

## **FUND RAISING SUB-COMMITTEE GUIDELINES**

**TO:** The Fund Raising Sub-Committee of the Chancellor's Advisory Committee on African-American Recruitment and Retention

**FROM:** The Chancellor's Advisory Committee on African-American Recruitment and Retention

### **General Commission**

The fund raising sub-committee is commissioned by and responsible to the committee for planning, execution and evaluation of the fund raising campaign. The income will be used to provide financial support to the campus to promote the recruitment and retention of African-American students.

### **Appointment and Composition**

1. The chairperson of the fund raising sub-committee is appointed on a biannual basis by the committee chair in the fall of every other year.
2. The sub-committee selected by the committee chairperson in consultation with the sub-committee chairperson shall be composed of no more than five nor less than three members.

### **Responsibilities**

1. Plan and conduct an annual giving and endowment campaign and report to the committee the results, including identification of sources, strategies, priorities, key relationships and specific time-phased courses of action.
2. Evaluate the preceding year's fund raising campaign in terms of cost and effectiveness.
3. Identify volunteers to work personally with fund raising efforts to increase support and involvement of African-American alumni who may feel disenfranchised.