Advancement Services/GMU Foundation/Annual Giving

 **Solicitation Approval Form**

Please submit all direct marketing solicitation pieces (envelope, pledge card, letter, solicitation brochures, etc.). A response piece must also be attached and approved if one is included with the mailing

Please fax or send to Diane Thornburg, MSN 1A3 or 3-8851. Review of the submitted items should take no more than one week.

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| --- | --- | --- | --- | --- | --- |
| Name of Mailing: |       | Name of contact: |       | Date: |       |
| Num. of Alumni, Students, Friends, Faculty / Staff (pls. circle all intended recipients): |       |
| Date of Mailing: |       | DOD Signature: |       |
| [ ]  Donor response piece attached | [ ]  Solicitation mailing will not include donor response piece |
| [ ]  The pre-approved Annual Giving response piece will be included in the mailing |
| [ ]  Please supply an Appeal Code for this solicitation |

*The GMU Foundation ensures a foundation account is open and the materials comply with Foundation policies.*

**George Mason University Foundation**

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| Approval Signature: |       | **Not** **Approved**: |       |

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| [ ]  O.K. as is. |
| [ ]  O.K. with corrections. |
| [ ]  Needs to be re-submitted with corrections. |
| Comments: |  |
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*Advancement Services reviews solicitation pieces to ensure compliance with CASE standards and IRS regulations.*

**Advancement Services (Mgr. of Alumni & Advancement Records or Director of Advancement Services)**

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| Approval Signature: |       | **Not** **Approved**: |       |

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| [ ]  O.K. as is. |
| [ ]  O.K. with corrections. |
| [ ]  Needs to be re-submitted with corrections. |
| Comments: |
|            |

*The Office of Annual Giving (OAG) reviews message content and is responsible for the scheduling of solicitation mailings.*

**Office of Annual Giving**

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| Approval Signature: |       | **Not** **Approved**: |       |

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| [ ]  O.K. as is. |
| [ ]  O.K. with corrections. |
| [ ]  Needs to be re-submitted with corrections. |
| Comments: |
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