

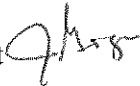


AUBURN UNIVERSITY

OFFICE OF THE PRESIDENT

February 11, 2011

MEMORANDUM TO: Chancellor, Executive Vice President, Provost, Vice Presidents, Deans,  
Directors, and Department Heads

FROM: Dr. Jay Gogue, President 

RE: Solicitation of Private Gifts for Auburn University from Individuals,  
Corporations, and Foundations

The purpose of this memorandum is to reaffirm current University policies regarding solicitation of private gifts. Gifts to the University from individuals, corporations, or foundations should be made through the Auburn University Foundation; all gifts will be processed in accordance with the donor's wishes through the Auburn University Foundation unless a donor-documented request to process directly to Auburn University accompanies the gift. All efforts to solicit private gifts must be cleared and coordinated through the Office of the Vice President for Development located in the Alumni Center at 317 South College Street.

The Auburn University Foundation was established in 1960 for the purpose of receiving and receipting private gifts intended for Auburn University. Likewise, the Auburn University Real Estate Foundation was established in 2005 for the purpose of receiving and receipting real estate intended for Auburn University. The purpose of both Foundations is to serve as a vehicle whereby property and gifts can be received and managed independently on behalf of Auburn University.

Both Foundations and Auburn University are listed with the Internal Revenue Service Code to receive tax deductible contributions and to issue donor gift receipts. The Auburn University Foundation maintains the official record of donor data and private gifts received on behalf of the University.

Please call this policy to the attention of all faculty and staff that may be in solicitation of private support. It is imperative that we coordinate all efforts relative to private funding if Auburn University is to receive the greatest benefit from charitable giving.

Following are guidelines which specify the University policies and procedures towards solicitation of private gifts. Further details are available from the Development Office. If you have questions, please contact the Vice President for Development, Alumni Center, 317 South College Street, phone 844-1130.

Enclosure

## University Guidelines for Seeking Private Gifts

1. CULTIVATION OF PROSPECTIVE DONORS AND SOLICITATION OF CONTRIBUTIONS, DONATIONS, GIFTS, OR BEQUESTS FOR AUBURN UNIVERSITY SHALL BE APPROVED BY THE VICE PRESIDENT FOR DEVELOPMENT. The need for approval of any fund request prior to contact with potential donor(s) is due to the necessity of (a) protecting our status of receiving contributions which are tax exempt; (b) avoiding duplication of requests to individuals, corporations, and foundations; and (c) insuring that the purpose for which the funds are provided are in the best interest of Auburn University and the donor.
2. THE PREPARATION OF PROPOSALS AND THE SOLICITATION OF CONTRIBUTIONS, DONATIONS, GIFTS OR BEQUESTS FOR AUBURN UNIVERSITY SHALL BE SUPERVISED OR COORDINATED THROUGH THE DEVELOPMENT OFFICE. It shall be their responsibility to lend professional advice and direction to insure the most productive results.
3. ALL PROPOSALS TO INDIVIDUALS, CORPORATIONS, AND FOUNDATIONS FOR GIFTS TO AUBURN UNIVERSITY ARE TO BE REVIEWED AND DISCUSSED WITH THE DEVELOPMENT OFFICE. This does not include requests or proposals for government grants or research contracts with corporations or other organizations, which are to be handled as in the past through the Contracts and Grants Office.
4. ALL PROPOSALS ARE TO BE REVIEWED BY THE PRESIDENT OR HIS DESIGNEE (DEAN, DIRECTOR OR VICE PRESIDENT). After incorporation of various departmental elements and final draft by the Development Office, all proposals to individuals, corporations, and foundations are reviewed by the Vice President, Dean, or Director. Finally, the President reserves the right to review any or all proposals before they are submitted to the prospect.
5. A COVER LETTER FROM THE PRESIDENT OR HIS DESIGNEE (DEAN, DIRECTOR OR VICE PRESIDENT) WILL ACCOMPANY ALL PROPOSALS. All proposals for \$1,000,000 or more must be accompanied by a cover letter with the personal signature of the President. (Other proposals may be accompanied by a letter from the President at the discretion of the designee.) This procedure will signify that the proposal is an official request on behalf of Auburn University and/or the Auburn University Foundation.
6. ALL INQUIRIES FROM ANYONE INTERESTED IN MAKING A CONTRIBUTION, DONATION, GIFT, OR BEQUEST TO AUBURN UNIVERSITY OR AUBURN UNIVERSITY FOUNDATION SHOULD BE PROMPTLY FORWARDED TO THE DEVELOPMENT OFFICE.
7. EXCEPT IN THE CASE OF RESEARCH GRANTS AND CONTRACTS AS NOTED IN #3 ABOVE, ALL CONTRIBUTIONS, DONATIONS, GIFTS, OR BEQUESTS OF PERSONAL PROPERTY, INCLUDING CASH, STOCKS, BONDS, INSURANCE POLICIES, BUSINESS INVESTMENTS, ETC., SHOULD BE MADE TO AUBURN UNIVERSITY FOUNDATION UNLESS ACCOMPANIED BY A DOCUMENTED DONOR REQUEST TO CONTRIBUTE DIRECTLY TO AUBURN UNIVERSITY. ALL CONTRIBUTIONS, DONATIONS, GIFTS OR BEQUESTS OF REAL ESTATE SHOULD BE MADE TO AUBURN UNIVERSITY REAL ESTATE FOUNDATION AND MUST BE APPROVED BY ITS BOARD PRIOR TO ACCEPTANCE. The Auburn University Foundation was established to provide a vehicle or mechanism whereby property or gifts may be transferred to the University. Likewise, the Auburn University Real Estate Foundation was established to provide a vehicle or mechanism whereby real estate may be transferred to the University. All gifts of Real Estate require the prior approval of the Auburn University Real Estate Foundation Board.
8. NAMING OF BUILDINGS AND OTHER UNIVERSITY FACILITIES MUST BE APPROVED BY THE BOARD OF TRUSTEES THROUGH THE PRESIDENT. The Board of Trustees considers the naming of a University facility in honor of an individual to be one of the highest recognitions Auburn can bestow. In that respect, only in rare and extraordinary circumstances will facilities be used to memorialize contributions to Auburn. Requests for the naming of facilities shall be submitted to the President, through the Vice President for Development, who will assemble documented evidence of unusual service for consideration by the Executive Committee of the Board of Trustees. The naming of parts or features of buildings such as conference rooms, laboratories, lobbies, gardens, etc. must be approved by the President in advance of any related solicitation. Under no circumstances shall any presentation, discussion, consideration, promise, or offer concerning the naming of rooms or buildings, or any structure or edifice, connected with Auburn University occur without prior approval of the Board of Trustees.