

Fundraising and Marketing Policies

School of Public and International Affairs (SPIA), July 23, 2014

Purpose: SPIA's strategic plans include (1) a strong fundraising plan aimed at bolstering the school's financial capacity to fund new academic programs, scholarships, teaching and research; and (2) the development of a marketing and branding campaign aimed at elevating the school's profile at the national and international levels. **Faculty, students and staff are key participants in the fundraising process, and the university and SPIA welcome ideas to aid in raising financial support for the school and its departments.** Any such fundraising activities must also conform to university and school policies and procedures, however; this document serves as a guide for those activities. As we build our development and marketing efforts, it is critical to remember that:

(1) *no potential donor or member of the alumni community should receive conflicting or invalid information or be solicited for gifts in a duplicative or conflicting fashion, and that*

(2) *all marketing materials from all units within SPIA must share consistent branding to maximize recognition of the SPIA and UGA brand.*

To achieve these objectives, it is essential that all fundraising communications of any kind, as well as all marketing initiatives, be carefully coordinated through SPIA's Office of External Affairs, currently staffed by a Director of Development (Donna Brazzell) and Director of Public Relations (Caroline Paris Paczkowski).

Frequently Asked Questions: Fundraising

Please consult answers to the following FAQs before you engage in any fundraising or marketing efforts.

Who has responsibility for fundraising and alumni development? As noted above, we all share responsibility for fundraising and alumni development. More formally, however, at the university level the authority and responsibility for the development (fundraising) operation reside with the Vice President for Development and Alumni Relations (Kelly Kerner). The Vice President for Development and Alumni Relations is the Chief Development Officer for the campus and reports to the President of the university. Within each college and school, ultimate responsibility for fundraising rests with the Dean, who is assisted by the Director of Development. Development officers in UGA's schools and colleges typically report to both the Dean and to UGA's central development office. The UGA Foundation has responsibility for the maintenance and stewardship of all funds that have been raised through development efforts.

What role do faculty and department heads play in fundraising and development? Faculty and department heads, as well as students and staff, play key roles in fundraising through participation in alumni and donor-related events, communication with donors and alumni, and the development of proposals. Ultimately, close collaboration between SPIA's Office of External Affairs and department heads/faculty/staff will yield the most successful results. The university has a network of policies and procedures in place to ensure that potential donors and alumni do not receive duplicative solicitations.

Moreover, the UGA Foundation has a gift acceptance policy, as well as procedures for the acknowledgement, charitable tax-receipting and recognition of gifts. Donor records are kept in a confidential database and each solicitation or contact is noted. Finally, SPIA carefully documents gifts and solicitations and thanks donors for their gifts in a variety of ways. Because of this often complex network of procedures that ensure proper stewardship of gifts and donations, **faculty and department heads must communicate development and fundraising plans and opportunities to the Director of Development before further action may be taken.**

Where can I find information about university development policies and procedures? University policies may be found at <http://dar.uga.edu/policies/nodes/view/135/Development>.

What does SPIA raise money for? Funds will be raised to further SPIA's strategic objectives and priorities as identified by the Dean and the faculty. Specific fundraising objectives may be found in SPIA's development matrix, prepared by the school to assist the university in achieving fundraising goals in the current capital campaign.

How may SPIA spend donated funds? "Unrestricted funds" are those funds that may be spent at the discretion of the Dean on behalf of SPIA's programs and academic initiatives. These unrestricted funds are typically raised through a yearly phone campaign, online donations, and unsolicited gifts. In addition, the SPIA Development Office solicits annual unrestricted gifts through appeals in e-blasts and newsletters. "Restricted funds" are those funds that must be spent in accordance with the donor's instructions set forth in the fund agreement between the donor and the university. These restricted funds may be endowed (in which case a corpus of money generates income on a yearly basis to meet the objectives identified in the fund agreement), or non-endowed (in which case no part of the corpus must be preserved for purposes of income generation but rather may be spent as necessary to serve the purposes identified in the fund agreement).

What should I do if a Donor contacts me about a gift? In this (wonderful) situation, please contact the Director of Development or the Dean with information about the donor's interest.

What about naming the school or a building? Information about naming opportunities may be found here: <https://dar.uga.edu/policies/nodes/view/93/Naming-Opportunities>.

When may I contact alumni directly? There may be occasions on which SPIA's academic leadership wishes to contact their alumni for networking, fundraising or other matters. Casual conversations with individual alumni about non-fundraising matters are certainly permissible and encouraged. Any mass email or other communication to groups of alumni, whether for fundraising or any other purpose, however, must first be cleared with SPIA's Office of External Affairs. Such notification may be all that is required prior to the communication, but the notification must take place and clearance granted by officers within SPIA's Office of External Affairs.

Frequently Asked Questions: Marketing and Logos

I run a program at SPIA and want to create some marketing materials and products. May I do so? The University of Georgia has very strict policies associated with marketing and branding of university programs. In addition, SPIA has commenced a branding initiative aimed at ensuring that the SPIA "brand" is recognized and uniform across all departments and centers within the school. For that reason, no marketing efforts may be undertaken without clearance through SPIA's Director of Communications in SPIA's Office of External Affairs.

What qualifies as a “marketing” item? The term “marketing material” includes any school or department brochures, informational guides or handouts (other than syllabi or similar academic items), annual reports, signage and programs for departmental or school functions, promotional items such as t-shirts, folders, mugs, etc. When in doubt, please call the Director of Public Relations for guidance.

May I create a logo for my program and use it on marketing or other official materials? Logos are carefully controlled by the university. No logo for SPIA or any unit within SPIA may be disseminated, distributed or used in any fashion without proper notification and approval through the SPIA’s Office of External Affairs and Division of Development and Alumni Relations. For additional information about UGA’s logo review process, see:

http://styleguide.uga.edu/index.php?/entries/logo_guide_and_downloads. For more information: <http://www.alumni.uga.edu/policies/nodes/view/393/General-Use-and-Regulation-Requirements-for-UGA-Ma>

What are the rules that apply to SPIA’s logo or any marketing materials from the School’s units or departments? The SPIA brand is one of the School’s most valuable intangible assets. To maintain the integrity of SPIA’s identity, please remember:

- The words “School of Public and International Affairs” and “The University of Georgia” must appear on the front cover of all School publications, and an official logo must appear on the outside cover of each publication.
- SPIA and UGA logos cannot be altered in any way, including slanting and distorting, drop shadows, covering with type or other graphics, or use of any but official SPIA and UGA colors.
- The trademark “UGA” or “The University of Georgia” must be properly marked with a registered trademark symbol: ®.
- Logos should be appropriately sized in order to maintain legibility.
- All publications, promotional, and marketing materials must be finalized and approved by the Dean’s Office of External Affairs before going to print.

Does SPIA have any official colors? SPIA has adopted a branding style that follows or mimics the style for each departmental or center webpage. In particular, the following colors should be used for each SPIA unit:

PADP: Turquoise Blue: #016871. In a CMYK color space, it is composed of 99% cyan, 8% magenta, 0% yellow and 56% black.

POLISCI: Navy Blue: #014071. In a CMYK color space, it is composed of 99% cyan, 43% magenta, 0% yellow and 56% black.

INTL: Light Blue: #0072bc. In a CMYK color space, it is composed of 100% cyan, 19% magenta, 0% yellow and 7% black.

SPIA, CITS, GLOBIS: Red: #990000. In a CMYK color space, it is composed of 0% cyan, 100% magenta, 100% yellow and 40% black.