

**1. Previous donor of a \$500 or greater gift to a Florida Tech development project**

**2. A natural constituent of a school/center or project:**

- a. Member of external advisory board of school/center or project
- b. An alum of a school/center
- c. Parent or relative of student in school/center or project
- d. Student
- e. Employee

**3. An individual, corporation, firm or practice with a logical professional or business connection**

For example, a corporation manufacturing computers could be assigned initially to computer science or business until the prospect's special interests could be determined. A pharmaceutical corporation could be a prospect for business or biology. An accounting firm is logically connected to business, but may have an interest in computer science. Athletic equipment companies and professional sports organizations initially seem related to Florida Tech's athletic projects, but discussions with them could reveal that they prefer to support social service projects.

**4. Conflict in prospect assignment** will be negotiated by the fund seeker involved and the director, corporate and foundation relations. If the conflict cannot be resolved by these individuals, the senior vice president for advancement may make the determination of prospect assignment on the basis of these factors:

- a. Known philanthropic interests and history of the prospect
- b. Quality of Florida Tech contact's personal relationship with prospect that would predict maximum gift
- c. Overall funding needs of the entire university as determined by the president and trustees
- d. Interests of external contact person(s) introducing Florida Tech to a firm, corporation, practice or individual unless the contact's preferences conflict with those of the firm, corporation, practice or individual.

**5. University vendors**

Vendors such as Coca Cola, Barnes and Noble and others whose products or services serve virtually the entire university are prospects for the fund-raising project identified by the trustees and president as the university's greatest need. Vendors such as equipment manufacturers, discipline-specific publishers, information services or transportation services—whose services or products primarily serve a single school/center or department—initially are assigned to the school/center or project that uses most of the vendor's services or products.

**6. New friends of Florida Tech**

A foundation, corporation or other entity that does not fit into any other prospect category and has no history of involvement or gifts to the university but is being introduced to the university will be assigned to the school/center or project whose staff and/or supporters initiate the new relationship, unless the prospect's or university's interests conflict with this assignment.