

## **Approval of Projects and Programs Involving University Advancement Fundraising January 2021**

Princeton encourages faculty and senior staff to pursue new initiatives and opportunities that will advance the quality of instruction, enhance intellectual resources, and/or contribute to knowledge. Such projects may require funding beyond what is available through the University budget. To support external funding efforts, the University will review and prioritize projects, and, in many cases, assist in their success by making available the resources of University Advancement.

This document describes the process by which projects and programs targeted to individual and institutional donors are prioritized, and the corresponding levels of support fundraising efforts will receive.<sup>1</sup> The process's main purpose is to ensure that externally funded initiatives are of high quality and serve the University's mission. It also ensures that the University's fundraising resources are allocated in the most effective way possible and that requests to potential donors bear the University's endorsement.

Directors of programs or departments wishing to undertake a program-related fundraising project should prepare an initial proposal to be submitted to the Provost or Executive Vice President for review and prioritization in relation to the University's mission.<sup>2</sup> Proposals affecting the University's academic programs must be approved by the Academic Planning Group before being considered for fundraising approval. The following are guidelines for submitting fundraising proposals for review and prioritization.

Proposals should be brief (no more than three pages) and include the following information:

- 1. Department/Program:** Name of department/program submitting proposal.
- 2. Internal Sponsor:** Name of faculty member or administrator who will serve as project sponsor/principal investigator and work with the University Advancement.
- 3. Project Description/Objectives:** Describe the project's main components and objectives, explain what distinguishes this project from others at Princeton or elsewhere, and explain how the project will be evaluated. Identify key faculty or senior staff involved in the project.
- 4. Resources Needed/Project Budget:** Describe the resources needed to accomplish project objectives, and provide a project budget, including the type of support sought (i.e., term funds, endowment funds, capital needs) for each component.

<sup>1</sup> Please note that sponsored research proposals to government agencies are not subject to the process described in this document and should be submitted to the Office of Research Project Administration (ORPA). Proposals to corporations and foundations that involve contractual agreements, deliverables, or sub-contracts to non-Princeton entities, or include overhead or intellectual property rights need to be sent to ORPA for compliance review and processed through the COEUS system and also sent to the Office of Corporate Engagement and Foundation Relations (CFR)

for relationship management of the institutional donor and for stewardship and grant management activities. All other proposals to corporations and foundations should be submitted through CEFR. Where fundraising will include term funding, the Office of Development and CEFR may need to coordinate their efforts. See: <http://www.princeton.edu/main/research/dean/> for more information.

<sup>2</sup> Programs from academic departments or direct reports to the Provost should submit proposals to the Provost. Programs from non-academic departments or direct reports to the Executive Vice President should submit proposals to the Executive Vice President.

- 5. Internal Project Support:** Identify any funding available for the project from within the program, department, or elsewhere within the University, and provide appropriate evidence of such support (e.g., letter from department chair).
- 6. External Funding Sources:** If applicable, identify any prospective external donor(s) who are likely funders of the project. These prospective donors should not be approached until review and prioritization are complete.
- 7. Project Timetable:** Provide the estimated start and completion dates for the project.
- 8. Process:** Proposals will be reviewed by relevant campus partners, and, if endorsed, will be presented for consideration by an Executive Sponsor who is on the Fundraising Priorities Committee (FPC). The FPC is composed of the President, Provost, Dean of the Faculty, Executive Vice President, CFO/Treasurer, Vice President for Advancement, Vice President and Secretary, Director of Corporate Engagement and Foundation Relations, and select representatives from their offices.
- 9. Communication on Outcomes:** Decisions concerning a proposal for fundraising authorization will be shared in writing with the Internal Sponsor. When fundraising for a project is authorized, communications may include the dollar amount authorized for fundraising, as well as specific purposes or giving opportunities, a time limit on the fundraising, the potential pool of prospective donors, as well as the level of priority among fundraising initiatives, the amount of support that will be provided by University Advancement, and a contact person within Advancement.