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**California State University Maritime Academy  
California Maritime Academy Foundation, Inc.**

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**VOLUME:** Procedures  
**NUMBER:** UA-01-003

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**TITLE:** Gift Officer Fundraising Guidelines  
**DIVISION:** University Advancement  
**DEPARTMENT:** University Wide

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I. Background

- A. Focusing development activity on major gifts is the key to successfully raising the amount of funding required to meet the identified University priorities. The development program:
  - 1. is successful because it allows for staff, faculty, and volunteers to present a broad range of giving opportunities to alumni and friends;
  - 2. and provides an opportunity for administrators and faculty, campus-wide, to be involved in development programs which identify academic and athletic needs and priorities through the University administrative structure.
- B. The guidelines below are intended to apply across the entire University.
- C. In carrying out the duties of major gift fund raising, it is expected that each representative of California State University Maritime Academy (CSUM) will observe the highest standards of personal and professional conduct.
- D. Gift officers are expected to carry out their duties in a manner that inspires and assures the confidence of fellow gift officers, donors, alumni, friends, and faculty and staff of CSUM as well as its administrators and fellow gift officers.

II. Definition of a Major Gift

- A. At this time, a major gift is defined as an outright or deferred gift of a minimum of \$10,000 over a five-year period or a single year commitment of \$2,000 or greater.
- B. Gifts at levels below this, while possibly significant to a particular program, are typically not characterized as major gifts; however, the conduct noted in Section I.D. is in place for all gift ranges.

III. Donor Contact Expectations

- A. **The following guidelines and numbers will be adjusted in direct relationship to the gift officer FTE allocated for fundraising.** Depending on overall job responsibilities, a gift officer will directly manage a pool of 100-150 individuals. (This pool should represent a balance of prospects at various stages of development. The following distribution is recommended: (the mix will change based on the maturity of the philanthropic culture at CSUM).

Cultivation	65	43%
Solicitation	35	24%
Stewardship	50	33%

- B. Everyone in the pool must receive at least two meaningful contacts each year.
- C. Individuals in the solicitation stage require several substantive personal contacts annually, with particular attention paid to the value of the contact in moving the prospect towards closure of a gift.
- D. Make or cause to be made a minimum of 235 substantive contacts per year.
  - 1. A gifts officer is expected to make 235 face-to-face personal calls per year.

2. Substantive phone and written contacts are also possible in particular circumstances
  3. Each substantive contact must be reported in the prospect management system **within ten working days of contact.**
  4. Substantive contacts are usually driven by an individual donor strategic plan.
  5. Non-substantive contacts, such as birthday/holiday cards or calls should be entered in Raisers Edge as an activity.
  6. Delivering tickets or sending a card may be ways to stay in touch, but a meaningful contact **motivates a prospect to consider an outcome you have discussed - e.g. cash gifts, planned gifts, sponsorship, etc.**
  7. University dinners are events that do not count as contacts unless a substantive conversation has occurred (SEE ABOVE). The event follow-up visit with attendees will count as substantive.
- E. Make or cause to be made a minimum of 35 major gifts solicitations per year. This should produce 20-25 gifts major gifts.
- F. Solicitations must be accompanied by a written proposal that has been reviewed by the Vice President for University Advancement (VPUA).
- G. Make or cause to be made stewardship calls on all donors in the pool.
1. Using the proposed pool distribution, this could require 50 individual contacts.
  2. The nature of stewardship contacts may take a variety of forms ranging from individual meetings to invitations to special events.
  3. As the gift officer expands her/his donor base, it will be essential to rely on a variety of institutional contacts to accomplish the stewardship function.
- H. Note that given the capacity of 235 face-to-face personal calls for a full time gift officer and the need to make calls in all areas, it is clear that the number of calls may sometimes stretch a staff member. Solicitation calls should receive the highest priority, with cultivation calls and new prospect qualification being secondary.
- I. In addition to the assigned pool of 150, prospects will be assigned to development officers as appropriate for qualifying visits.
1. Individuals will be in this category for a variety of reasons such as: proactive research, identification by other prospects, CMAF Board member identification and prospect self identification.
  2. These assignments need a qualifying visit to determine interest and involvement for future prospect assignment.
  3. They are intended to replace prospects that are dropped from the pool of 150.
- IV. Gift Officers
- A. To be successful as a gift officer, it is necessary to maintain a high degree of professional awareness. A gift officer must effectively utilize available resources such as the Raiser's Edge database, the advancement prospect researcher, enter contact reports, and adhere to policies defined in the Prospect Management Program.

HISTORY: MARCH 2012

REVISION: