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.

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 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: | |
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*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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