

March 8, 2004

MEMORANDUM

To: Vice Presidents, Deans, Directors, Department Heads
Athletic Director, 12th Man Foundation, The Association of Former
Students, Bush Foundation

Subject: Coordination and solicitation of private donations

As we continue with our ongoing fund raising programs, including the One Spirit One Vision Campaign, it is essential that we continue to coordinate our efforts.

This memorandum serves to remind the campus community and to reaffirm existing policies related to prospect coordination. It is more important than ever that we track major proposals to ensure that our former students, friends and corporate and foundation officials do not receive concurrent solicitations. I encourage active solicitations by all elements of the University, but in a coordinated effort.

The Texas A&M Foundation has been responsible for prospect coordination at Texas A&M University since the first campaign. They have developed and maintain an information system that enables all of us seeking private support to track and monitor development activity and prospect coordination. It is important that each unit work closely with the Foundation's development staff to keep this system current and to facilitate information flow.

Recently, I have established a university wide Development Strategy Group. It consists of members from the Texas A&M Foundation, The Association of Former Students, 12th Man Foundation as well as representation from senior administration and faculty. The purpose of the committee is to build on our successes and align university strategy (planning and decision making) with institutional fund raising capacity. This group will be involved in assessing our highest priority university-wide projects to determine their fund raising potential. An important part of this groups' responsibility will be to ensure proper coordination is maintained with major gift prospects for multiple university wide projects that are planned and ongoing.

The following guidelines, first adopted in 1989, continue to apply.

1. All individuals seeking private resources should check with the Texas A&M Foundation to determine whether a prospective donor is a designee of current or planned solicitation prior to making contact.
2. The Texas A&M Foundation should be considered the coordinating arm of all planned and new solicitations in excess of \$25,000. This can be easily accomplished by working closely with the Foundation's development officers assigned to each college or administrative unit and with the development strategy group for all space (building) solicitations in excess of \$5M. (For all purposes, a solicitation is defined as a specific proposal to a specific individual, individual foundation, institution or division of that institution.)
3. In the event of multiple units requesting to solicit the same prospect at the same time, all parties involved will negotiate priorities and sequence. The Executive Vice President and Provost will be the final arbiter for units under his jurisdiction. The President will make final decisions not resolved at the Provost level and may consult with the Development Strategy Group as necessary.
4. The Texas A&M Foundation has developed procedures and processes to monitor activities and to ensure the prospects on the coordination list are being solicited in a timely manner.
5. The President of Texas A&M University will be consulted regarding priorities when inquiries are received from major donors seeking a program to support.
6. The President reserves the right to contact and solicit major gift prospects to address overriding university initiatives. Coordination with the potential donors' unit will take place prior to cultivation and solicitation.

Texas A&M Foundation maintains more detailed policy and procedures on prospect coordination. If you are not familiar with the policies, please contact the Assistant Vice President for Development/Campaign Director to receive a copy and a personal briefing of the processes to be used.

As a courtesy to our donors and each other, it is important we follow the guidelines outlined above. All institutional units should recognize the essential role they play in our fund raising efforts. This is designed to ensure donors are treated with respect and consideration. It is not intended to curb the initiative of any sector of our University. Our goal is to encourage cooperation that results in the most successful engagement of our alumni and other University friends.

Thanks for all you do for Texas A&M University.

Bob Gates