

TYPE:	Administrative
TITLE:	Prospect Clearance
NO.:	ADMIN-218
RESPONSIBILITY:	Associate Vice-President, Development and Alumni Affairs
APPROVED BY:	Durham College Leadership Team
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1. Introduction

This policy explains the terms and process for determining when, whom and which funding priority will be presented by a canvasser (volunteer or employee members) to a potential donor at any given time. It also reflects the fundamental principles that will guide our relationships with donors and outlines our process for prospect management and clearance that supports those relationships.

2. Purpose

The purpose of the Prospect Clearance policy and procedure is to optimize fundraising efforts by ensuring solicitations are made to prospects where their personal or institutional interests align closely with the College's program and capital priorities. Further, it is to ensure that donors are presented with the most appropriate requests for both the donor and the College.

3. Definitions

Refer to [Durham College's Standard Definitions](#).

4. Policy statements

- 4.1. All solicitations will reflect student needs and academic priorities while serving the interests of donors.
- 4.2. For any given prospect there are multiple direct and indirect relationships to be considered internally and externally. In order to strategically plan and maximize support for the college, it is necessary to co-ordinate communications and solicitations to donors and prospects.

5. Procedure

5.1. General Responsibilities and principles

- 5.1.1. Contact with prospects can be both proactive and responsive. Generally it is the responsibility of the Office of Development and Alumni Affairs to coordinate activity with prospects or donors. The Office of Development will, from time to time involve others in the process.
- 5.1.2. Where others have strong relationships and are appointed as the relationship manager, the Office of Development and Alumni Affairs will be involved or at least kept informed of activities as they occur.
- 5.1.3. The Office of Development and Alumni Affairs will play an active role in the Corporate Council as one means of ensuring outgoing communications with other departments who interact with corporate donors and prospects.
- 5.1.4. A prospect will not be approached proactively without first working with the Office of Development and Alumni Affairs.
- 5.1.5. When a department wishes to seek sponsorship or support for programs outside the parameters of the College fundraising priorities, they must contact the Office of Development and Alumni Affairs at least one (1) week prior to making any requests. The materials, request amounts and prospect lists will be vetted and approved or edited by the Office of Development and Alumni Affairs.

5.2. Addressing donor/prospect inquiries

- 5.2.1. Often prospects will contact departments other than the Office of Development and Alumni Affairs with questions regarding donations. When these instances occur, the person who receives the request, if appropriate, may become the relationship manager and keep the Office of Development and Alumni Affairs informed through ongoing communication. If there is not an existing relationship, the inquiry will be forwarded to the Office of Development and Alumni Affairs.

6. Roles and responsibilities

It is the responsibility of the Associate Vice-President, Development and Alumni Affairs to ensure this policy is fully implemented and updated as required.

7. Accessibility for Ontarians with Disabilities Act considerations

Accessibility for Ontarians with Disabilities Act (AODA) standards have been considered in the development of this policy and procedure and it adheres to the principles outlined in the College's commitment to accessibility as demonstrated by the Accessibility Plan (ADMIN-203).

8. Non-compliance implications

8.1. Failure to comply with this policy and procedure could result in lost revenue, damaged credibility, damaged reputation, and dampened success for future solicitations and campaigns.

8.2. Multiple, un-coordinated approaches to the same individual or company are a serious matter. Equally challenging are situations in which a donor is repeatedly solicited for a project in which they have indicated little interest.

9. Communications plan

A message will be posted on ICE alerting employees when new or revised policies and procedures are added to ICE.

10. Related forms, legislation or external resources

- None