

Prospect Coordination

The Association of Former Students, the 12th Man Foundation, the Texas A&M Foundation and other representatives of the University are engaged in contacting former students, friends, corporations and foundations. With that in mind, it is essential that we:

- Have a process that encourages cooperation among fund raising entities;
- Prevent multiple solicitations of the same prospect;
- Present a professional coordinated approach to our constituency groups

Coordination ensures appropriate attention to all prospects and effective communication and discussion of the prospect's interest and giving levels.

Based on existing policies, the Texas A&M Foundation has been designated as the organization that is responsible for maintaining a prospect coordination system at Texas A&M University. The system is designed to ensure that former students, friends, corporate executives and foundation officials are not receiving concurrent solicitations. The goal of coordination is to encourage cooperation that results in the most successful solicitation (see attached March 8, 2004 letter from Bob Gates).

Current process for prospect coordination:

The current process for coordination should result in the most successful solicitation. Any system established needs to maximize the amount of time development officers spend interacting with potential prospects on behalf of Texas A&M University. All entities will have access to the existing computerized prospect data system and should record their contacts and outcomes of solicitations and cultivations.

- The unit development officer is responsible for prospect coordination.
- Although a system is in place, the process will not work unless all players act ethically and work with one another with the best interest of the donor and the university in mind.
- Each former student is initially assigned to the college where he/she received an undergraduate degree.
- Development staff interested in contacting or soliciting that individual, must first receive clearance from that college.
- Once clearance has been received, that individual can make that former student, foundation or corporation their prospect for a specified period of time.

- Prospect coordination does not prevent interaction and cultivation. It does (if followed properly) prevent multiple solicitations of the same prospect simultaneously.

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