



COLLEGE OF THE NORTH ATLANTIC

OPERATIONAL PROCEDURE

TOPIC: PROSPECT CLEARANCE

Procedure No.	PA-609-PR	Division	Public Affairs
Supersedes	n/a	Board Policy Ref.	n/a
Related Policies	PA-609 PA-608 & PA-610	Effective Date	December 20, 2022 (R3)

PROCEDURE

1.0 Definitions

1.1 Prospect Clearance

The process and approval that is required before donor solicitation can be initiated.

1.2 Unit

A unit is a campus, program, department or other administrative division of CNA.

2.0 Requests and Approvals

2.1 Final approvals for prospect clearance reside with the Office of Alumni and Advancement, Public Affairs Department, and College of the North Atlantic (CNA) Executive. The initiative begins with the individual proponent and their supervisor engaging the Manager of Alumni and Advancement to begin the prospect clearance process of allowing the cultivating and soliciting of individuals, organizations, corporations or foundations on behalf of CNA. Prospect clearance must be granted before any initiative proceeds.

2.2 Solicitation of donors for gifts (e.g., donations, scholarships, etc.) up to \$5,000 (for individuals) and up to \$50,000 (for organizations) requires the written approval of the Manager of Alumni and Advancement.

- 2.3 Requests for more than \$5,000 and up to \$10,000 (individual) and more than \$50,000 and up to \$200,000 (organizations) require the approval of the Associate Vice President of Public Affairs.
- 2.4 Requests for more than \$10,000 (individual) and over \$200,000 (organizations) require the approval of the CNA Executive and President.
- 2.5 The following steps are required when making requests for prospect clearance:
 - 2.5.1 A faculty or staff member must develop a project proposal and provide a list of prospects to be solicited.
 - 2.5.2 The responsible individual must obtain approval for the project from the appropriate Supervisor.
 - 2.5.3 The Supervisor responsible for the unit must ensure the Manager of Alumni and Advancement is notified of all solicitations.
 - 2.5.4 The responsible individual must submit the information required via e-mail to the Manager of Alumni and Advancement and copy their supervisor. A paper copy with the Supervisor's signature needs to be sent to the Manager of Alumni and Advancement. The Office of Alumni and Advancement will coordinate any additional approvals required.
 - 2.5.5 The Associate Vice President of Public Affairs will review clearance requests monthly and submit appropriate requests to the CNA Executive for consideration and approval, as required.
 - 2.5.6 Anyone requesting prospect clearance, requiring CNA Executive approval, will be notified of decisions by telephone or e-mail within one week of the CNA Executive having reached a decision.
 - 2.5.7 When clearance is not approved after an initial review due to a lack of information or due to a conflicting request for clearance of the same donor by someone else in CNA, the following steps may be taken in the order listed until a resolution is reached:
 - a) Consult with competing parties (in the case of a conflicting request);

- b) Request a second review by the Office of Alumni and Advancement, Public Affairs, CNA Executive; and
- c) Refer to the President for final decision.

3.0 Guidelines

- 3.1 Except for potentially large donors, only one prospect clearance is normally granted per donor.
- 3.2 It is the responsibility of the individual proponent of the initiative and their Supervisor to advise the Manager of Alumni and Advancement of progress with the solicitation at the end of each month.
- 3.3 In case of a successful solicitation, stewardship policies are implemented. It is the responsibility of the solicitor to ensure that all conditions of the donation are met and to work with the Manager of Alumni and Advancement to advise the donor of the use of the donation. The Associate Vice President of Public affairs must be copied on all correspondence.
- 3.4 Ongoing donor stewardship is the responsibility of the Manager of Alumni and Advancement and includes an appropriate level of recognition for the donor’s gift and regular reporting to the donor on the application and outcomes achieved as a result of the gift.
- 3.5 The Office of Alumni and Advancement may decline a prospect if:
 - a) There are unusual features to the gift that are contrary to the objectives, values or goals of CNA;
 - b) The gift could financially or morally jeopardize the donor and/or CNA;
 - c) The gift could financially or morally jeopardize CNA’s reputation; and/or the values of the donor are inconsistent with the values of CNA; or
 - d) The gift or terms of the gift are illegal or otherwise contravene federal or provincial law.

Approval History	
Approved by President	January 24, 2008
Revision 1	November 4, 2016
Revision 2	January 25, 2020
Revision 3	December 20, 2022