Purpose
The intent of this policy is to formalize leadership in the fundraising efforts of the University by demonstrating a commitment by the Board of Visitors to be supportive of the efforts of the President to raise funds to advance the mission of the University.

Authority, Responsibility, and Duties
It is the policy of the Board of Visitors of Virginia State University that each Visitor, on an annual basis, will contribute at least $1,000.00 to the annual fund drive or donor fund of their own choice. In addition, each board member is responsible on an annual basis to either give or solicit from donor contacts at least $1,000.00 in contributions to the University or its Foundation.

Leadership Giving Levels
Leadership giving levels for the annual fund drive will be subject to periodic review by the Development Committee. Current annual fund giving levels starting at $1,000.00/year have been established as follows:

- $1,000 - $2,499 - President's Club
- $2,500 - $4,999 - Leadership Club
- $5,000 - $9,999 - University Club
- $10,000 - $24,999 - Board Club
- $25,000 - and above - Founders’ Club

Capital Campaigns/Major Gifts Campaigns
The success of capital campaigns and major gift campaigns are directly linked to leadership gifts that are separate and apart from annual gifts. In order to establish the leadership tone for these periodic campaigns each Visitor is expected to either contribute or cause to be donated at least $5,000.00 in addition to their annual fund and annual donor contact contribution.

Special Events
University sponsored special events, for which there is a publicized cost of attendance, oftentimes present an opportunity to cultivate and solicit donors. The aforementioned social functions should be used by board members for that purpose.

Fundraising has evolved into a comprehensive and sustained effort to secure all the resources possible to support the operations of the University. The purpose of this policy is to reinforce the well established principle that board member leadership is absolutely critical to ensure the success of this process and function.

Definitions
N/A