

STETSON UNIVERSITY

Development and Alumni Engagement

Updated March 28, 2022

Process for determining fundraising priorities for the University development office

The Office of Development and Alumni Engagement adheres to the mission and vision of Stetson University and raises funds for an immediate impact as well as the future of Stetson.

The Major Gift Officers from the specific colleges, schools, and units meet annually with their assigned Provost/Dean/VP/Athletic Director to determine the fundraising initiatives and to designate their priorities. This is applicable for the College of Arts and Sciences, The School of Business Administration, The School of Music, The College of Law, Student Life, the Library, Athletics, Academic Affairs, and Hillel.

The Vice President for Development and Alumni Engagement meets with the President, who has the responsibility to guide and set the fundraising priorities at the university level, to assess the opportunities identified by Development and university leadership and determine the top fundraising initiatives while setting goals for the Development team.

Strategic priorities may change during the year and/or a donor may be interested in an area that has not been identified. Any faculty or staff member who has a specific project or need for which they would like fundraising support must first get approval from their Dean/VP/Athletic Director. The assigned Major Gift Officer will follow through with any additional requests. The Vice President for Development and Alumni Engagement will have final approval.

This process, through thoughtful strategic selection of priorities, will lead to activities that align with the University's mission and envisioned outcomes, and create a stronger Development team able to articulate the current and future needs for resources.