THE UNIVERSITY OF MICHIGAN

STANDARD PRACTICE GUIDE

SECTION:	Development	**Number:**	602.13
		Revised:	
SUBJECT:	Major Gifts	**Date Issued:**	7/15/91
		Attachment(s)	0
APPLIES TO:			
ISSUED BY:	Office of the Vice President for Development		

I. Purpose

To provide field leadership, staff infrastructure, and prospect knowledge in order to secure gifts at the $100,000+ level from individuals across the country for the University's highest fundraising priorities.

II. Policies

See SPG 602.4 Section: Development; Subject: Prospect Coordination.

III. Procedures

A. To provide, through the work of fundraising field staff, a nationwide network of volunteer leadership for the identification, cultivation, and solicitation of major donors and major donor prospects.

B. To maintain and expand major gift efforts in major metropolitan areas around the country, making use of staff visitation, focused alumni events, and major gifts volunteer committees which act as University and unit resources.

C. To maximize use of volunteers through effective management of Major Gifts Committees.

D. To create a strong University of Michigan presence in cities by facilitating networking between alumni/alumnae.

E. To plan cultivation events to increase and provide opportunities for meaningful major prospect involvement in the life of the University.

F. To maintain a systematic prospect management and tracking data base used for guidance in coordination and planning of major gift solicitations and program initiatives.

G. To serve as a resource for University units in planning and implementing effective individual major gift initiatives across the University.

For information on the Major Gifts Program, contact the Office at 301 E. Liberty, 2260, 998-6000.