component university, and shall ensure that all fundraising activities are operated to support the institution's priorities and initiatives as identified by the governing board and the Chancellor.
- 2.3. Development and alumni relations activities involving System administration, the System's universities, prospective donors, established donors and various donor groups are led by the Division of University Advancement through the Vice Chancellor for University Advancement and System advancement leadership.

- 2.4. Gift solicitations
 - 2.4.1. Gift solicitations for a principal gift (typically \$1 million or greater) must be developed with the involvement of System advancement leadership and the Office of Principal Gifts and approved by the Vice Chancellor for University Advancement.
 - 2.4.2. Gift solicitations for a major gift (typically \$25,000 or greater) must be developed with the involvement of System advancement leadership and approved by the Vice Chancellor for University Advancement.
 - 2.4.3. Gift solicitations of under \$25,000 must be developed with the involvement of System advancement leadership who will review and approve any mass solicitation through established System university policies approved by the Vice Chancellor for University Advancement. This includes any solicitation campaign via phone, print or digital means.
- 2.5. Endowment management activities must be conducted in accordance with [System Administrative Memorandum \(SAM\) 03.F.02](#).
- 2.6. Gift acceptance activities must be conducted in accordance with [SAM 08.A.03](#).
- 2.7. All System-wide communications involving prospective donors, established donors or various donor groups will be coordinated through the Vice Chancellor for University Advancement or System advancement leadership designee as appropriate.
- 2.8. The Vice Chancellor for University Advancement shall coordinate internal requests for institutional data (alumni and donor information) through the System advancement business operations office.
- 2.9. The Vice Chancellor for University Advancement is responsible for ensuring the privacy and accuracy of all institutional alumni and donor information contained in the Division of University Advancement's records, as maintained by the System advancement business operations office.

3. REVIEW AND RESPONSIBILITIES

Responsible Party: Vice Chancellor for University Advancement

Review: Every three years on or before March 1

4. APPROVAL

Approved: Eloise D. Brice
 Vice Chancellor for University Advancement

Renu Khator
 Chancellor

Date: December 13, 2018

REVISION LOG

Revision Number	Approval Date	Description of Changes
1	09/04/1990	Initial version (Original Title: "Management and Development of Activities")
2	11/26/1990	Changed title to "Management and Development of Fund Raising Activities." Changed Sections 2.2 and 2.3 for the responsibility to be devised by UH system-wide communication professional staff for the Chancellor
3	04/14/1994	Changed title to "Management and Development of Institutional Advancement Activities." Changed Sections 2.2 and 2.3 for the responsibility to be devised by the UHSA office of Institutional Advancement through the UHS Development Executive Staff or the UHS Public Affairs Group
4	01/31/2009	Applied revised SAM template to meet current documentation standards. Changed title to "Management and Development of University Advancement Activities." Throughout document, changed Institutional Advancement to University Advancement. In Section 2.3, changed the UHS Public Affairs Group to the System University Relations Group. Added the VC of University Advancement to the approval cycle. Changed the review period from annually on or before December 31 st to every three years on or before March 1 st . Removed Section 5.0, Indexing Terms
5	07/27/2015	Applied revised SAM Template and added Revision Log. Added "led" to Section 2.2. Changed Section 2.3 to remove outreach strategies, marketing/branding, media relations, and publications activities. Changed System University Relations Group to System Advancement Executive Staff in Section 2.3

Revision Number	Approval Date	Description of Changes
6	02/12/2018	Added fundraising and Alumni Relations as activities in Section 2.1 as a responsibility for the Chancellor. Revised titles to reflect current operating requirements. No additional changes were made by the Subject Matter Experts (SMEs)
7	12/13/2018	Rewrote content to reflect current operating requirements, reflecting more task-oriented processes and responsibilities. Also included explanation of gift solicitations above and below \$25,000