INSTITUTIONAL ADVANCEMENT DIVISION

BOT 8.5 - 8.10

Date of Last Update:
January 26, 2026

Approved By:

- Board of Trustees

Responsible Office:
Office of General Counsel

POLICY STATEMENT

8.5 Alumni/Alumnae Relations

This office is responsible for building and maintaining relations with alumni. This office shall provide information to alumni/alumnae about the University, its activities, programs, and the maintaining of communications with graduates, involving them in the future plans of the institution by publications and opportunities for service to the University.

8.6 Annual Giving

This office is responsible for the annual giving program by seeking funding for student scholarships and financial aid, faculty development, research initiatives, classroom technology, library resources, and special campus projects. Alumni/Alumnae, faculty, staff, friends, parents and businesses are asked to support the University's educational efforts through University-sponsored events, personal visits, phonathon and other communication efforts.

8.7 Special and Campaign Giving

The office is responsible for planning, coordinating and executing all aspects of fundraising campaigns for both capital and academic initiatives and to create and apply a campaign model that encompasses prospect acquisition through donor stewardship for new and current campaigns approved by the university.

8.8 Gift Planning

This office is responsible for establishing a planned giving program that promotes the growth of the University endowment through the creation of planned deferred and current gifts

through such vehicles as bequests, stocks, retained life estate, charitable gift annuity, charitable remainder trusts, charitable lead trust, appreciated real estate, and retirement assets.

8.9 Development Services

The office is responsible for supporting the day-to-day administrative operations of the Institutional Advancement division. Responsibilities include: identify, profile and prioritize prospective donors and groups of donors as the Development unit works to expand and strengthen the university's donor base; maintain the University's comprehensive alumni/alumnae and donor data base system; coordinate events to enhance relations with current University donors and introduce potential supporters to the University; publish regular mass communications to donors and friends to inform and involve, support mass solicitations; develop protocols and guidelines for acceptance of gifts consistent with University policies; and provide support for and serve as a liaison with the Grand Valley University Foundation.

8.10 Donor Relations and Stewardship

When a program, faculty chair, or scholarship fund has been named by the Board of Trustees in honor of an individual, foundation, or corporation, that name shall remain in eternity, provided the program, faculty chair, or scholarship continues to exist. Regarding naming of buildings, on a periodic basis at least annually, the President shall review with the Board Finance and Audit Committee the philanthropic parameters for naming of new and existing buildings and a list of buildings as potential naming opportunities. Other requirements regarding naming of buildings is in Section 7.5.3.