Policy

UNIVERSITY POLICY **DV-02.03-04/14**

Policy Title: Fundraising and Solicitation

Originator: Dr. Brendan Kelly

Responsible Office: University Advancement

Reason for Policy/Purpose:

The University of West Florida recognizes the importance of charitable gifts to enhance the ability of the University to fulfill its educational mission, and actively seeks support from alumni, corporations, businesses, foundations, parents and friends.

Policy Statement:

I. Purpose of Policy

The purpose of this policy is to ensure that the University's fundraising efforts:

a. Result in maximum charitable donor support aligned with University priorities;

b. Are perceived as professional and thoughtful, by minimizing excessive solicitations and being certain the "right person is asking for the right gift at the right time;"

c. Are well coordinated, keeping in mind that many donors view solicitations from various University entities (departments, Colleges, DSOs, athletics, student groups, and similar components) as all coming from the University and/or influencing their overall support of the University;

d. Enable the Division of University Advancement to provide effective support (assistance with cultivation and solicitation, donor research, stewardship and recognition of gifts) for all University-related fundraising efforts;

e. Adhere to approved fundraising ethics and philosophy as outlined in the Donor Bill of Rights, endorsed September 3, 2008 by the University of West Florida Foundation, Inc. (the "Foundation") Board of Directors.

The most important goal of this policy is to ensure coordination and professionalism within the University when working with potential major donors.

II. Scope of Policy

For the purposes of this policy, fundraising and solicitation refers to all requests for pledges, cash, securities, property, and planned gifts. Fundraising activities included in this policy are:

a. Major organized drives or campaigns, which may have written, in-person, telephone and/or special event elements.

b. Special events for fundraising such as performances, dinners, and tastings.

c. Special limited solicitations by mail or phone.

d. Establishment of a "friends" or "associates" group to benefit a department or program, or to target a special group of givers, such as alumni.

e. Proposals to private foundations, corporations, service clubs or other non-governmental organizations. Proposals to foundations in response to an RFP do not require approval via this policy, but notification of the Division of University Advancement is requested.

f. Extended cultivation of one or a small group of donor prospects over a period of time, culminated by a personal solicitation for funds.

g. Promotional efforts that specifically refer to our interest in receiving gifts, to our capacity for managing funds, and to any relationship between gifts received and their use.

h. Sponsorships.

i. Requests for “event giveaways” and donated services in excess of $250.

III. Special Considerations

Requests for grant support from governmental sources are not covered by this policy.

The unique role of WUWF (UWF’s public radio station) exempts it from seeking approval for routine fundraising efforts including on-air pledge drives, direct mail, solicitation of corporate underwriting and sponsorships, and special events. However, review and approval of major gift and special campaign solicitations are necessary.

The unique role of the University of West Florida Historic Trust is also recognized. In light of its special mission as a direct support organization of the University, this policy does not apply to the acceptance of historical artifacts (e.g. manuscripts, clothing), or the acceptance of historical properties by the UWF Historic Trust. However, membership drives and other fundraising initiatives fall within these fundraising policies and procedures.

UWF Business Enterprises, Inc. is also recognized as a direct support organization. In light of its unique role to build and manage public/private partnerships, create new services and businesses to support the campus, to enhance current auxiliaries and businesses and to increase alternate sources of revenue for UWF, this policy does not apply to the activities of this organization as defined in its Articles of Incorporation.

Finally, it is understood that solicitation by staff of the University of West Florida Libraries of gifts of personal papers of families, organizations, photographs, recordings, books, rare materials, and the like do not fall under this policy. Long-term commitments regarding retention of any materials will be carefully considered and are subject to the approval of the Dean of University Libraries. However, acceptance of such materials must be in accordance with Foundation gift acceptance policies and IRS guidelines.

Procedures:

IV. Policy on Coordination of Fundraising Activities

The following policy guidelines are established to include fundraising efforts carried out by units within the University. Also, consistent with the University's Regulation 5.016 (the "DSO Regulation"), this policy applies to direct support organizations of the University, except as specifically set forth above. The DSO Regulation provides that the President or designees(s) shall have authority to "establish fundraising priorities that are consistent with the University's mission and ensure coordination of fundraising activities among all" direct service organizations. This policy, endorsed by the Foundation Board of Directors, also applies to volunteer groups organized by University units such as advisory boards.

Solicitation of charitable gifts and/or the development of organized fundraising programs require prior review and approval. The President authorizes the Vice President for University Advancement (or his or her designee) to provide this review and approval.

Procedures for Applying

a. A University employee, unit, or direct service organization that desires to initiate a fundraising effort will submit a brief written proposal to the Vice President for University Advancement (the "VPUA") for review. Written approval of the proposal by the VPUA is required before any solicitations are made. Prior to developing a proposal, the initiator must consult with and obtain approval from the appropriate supervisor and vice president. It is also strongly recommended that the VPUA or an appointed designee be consulted early in the process to determine the feasibility of the effort, to consider the resources available from each person and office, and to coordinate with other fundraising or grant writing activities on campus.

b. The proposal, which can be submitted as an e-mail, must include:

1. Activities to be supported with solicited gift funds;

2. The cash goal or kind and value of other gifts to be solicited;

3. A tentative calendar of activities;

4. A brief description of the type of solicitations to be used, and;

5. A list of all potential donors (individuals, corporations, businesses, and foundations) to be contacted;

6. Assurance that the appropriate supervisor and vice president have been informed and approve of the proposal.

c. Donors should be asked to designate the Foundation (or other applicable direct service organization o f the University) as the recipient of charitable gifts to benefit the University. Typically, donors may specify a fund within the Foundation. All gifts and donations must be processed through the Foundation before being deposited, unless specific written arrangements have been approved by the President or VPUA and made in advance to use a different process.

d. It is the responsibility of the Foundation to officially record and acknowledge receipt of all gifts for the benefit of the University or any agency thereof, including cash, pledges, securities, trusts, insurance policies, real estate, and other gifts-in-kind and to assure that any reporting requirements have been met. A complete and accurate record of every donor shall be maintained by the Division of University Advancement. Donor anonymity will be protected whenever desired by the donor to the extent permitted by law and Foundation guidelines.

V. Fundraising by Student Groups, Classes or Organizations – Internal

When a student group or organization plans to solicit gifts, sell goods or raise funds on behalf of their particular group, class or organization, it shall avoid duplication and repetitious requests of potential contributors in the community and assure the integrity of the institution by completing the following arrangements:

a. Student groups, classes or organizations on campus which are planning to engage in fundraising or solicitation activities must complete and submit an Event Registration Form to Student Involvement. A copy of this form shall be forwarded to the Division of University Advancement. Upon receipt of the form, a copy of this policy will be provided to the group, class or organization at that time.

b. Fundraising efforts such as bake sales, the sale of tickets, small item sales, revenue-generating student events, and small event gift-in-kind solicitations of less than $250 require the approval of the Associate Director of Student Involvement or Director of University Commons and Student Involvement. These fundraising efforts are not processed through the Foundation.

c. Proposals for larger projects, including cash gifts of any size and gifts-in-kind of $250 or more, which involve solicitation from local businesses, foundations or community organizations, or which involve a campaign targeting community residents shall be reviewed by the Office of Student Affairs and forwarded to the Division of University Advancement for coordination and approval of a solicitation list.

d. The name, contact person and address of any business or entity which donates cash or items valued at or more than $250 shall be given to the Division of University Advancement within three business days of the receipt of the gift.

e. Groups are allowed to acknowledge donor and/or sponsor recognition on their University web presence. Such listing of donor and/or sponsor names is appropriate, but providing links to corporate websites/commercial advertising is prohibited.

VI. Fundraising by Faculty or Staff Groups, Student Groups, Classes or Organizations - External

When a student group, class or organization plans to solicit gifts, sell goods or raise funds on behalf of a n organization not affiliated with the University of West Florida, they must also complete an Event Registration Form outlining the nature and scope of each fundraising effort. A copy of this form shall be forwarded to the VPUA or designee. A copy of this policy will be provided to the group, class or organization at this time.

Faculty or staff groups planning to solicit gifts or raise funds on behalf of an organization not affiliated with the University of West Florida must complete a "Fundraising and Solicitation Form" located on the University Office of Development web site, outlining the nature and scope of each fundraising effort. A copy of this form shall be forwarded to the VPUA or designee. A copy of this policy will be provided to the Faculty or Staff group at this time.

a. It is important for any University group soliciting to follow university policy and be aware of the fund raising priorities of the Division of University Advancement and the Office of Development.

b. Groups shall not promise or promote any permanent donor recognition on the University campus for individuals or companies giving to a project/program that is not affiliated with the University. Permanent donor recognition on the University campus is reserved for those making gifts to University projects and programs.

c. Groups are allowed to acknowledge donor and/or sponsor recognition on their University web presence. Such listing of donor and/or sponsor names is appropriate, but providing links to corporate websites/commercial advertising is prohibited.

VII. External Requests for Campus Wide Fundraising

External non-profit organizations seeking to conduct a university wide employee campaign must submit their written requests to the VPUA between May 1 and June 30 of each year. Applications for campus

wide fundraising are available on the University Office of Development web site (Fundraising and Solicitation Form). The VPUA will review these requests and will present to the President for approval. The process will identify one organization that will be the University's external partner during the coming academic year, August 15 – May 1. Employee involvement and solicitation will be permitted for this approved organization.

Authority and Related Documents: University Regulation 5.016.

APPROVED By: Dr. Judith A. Bense, President Date: 4/8/14

History: Amended April 2014; amended August 2011; adopted December 2005.