TO: All Campus Personnel  
FROM: Andrew Hugine, Jr., PhD  
President  
SUBJECT: Cultivating and Soliciting of Private Support  
DATE: August 28, 2012

The Office of Marketing, Communication & Advancement (MCA) serves as the primary liaison between the University and our external constituents mentioned below. Specifically, MCA is charged with cultivating those external relationships and securing all private funding for the entire University. As President, I annually assess and prioritize Alabama A&M’s institutional needs. The priorities are then communicated to MCA, who in turn, seeks private funding to support the institution’s needs. During the fund raising process, it is critical that MCA be aware of and approve all cultivation and solicitation efforts. This is important for the following reasons:

1) All partnerships must align with the University’s mission and priorities.  
2) Multiple requests will not be made to the same individual/organization in a given year.  
3) MCA is aware of all private, external relationships at the University and is not blind-sided when meeting with prospects.  
4) From the prospect’s perspective, the University is in one accord.  
5) Depending on the prospect’s interests, larger solicitation asks can be made, when applicable, that includes pooling funding requests from various areas of the campus as opposed to smaller requests limited to one specific area.

Effective immediately, all campus personnel must coordinate with and be approved by the Office of Marketing, Communication & Advancement (MCA) before cultivating, soliciting and/or partnering with individuals (including alumni), corporations, private & corporate foundations, and organizations (including churches and alumni groups) to obtain financial support.

Attached for your convenience is the Gift Proposal Approval Form. This form must be completed and approved prior to cultivating, soliciting or partnering with the aforementioned external constituents. In addition, the Advancement Procedure Manual is available online at http://www.aamu.edu/MCA/Advancement%20Procedure%20Manual.pdf. You may contact the Office of Marketing, Communication & Advancement at x8344 if you have any questions.

Thank you for your cooperation regarding this matter.

Cc: Wendy Kobler, Vice President, Marketing, Communication & Advancement  
Archie Tucker, Director of Development, Marketing, Communication & Advancement