

**UWG PROCEDURE NUMBER: 10.1.2, Fundraising**

**Authority: UWG POLICY 10.1 (External Funding)**

The University of West Georgia (UWG) 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. This procedure addresses those fundraising efforts that are for the use by the University to support its mission. To the extent this procedure conflicts with the UWG Policy 5.5 (Solicitation, Advertising, and Sales) and its associated procedures, the latter will prevail.

The Chief Development Officer, pursuant to the authority of UWG Policy 10.1, establishes the following procedures on fundraising:

**A. Definitions**

1. **“Charitable gift”**- a gift (usually tax-deductible) made to a not-for-profit organization.
2. **“Donors”** – a person, organization, corporation, or foundation that makes a gift, or **“Charitable gift”**.
3. **“Fundraising”** - the solicitation or collection of contributions (cash or of other value).
4. **“Recognition”** - the policy or practice of providing formal acknowledgement to a donor by a personal letter, a public expression of appreciation, a published list of donors, or another appropriate way.
5. **“Solicitation”** - the act of seeking an exchange of mutual benefit among parties; includes, but is not limited to, actions seeking attendance at venues, cash contributions, purchase of goods or services including First Amendment protected speech.

**B. Purpose**

The purpose of these procedures is to establish a framework for action and to define roles and responsibilities in fundraising. The development function falls within the purview of the President of the University under authority granted by the Board of Regents (BOR policy 204) to the President, who is the "executive head" of the institution. The President has authorized the establishment and promotion of a comprehensive and integrated fundraising program for the University (including all its units) and its cooperative organizations.

Further, these procedures ensure that the University's fundraising efforts:

1. Result in maximum charitable donor support aligned with University priorities;
2. Are professional and thoughtful;
3. Are well coordinated, keeping in mind that many donors view solicitations from

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various University entities (departments, Colleges, athletics, student groups, and similar components) as all coming from the University and/or influencing their overall support of the University;

4. Adhere to approved fundraising ethics and philosophy as outlined in the Donor Bill of Rights and all federal, state, and other governmental or regulatory policies which apply to fundraising.

This procedure is to ensure coordination and professionalism within the University when working with potential donors.

### **C. Procedures**

The president has delegated day-to-day management of the fundraising program to the Vice President for University Advancement and designates him or her as the Chief Development officer of the University. This policy acknowledges that Deans and other senior administrators have important roles in fundraising consistent with the expectations for their positions.

Initiatives - Campaigns and other fundraising initiatives are important ways of concentrating energy and resources on strategic objectives of the University. The President has final approval authority over all fundraising initiatives. The Chief Development Officer, in consultation with Deans and unit heads, is responsible for ensuring that all fundraising activities are integrated into a unified plan.

Donors and prospects- Taking a donor-centered approach, the University's objective is to solicit each donor for maximum giving to support the programs for which the donor has the greatest affinity and which meet the strategic goals of the institution. The Chief Development Officer is responsible for developing prospect management procedures, which include rules and regulations for prospect assignment and solicitation clearance. Units with competing claims on prospects will be afforded the opportunity to submit to the Chief Development Officer justifications for assignments.

Personnel - Forming and sustaining a skilled professional staff is essential to an effective fundraising program. The Development Department is responsible for a professional development program and for all development personnel. Regardless of reporting relationships, the Chief Development officer or his or her designee is consulted in all development officer personnel decisions (including creating and reclassifying positions and hiring, evaluating, promoting, retaining, and terminating personnel.)

Ethics - As in all its undertakings, the university recognizes the need for high ethical standards in fundraising. The Chief Development Officer is responsible for promulgating and enforcing ethical standards for all those engaged in fundraising activities.

Confidentiality - The University and its cooperative organizations gather confidential and sensitive information on donors and prospective donors. This information is used to formulate

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fundraising strategies that are most appropriate for each donor. The Development Department is responsible for putting into place procedures for defining the scope of information collection and distribution and for protecting the confidentiality of the information to the extent permitted by law.

The UWG Foundation - The UWG Foundation is the primary destination for all gifts to the University except when agreements and conditions dictate otherwise.

Consultants - Fundraising consultants can add value to the fundraising operation by bringing state-of-the-art information and best practices to the University. The Chief Development Officer, in coordination with the colleges and other units, may engage consultants for special projects. The Development Department is responsible for coordinating all consulting engagements.

Named gift opportunities - The naming of facilities and endowments represent important recognition opportunities in the development process. As directed by the President, the Chief Development Officer is the chair of the naming committee and shall be responsible for compliance with University and Board of Regents policies and procedures regarding naming and the removing of names from facilities and endowments.

#### **D. Applicability**

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

1. Major organized drives or campaigns, which may have written, in-person, telephone and/or special event elements.
2. Special events for fundraising such as performances, dinners, and tastings.
3. Special limited solicitations by mail, email or phone.
4. Establishment of a "friends" or "associates" group to benefit a department or program, or to target a special group of givers, such as alumni.
5. Proposals to private foundations, corporations, service clubs or other non-governmental organizations.
6. Proposals to foundations in response to an RFP do not require approval via this procedure, but notification of the University Advancement Division is requested.
7. Extended cultivation of one or a small group of donor prospects over a period of time, culminated by a personal solicitation for funds, managing funds, and to any relationship between gifts received and their use.
8. Sponsorships, requests for "event giveaways" and donated services that are valued at or greater than \$250.
9. Solicitation of gifts of personal papers of families, organizations, photographs, recordings, books, rare materials, and the like do not fall under this policy.

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#### Procedures for Applying

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 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.

The proposal, which can be submitted via 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.

Donors should be asked to designate the UWG Foundation (or other applicable direct service organization of the University) as the recipient of charitable gifts to benefit the University. Donors may specify a fund within the Foundation. All gifts and donations must be processed through the Foundation before being deposited, unless the President or VPUA has approved specific written arrangements in advance.

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. The University Advancement Division shall maintain a complete and accurate record of every donor. Donor anonymity will be protected whenever desired by the donor to the extent permitted by law and Foundation guidelines.

Fundraising by student groups, classes or other internal organizations - 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:

1. Student groups, classes or organizations on campus that are planning to engage in fundraising or solicitation activities must complete and submit a Fundraiser Approval Form to the Department of Auxiliary Services. A copy of this form shall be forwarded

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To the University Advancement Division. Upon receipt of the form, a copy of this procedure will be provided to the group, class or organization at that time.

2. 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 should follow UWG Policy 5.5 ( Solicitation, Advertising, and Sales) and its associated procedures.
3. Proposals including solicitation lists 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 Department of Auxiliary Services and forwarded to the University Advancement Division for approval.
4. Name, contact person if other than the individual donor, amount, date of gift, gift Type and address of any business or entity which donates cash or items valued at or more than \$250 shall be given to the University Advancement Division within three business days of the receipt of the gift.
5. Groups are allowed to recognize donors and/or sponsors on their University website. Such listings of donors and/or sponsors are allowed, but providing links to corporate websites/commercial advertising is prohibited.

#### Fundraising by faculty and/or staff groups, student groups, classes for external organizations -

When a student group, class or organization plans to solicit gifts, sell goods or raise funds on behalf of a charitable organization not affiliated with the University of West Georgia, it must follow UWG Policy 5.5 (Solicitation, Advertising, and Sales) and its associated procedures if it involves sponsorships or sales. If the student group, class, or organization seek to raise cash contributions for non-affiliated charitable organizations, a Fundraiser Approval Form outlining the nature and scope of each fundraising effort must be completed and sent to the University's Auxiliary Services, and to the VPUA or his/her designee. A copy of this procedure 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 a charitable organization not affiliated with UWG must complete a "Fundraising and Solicitation Form" located on the University Office of Development website, 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 procedure will be provided to the faculty or staff group at this time.

It is important for any University group soliciting to follow University Policy and Procedures and be aware of the fundraising priorities of the University Advancement Division and the Office of Development.

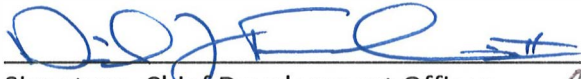
Groups shall not promise or promote any donor recognition on the University campus for individuals or companies giving to a project/program that is not affiliated with the University. Donor recognition on the University campus is reserved for those making gifts to University

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projects and programs per policy/procedures.

Other 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 website (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.

**Issued by the Chief Development Officer, the 21 day of October 2017.**



Signature, Chief Development Officer

Reviewed by President: \_\_\_\_\_



Previous version dated: N/A