



SUBJECT: Prospect Management	CATEGORY: Advancement & Alumni	NO. 203
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PREAMBLE

SIAST supports a coordinated approach to donor and sponsorship solicitation including a centralized process for managing prospects. This approach ensures donation and sponsorship opportunities can be maximized to the greatest benefit of SIAST overall and reduces the instances of requests from more than one SIAST source to the same donor/sponsor.

Activities related to the solicitation of donations and sponsorships for SIAST, including prospect management, will be coordinated by Donor and Alumni Relations in a manner that serves the best interest of the institution as a whole and supports SIAST’s priorities.

POLICY

The Donor and Alumni Relations office is responsible for coordinating, assigning and managing the solicitation of donors/sponsors and prospective donors/ sponsors.

Any individual or group associated with fundraising activities on behalf of SIAST including all employees, students, alumni, volunteers or other units that are part of or associated with SIAST are required, when practical, to contact the Donor and Alumni Relations office of SIAST prior to contacting donor/sponsor prospects. After initial consultation, Donor and Alumni Relations may require a solicitation approval form be submitted (see Appendix A).

In those cases where a prospective donor/sponsor has made the initial contact with a SIAST program or other unit, the Donor and Alumni Relations office is to be contacted. The Donor and Alumni Relations office will coordinate acceptance and recognition of the donation/sponsorship per the Gift Acceptance policy (G-2.2) and the Sponsorship and Advertising policy (204-G), and the recognition of the donation/sponsorship per the Donor Recognition policy (201).

Donors/sponsors of gifts falling under SIAST’s Gift Acceptance policy (202-G) such as cash, gift-in-kind, estate, stock or planned gifts are included in this Prospect Management policy.

Approved by: President & CEO	Prepared by: Associate Vice-President, Business Development	Date Issued: December 3, 2013	Supersedes/New Supersedes	Page 1 of 2 #203
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Appendix A Solicitation Approval Form

Name: _____

Program/Division/Department: _____

Position: _____ Campus _____

Telephone: _____ E-mail: _____ Date _____

Why do you need donor/sponsor support and how will the support be used (e.g., an event, to purchase equipment or other items)?

Do you have approval from your dean/AVP to proceed with the activity described above?

What is the total value of the donations/sponsorships you are seeking?

Do you have a donor/sponsor recognition plan?

What is your deadline? By what date do you need to have received the donation/sponsorship or gift-in-kind item(s)?

Are there other SIAST programs and/or divisions which are involved in project or which will make use of the gift-in-kind donation or cash donation? If yes, please list those programs and /or divisions.

Who do you want to approach for a donation/sponsorship support? If more room is required please use an additional sheet of paper.

Company Name	Location of Company (City)	Cash or Gift-in-Kind Request (product or service)	Amount of Cash Support or Estimated Value of Gift-in-Kind

Please contact Alison Matheson (306.775.7717 / Alison.matheson@siast.sk.ca) if you have questions, for more information or to submit this form.

You will receive a reply within three working days. If your request is approved, all donations and sponsorships must be processed through the Donor and Alumni Relations office. A system for processing donations/sponsorships and transferring dollars to your budget org is in place.

Approved by:	Prepared by:	Date Issued:	Supersedes/New	Page
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