

CR406: Prospect Clearance Policy

Policy Title:	Prospect Clearance Policy
Policy Number:	CR406
Owner:	Alumni and Development
Approved by:	College Executive Team
Effective Date:	March 24, 2022
Reference:	
Links to Other Policy:	Gift Acceptance Policy

St. Lawrence College is committed to making our resources fully accessible to all persons. This document will be made available in alternative format upon request.

BACKGROUND

Definitions:

Prospect – Any individual or organization that has the potential to make a donation to St. Lawrence College (SLC) – they may or may not have donated previously.

Prospect Clearance – A process to ensure that the assignment, management and cultivation of prospects for approved fundraising initiatives is coordinated with a donor-centred approach and focused on the highest priority needs of the College.

Relationship Management – A focused process of major gift prospect identification, research, clearance, cultivation, solicitation, recognition and stewardship, whereby long-term relationships with donors are nurtured in order to advance philanthropic support of SLC.

Cultivate – To engage and maintain the interest and involvement of (a prospect) with SLC's people, programs and plans. The goal of cultivation is to prepare the prospect for solicitation for a philanthropic gift. Cultivation is a long-term process that might take 18 months to two years to result in a major gift commitment (> \$25,000).

Donation – A charitable gift, according to Canada Revenue Agency guidelines.

Donor – An individual or organization that has made a charitable gift to SLC.

Purpose:

The purpose of the Prospect Clearance Policy is to manage and maximize St. Lawrence College’s fundraising opportunities by ensuring that solicitations are made based on a match between the College’s strategic plan and priorities and donor interests and that data is centrally and accurately captured in a central database. The policy will protect the donor relationship and the College’s reputation by avoiding uncoordinated approaches and will also ensure the College’s compliance with relevant privacy legislation, Canada Revenue Agency guidelines, and adherence to the Association of Fundraising Professionals’ *Donor Bill of Rights*.

Scope:

The Prospect Clearance Policy is applicable to any individual or group associated wholly or in part with St. Lawrence College who is engaged in fundraising activities for the College.

POLICY STATEMENTS

1. In the spirit of collaboration and before any fundraising outreach is initiated by any individual or group under the umbrella of St. Lawrence College (including staff, faculty, students, teams, alumni, etc.), the prospect(s) in question must first be cleared through the College’s Alumni and Development office. This will ensure that input regarding institutional strategy and priorities are coupled with the best advice of professional fundraisers to maximize fundraising success and ensure effective donor relationships. Outreach might include requests for individual support, mass communications to alumni for support, the hosting of fundraising events, or seeking donations of equipment or materials (see Gift Acceptance Policy).
2. Proactive outreach to any prospect or donor (individual or group) must be coordinated with the Alumni and Development office. The Alumni and Development office will review for appropriateness, compliance with CASL (ensure opt outs are removed), advise on approach/opportunity, and support the outreach, once approved. Prospects may not be cleared if the prospect:

- Has already received a fundraising proposal from the College which remains pending (no decision made);
 - Has been cleared or is in the process of being cleared for solicitation for another priority;
 - Has indicated that they are not accepting proposals at the present time; or
 - Has recently made a major gift or pledge, in which case the clearance may be deferred to a later time.
3. In the event that a prospective donor first contacts an area of the College other than Alumni and Development office with questions about donations, including gifts in kind, the person receiving the request should consult with the Alumni and Development Office to determine existing relationships with the College, opportunities, risks and an appropriate path forward. The person may be approved as the assigned relationship manager for the donor and, if so, should keep the Alumni and Development office updated on ongoing communications and cultivation activities so that they can be reflected in the alumni and donor database.
 4. Given the fact that many requests for support made by student groups, alumni, etc., are relatively small in nature, (e.g. Requests for t-shirts, door prizes, etc.) requests for support totaling less than \$500 in value shall be exempt from this policy, unless a charitable receipt is expected.

MONITORING

The Alumni and Development office is responsible for monitoring this policy and amending as needed based on the needs of the College.

Failure to comply with this policy could result in damage to the College's reputation, damage to donor relationships, lost revenue, or a threat to future solicitations or campaigns. There could also be risks of failure to adhere to privacy and anti-spam legislation, Canada Revenue Agency guidelines, or the *AFP Donor Bill of Rights*. Ultimately, there is a risk of losing charitable status if acting in contravention of Canada Income Tax Act and/or Canada Revenue Agency guidelines.

NEXT POLICY REVISION DATE

March 2027

SPECIFIC LINKS

Gift Acceptance Policy

APPENDIX A AND ATTACHMENTS

n/a