

MEMORANDUM

TO: All UCSC Development Officers, Friends and Campus Support Groups, KZSC,
Arts & Lectures

FROM: Karen Kroslowitz, Director of Donor Relations

RE: Solicitation materials review policy

DATE: October 20, 2003

In cooperation with the central Annual Fund, Friends and Campus Support Groups, Gift Activity Centers, and other campus fundraising entities, all mass-produced solicitation materials, such as membership brochures or direct mail solicitation letters and similar mailings, should be routed through Gift Administration for review prior to mailing or other distribution. This will ensure that all materials comply with UC policy regarding payee information (UC Regents or UCSC Foundation), statements regarding fair market values for donor benefits, and reply addressing information.

Your cooperation is greatly appreciated.

PLEASE DISSEMINATE THIS POLICY BROADLY.