

Policy number: 2.05

**Mass Solicitations and Annual Giving
University of Florida Foundation, Inc. (UFF)**

Policy Type: Administrative
Department: Annual Giving

1. PURPOSE

To provide for an effective and responsible program of mass solicitations and annual giving activities.

2. APPLICABILITY

All mass solicitations and annual giving activities of UF alumni, donors and/or friends.

3. POLICY

To help prevent duplication of effort and confusion, Annual Giving will coordinate and approve all mass solicitations and annual giving activities, such as, but not limited to, fundraising calling, mailings, or e-communications.

Coordination of mass solicitations and annual giving activities among colleges and units will be handled by Annual Giving, whose staff will evaluate all solicitations for effectiveness, efficiency, and overall quality. Annual Giving staff will work with colleges or units to develop and coordinate layout, design, timing, and message of appeals. Periodic status reports will be provided to the appropriate college or unit. Analyses will be used to suggest enhancements to the unit's efforts.

Costs for campaigns on behalf of units will be budgeted annually and charged to the appropriate unit. Statements of these charges will be sent to the appropriate fund administrators in the units.

Annual Giving will coordinate annual solicitation schedules and strategies, and will assign all appropriate solicitations with an appeal code.

HISTORY

Certified as approved by the UFF Executive Vice President on March 17, 2026. Requests for clarification of this policy should be sent to UFF-PolicyAdmin@uff.ufl.edu.

Action	Date
Original	September 8, 2007
Revised	July 30, 2018
Revised	March 17, 2026