



Proposal Policy	
Responsible Official: Vice President for University Advancement	Responsible Office: University Advancement

Policy Purpose

The purpose of this document is to provide guidance and instructions to East Tennessee State University Advancement staff as they plan solicitations for financial support to alumni, partners, and friends.

Policy Statement

Written proposals can be a critically important part of securing philanthropic funding from supporters. While written proposals are not required in all situations, when they are used, they must be consistent. The associate vice president for advancement is the approval authority for alternate formats and/or exceptions.

Definitions

History

Effective Date: 07/24/2017

Revision Date: 07/26/2019

Revision Notes: This revision provides updated templates, including the use of *Campaign for ETSU* branding;

Procedure (s)

Attachments:

1. Proposal Template
2. Discussion Document Template

1. Process/Procedures:

- a. Proposals can be verbal or in writing. Determination regarding which is appropriate should be made by the respective development officer, in consultation with the associate vice president for advancement, if necessary.
- b. If a proposal is made verbally, it should be documented as soon as possible and entered into a contact report in Banner Advancement.

- c. Pledges will be made in writing. E-mail is acceptable, but there are forms for this purpose available in the Pledges Policy. If a donor makes a verbal commitment to donate (pledge), that should be documented immediately and sent to Advancement Services for processing.
- d. If a proposal is made in writing, use the template in Attachment 1. Word versions will be available on the Advancement Policies website. Use Campaign branding, as necessary.
- e. If a document in advance of a proposal is desired, use the Discussion Document template in Attachment 2.
- f. Proposals to federal, state, and/or local governmental funding agencies that require "matching" support from private contributors, must be coordinated with University Advancement.
- g. Any literature, including brochures, booklets, and letters used to attract private funds to ETSU shall be coordinated through University Advancement.
- h. Copies of all proposed solicitation letters, or any other solicitations which may appear in brochures, newsletters, etc., must be approved in advance by the University Advancement Office.
- i. Proposals for major gifts (currently defined as \$10,000 or above) must be approved by the dean/head of the respective unit and the AVP/VP for Advancement.

2. Preparing Proposals:

- a. **Develop your Project.** What is the problem or research question you hope to solve? Who is your audience or target population? What outcomes do you hope to achieve? How long will the project take? When will you start? Keep in mind the grant proposal and/or decision process may take many months. How much will it cost? Most of all, why should a donor care about your project?
- b. **Contact University Advancement.** Discuss your project with the AVP for Advancement. Many donors/agencies will accept only one proposal per institution. Therefore, you need to know if another faculty/staff member is applying to the same funder. Also, the research office and/or your dean may want to know whether your project involves the commitment of university resources and that your proposal is in line with the ETSU Strategic Plan and the goals. Even if your project does not directly require university funds, indirect costs may still apply.
- c. **Consult the Combined Goals Worksheet and/or Pipeline Worksheet.** The most recent goals worksheet, representing the plans of all members of University Advancement, can be found in S:\Advancement\Goals. This document will tell you if others are planning solicitations to the same donor.
- d. **Consult Contact Reports in Banner Advance.** Check contact reports within the past 2 years or so to make sure others aren't currently working with the donor or if specific timing was outlined in previous contact reports.
- e. **Guidelines & Deadlines.** Before you start writing, make sure you have the most up-to-date application information, including (in the case of corporate/foundation proposals) the deadlines and the application requirements. Check to see if the deadlines are "postmarked by," "received by," or ongoing. For applications accepted on an ongoing basis, consider the average time for application review and plan your proposal submission date accordingly. Call the program director when in doubt. Next, make sure your project truly fits the

donor’s interest/passion or the funder’s guidelines. Do they live/work/give in your geographic area? What types of activities do they support?

- f. **Start Writing.** The length of the narrative and the tone of the proposal can vary according to the agency/donor, but three tips apply universally: appeal to the interest area of your donor, follow any guidelines explicitly, and write clearly. University Advancement can assist in editing your proposal.
- g. **Recruit People to Read the Proposal.** Find colleagues you trust to read your proposal and to make suggestions for improving it. Volunteer to fulfill this role for others.
- h. **Deliver the Proposal.** Determine who should deliver the proposal; whether it should be delivered in person or could be mailed/e-mailed; and what other information should be provided along with the proposal (annual report, college/unit background, floor plans, etc.).

Related Form(s)

Pledge Forms (located on the Advancement Policies website).

Scope and Applicability

	Governance	
	Academic	
	Students	
	Employment	
	Information Technology	
	Health and Safety	
	Business and Finance	
	Operations and Facilities	
	Communications & Marketing	
X	Advancement	

Attachment 1 – Sample Proposal Template



EAST TENNESSEE STATE
UNIVERSITY

Prepared for [Donor Name(s)]

[Date]



Prepared by:

[DoD Name]

[Title]

(423) 439-XXXX

[e-mail]

Attachment 1 – Continued

Summary

Open with information about the donor's relationship with ETSU, if possible. The summary should be concise, stating what school/department is making the request, the amount of the request, and what the request is for. As a rule, the request should appear at the beginning of the proposal.

[Name], your enduring relationship with East Tennessee State University has been distinguished by leadership, kindness, and a belief in what this University can achieve. Your devotion to ETSU and the [Unit] reflects a profound commitment to excellence in higher education. We are grateful for the opportunity to present this proposal, which seeks to build on our relationship and join together to benefit our most important strength – our students.

Background

If the proposal is to an individual, link the program/project with the donor's interest, experience, profession, etc. For a corporation, mention the history of the relationship and the relevancy of the proposal to the donor's interests.

Your loyalty and ongoing engagement with the [Unit] through your past giving and leadership [examples], has helped us achieve much. With your continued support, we look forward to the future and to accomplishing even more.

Program/Project Description

Describe what the program or project is, answering who, what, when, where, and how questions. Who is the audience? What results are expected? What is the timeframe? If beneficial, include the qualifications of the program leaders. What equipment is needed? How will the program be conducted? Are there other sources of support to give the program even more credibility? This could include one project or multiple options

Giving Opportunity 1

[description]

Giving Opportunity 2

[description]

Attachment 1 – Continued

Our Request

Make a clear unmistakable request for financial support. State the amount and whether or not you suggest pledges (maximum pledge length of five years). Include a matching appeal, if appropriate.

If there's a naming opportunity, use that name in the request.

If this is a campaign proposal, use the mark on the cover page and connect to one or more of the campaign priorities (Facilities, Students, Faculty, and Programs).

We request a donation of \$**XX.XXX**, payable over **X** years, to fund the **John Doe Scholarship Endowment**, or some other project that may be more to your liking and interests. In addition, if **[donor's employer]** has a matching giving program, you may be able to magnify the impact of your gift.

How will the donor benefit or otherwise be recognized for their support of ETSU? For corporate proposals, donors want to see an outcome that will benefit them and their business. For individuals, recognition of the donor's vision and generosity (for example, an invitation to the annual dinner, recognition in the department newsletter, plaque, naming, etc.) will provide satisfaction in their investment. And, how will ETSU benefit from their support? (Examples: more opportunities for students to learn about a certain profession, allows the university to provide a service, etc.)

Conclusion

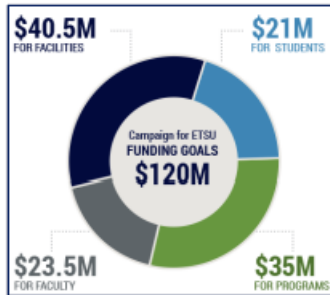
Briefly summarize the request, and express appreciation for their consideration of your proposal. There may also be other points to add about the relationship with the donor.

[Name], we appreciate the opportunity to present this proposal and very much look forward to discussing the details and to discover ways to recognize your generosity in ways that are meaningful to you.

Attachment 2 – Discussion Document Template

Campaign for ETSU Discussion Document – [Donor Name(s)]

For over 108 years, the stories of ETSU students, faculty, staff, alumni, and donors have been woven together to tell a much bigger story – the story of an institution improving the quality of



life for the people of the Appalachian Highlands. Today, like never before, ETSU is poised to leave a lasting impact. With your help, we have the opportunity to transform the lives of our students and change the landscape of higher education.

The *Campaign for ETSU*, officially launched in April 2019 and set to culminate in June 2022, sets an ambitious goal of \$21M for Student Support, providing funds to recruit and retain deserving students by offering competitive scholarships, study abroad opportunities, graduate student stipends, and participation at prestigious academic conferences.

[First name(s)], your commitment and ongoing leadership with the ETSU Foundation [or other examples] has guided us to some pretty amazing results. With your help and continued support, we look forward to the future and to accomplishing even more. The opportunity described below is intended to be the *start* of this conversation, resulting in a program tailored to you and to the change you'd like to bring to ETSU.

Your campaign pledge of \$XX,XXX payable over five years, will create the [fund name and/or description]. This first-of-its-kind initiative will improve access to higher education for ETSU students of all disciplines, who have financial need. These scholarships will help students who may not qualify for strict merit-based criteria, but nonetheless have great potential. Your efforts will be multiplied as we marshal the efforts of *many* other Buccaneers (staff and donors alike). We will promote the challenge, asking ETSU donors across the globe to endow new scholarships (\$25,000 minimum) in their respective areas. Each new endowment will then be matched dollar-for-dollar by you, in \$100,000 challenge blocks. Doing this in increments will help to create a sense of urgency among donors and inspire friendly competition among our staff.



Your investment in the *Campaign for ETSU* will not simply help us meet a campaign goal; it will truly provide resources necessary to enable our students to achieve a lifetime of hopes, dreams, and aspirations. These investments carry forth as our students graduate, empowered to improve their communities and the world.

Thank you and Go Bucs!



[DoD Name], [Title]
[e-mail@etsu.edu], 423-439-[XXXXX]



Attachment 2 – Continued

Use the photos/language below, depending on the area(s) in which the donor is interested.

Student Support – see verbiage and photo on first page.

Faculty Support – *The Campaign for ETSU*, officially launched in April 2019 and set to culminate in June 2022, sets an ambitious goal of \$23.5M for Faculty Support, providing funds for opportunities such as distinguished professorships and chairs as well as new endowments. Faculty are the lifeblood of ETSU.



Facility Support – *The Campaign for ETSU*, officially launched in April 2019 and set to culminate in June 2022, sets an ambitious goal of \$40.5M for Facility Support, providing critical matching funds required by the state for future building and renovation projects, breathing new life into our campus home. Facilities help transform the experience of our students, impacting everything from where they learn to where they sleep.



Program Support – *The Campaign for ETSU*, officially launched in April 2019 and set to culminate in June 2022, sets an ambitious goal of \$35M for Program Support, providing exciting new academic programs that will attract students and ultimately transform their lives. Deans and campus leaders are closely following emerging market demands in order to position ETSU students to meet the needs of tomorrow's employers.

