



## Event Support Approval

### Objective

The purpose of this policy is to provide guidance and an approval procedure on how Advancement works with campus partners on events. This policy provides guidelines for the allocation of Advancement resources, including personnel and budgetary.

### Standards

This policy applies to all events for which Advancement staff members (primarily Directors of Development, Alumni Relations, and Annual Giving) receive requests from campus partners for Advancement Office collaboration and support. This policy excludes campus-wide events initiated and implemented by the Advancement Office. All requests for event support must be presented to the Advancement Leadership Group via a member of the Leadership Group no later than 90 days prior to the event date. The Leadership Group will review all requisite and pertinent details of the request and will make a determination as to the level of Advancement's involvement based on purpose, potential impact, audience, capacity, timing constraints, and budget.

### Procedure

- Campus units that wish to secure event support from the Office of Advancement must discuss the event details with the Director of Development supporting their school or college. All other campus units should make their requests through the Senior Director of Donor and Alumni Relations.
- Advancement team members discuss the request with their managers, who decide whether or not to present the request for event support to the Leadership Group.
- Requests presented to the Leadership Group must include the [Event Request form](#), which provides the following details: purpose, potential philanthropic impact, audience, budget, and detailed staff and budgetary support requested from the Advancement Office.
- The Leadership Group's review will determine and consider the degree to which Advancement staff time and financial resources can be directed toward the proposed event.
- The Senior Director of Donor and Alumni Relations, working with the Development Director, will provide a written confirmation of Advancement's level of involvement and resources available for the event.
- In cases in which Advancement agrees to provide support, the Development Director shall serve as the liaison between the college, school, or unit and Advancement staff supporting the event. For campus units outside the schools and colleges, the liaison shall be a member of the Donor and Alumni Relations team.



## Responsibilities

Advancement staff shall not commit to provide support for events that are outside Advancement's planned activities. Advancement staff members must ensure that all solicitations for Advancement support are presented for Leadership Group review and determination and must ensure at least 90 days lead time between the proposed event date and the Leadership Group's consideration of the request.