

**University Policy 500.04
SOLICITATION AND FUNDRAISING**

Responsible Administrator: Vice President for Institutional Advancement

Responsible Office: Institutional Advancement

Originally Issued: December 2006

Revision Date: January 2017

Authority: Office of the President

Policy Statement

It is the policy of Claflin University to ensure that all solicitation, fundraising and related events are operated in the best interest of the University and the community.

Statement of Purpose

For the purpose of this policy, fundraising is defined as the collection of funds through donation, sales and/or event planning for purposes of charitable donation or budget enhancement. This policy establishes guidelines for approval of all solicitation, fundraising and related events.

Applicability

The Claflin University Division of Institutional Advancement is considered as the gatekeeper for the University's fundraising and solicitation. The Division has a distinct and separate responsibility to raise and solicit funds on behalf of the University as a whole. A second entity, the Division of Student Development and Services responsibility for fundraising and solicitation is limited to student organizations. The specific guidelines for student organizations are outlined in the Claflin University Student Handbook. To avoid duplication of effort, it is critical that the difference in responsibilities between these two entities, both involve fundraising is understood.

PROCEDURES

All solicitation, fundraising and related events governed by this policy must be approved by the Vice President for Institutional Advancement. When University facilities are requested, the event must also be approved by the Vice President for Administration. While members of the University Family are encouraged to be engaged in fundraising activities, no solicitation of foundations, corporations, businesses, industries, alumni or individuals will be conducted without first discussing the proposed project with and receiving approval from the Vice President for Institutional Advancement. The request must include the purpose for which the funds are to be used and specify how funds will be raised, and the expense budget to include the price of admission (if applicable). Further, if University facilities will be used the event must be coordinated through the Vice President for Fiscal Affairs, who will determine how funds are handled and accounted for and what fees will be applied for the use of University facilities.

Alumni Fundraising Events

Because Alumni Chapters are units of the Claflin University International Alumni Association (CUIAA) and because the CUIAA, Inc. is a sanctioned agent of the University organized to aid and abet participation by alumni with the University the following policies regarding fundraising on the University's behalf are hereby established:

- I. When producing or presenting events where there are admission or other charges and where the proceeds are advertised to support Claflin University, the following requirements will apply:
 - a. The presenting chapter of the CUIAA or the CUIAA itself will request utilization of the University's 501(c)3 statement to assure that tax abatement occurs.
 - b. At least 30 working days prior to the event, the presenting chapter of the CUIAA or the CUIAA itself will complete a preliminary copy of the Claflin University Event Reconciliation Form indicating the event, plan, expense budget, and anticipated income and submit it to the University's Institutional Advancement Office directed to the attention of the Vice President for Institutional Advancement.
 - c. Within 10 working days after the event, the presenting chapter of the CUIAA or the CUIAA itself will submit the achievement(s) and the financial report from the event on the Claflin University Event Reconciliation Form to the University's Institutional Advancement Office directed to the attention of the Vice President for Institutional Advancement. Any proceeds to the University should be enclosed with the Reconciliation Form.
 - d. Within five working days of the receipt of the post-event Reconciliation Form and the net proceeds from the event, the Vice President for Institutional Advancement will issue, or cause to be issued, the appropriate receipt and acknowledgement forms/letters to the chapter/association to complete the reporting cycle.
- II. Officials of Affiliate Chapters of the CUIAA and/or the CUIAA itself are responsible for the accountability of funds for events.
- III. The CUIAA and its affiliate chapters are limited as a sanctioned agent in their representation of Claflin University to activities specifically related to the cultivation of alumni and former students, the recruitment of new students and goodwill activities to enhance Claflin's image, to attract alumni participation and to promote the University as a special place in America's education enterprise. In these roles, the CUIAA and its affiliate chapters will not:
 - a. Approach corporations, foundations, or other significant business entities for charitable contributions to the University without University clearance;
 - b. Represent opinions or views as those of the University.
- IV. Affiliate Chapters of the CUIAA and the CUIAA itself, should they receive charitable gifts directed to Claflin University, will forward the gift instruments

immediately to the University for accounting purposes. Any special instructions regarding the handling and acknowledgement of gifts should be transmitted *with* the gift instruments.

University Sponsored Fundraising Events and/or Events Sponsored by Official University Organizations

In order to raise funds for various projects at the University and to provide entertainment for constituents of the University, special events will be planned periodically by the University. The following criteria will be used to evaluate such events:

1. The event maintains the image and integrity of the University.
2. The event is promoted and operated in an ethical and professional manner.
3. Evidence that the event has a reasonable opportunity to succeed.
4. To schedule events in a suitable way that will be in harmony with other activities of the University and will not be a burden on its donor base.

To this end, policies and procedures have been established as follows:

- I. The President or his designee must approve all special events, dates and locations prior to implementation of any plans to have an event.
- II. The President or his designee will take responsibility for signing any contracts or agreements which may be required.
- III. Once the event is approved, a memorandum of understanding will be signed by the chairperson of steering committee, who will act as liaison with University staff in coordinating the event from start to finish. The completed forms (special activity and facility request) will also be forwarded to the Chairman of the Facility Request Committee if the event is campus based.
- IV. The President will receive regular status reports during the planning and promotional period which may be presented by the chairperson of the event or the University liaison.
- V. The Vice President for Institutional Advancement or special designee will approve all promotional material, brochures and ticket copy to maintain the proper image for the event.
- VI. All entry tickets and raffle ticket must be paid for in advance by cash, check or VISA/MasterCard/Discover/American Express.
- VII. All revenue will be turned in to the University prior to the event, and the University will pay all expenses.

- VIII. The accounting records pertaining to the event will be kept by the University. The University will take responsibility for obtaining all licenses and insurance as needed as is warranted by the type of event being held. The committee will agree to abide by the rules set by governing organizations controlling such things as gaming rules and liquor licenses, etc.

Co-Sponsored Fundraising Events

While Claflin University places great emphasis on its role as a contributing member of the Community, there is no obligation on its part to fulfill every request for fundraising events. The University may refuse the use of its facilities to on and off campus groups that otherwise would be eligible where the proposed activity would require an unreasonable amount of University supervision or service or where there is a question concerning safety of the participants or the lack of appropriate supervision.

- I. Co-sponsored fundraising events are those activities through which another Organization or individual offers to hold a fundraising event for the benefit of Claflin University. Prior to submitting approval for these co-sponsored fundraising events, the Vice President for Institutional Advancement will determine if the event meets the following requirements:
- A. When approved, a memorandum of understanding will be signed by an officer of the sponsoring organization, who will act as liaison with the University staff in coordinating the event. The forms (special activity and facility request) will also be forwarded to the Chairman of the Facility Request Committee.
 - B. The University will receive regular reports from the sponsoring organization and a comprehensive final evaluation.
 - C. The University's Office of Communications and Marketing must approve all promotional material prior to use.
 - D. Usage of the Claflin University logo by the sponsoring organization must be approved by the Office of Communications and Marketing.

**Claflin University
Orangeburg, South Carolina**

Solicitation and Fundraising Events Form

INSTRUCTIONS: Please complete the following Solicitation and Fundraising Events Form and submit to the Office of Institutional Advancement, third floor Tingley Memorial Hall, Suite 10.

PLEASE NOTE: All solicitation, fundraising and related events must be approved by the Vice President for Institutional Advancement. When University facilities are requested, the event must also be approved by the Vice President for Administration. (Please attach all necessary documents.)

(Please Print or Type)

Requestor's Name: _____

Phone: _____

Address: _____

City	State	Zip Code
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E-Mail: _____

Requesting
Organization/Department: _____

Purpose of Activity: _____

How will funds be raised: _____

Activity Date: _____ Time of Event: _____ am/pm to
_____ am/pm

Price of Admission (if applicable); \$ _____ Expected Attendance: _____

Campus Activity: Y__ N__

Building Requested: _____ Room: _____

All Food and Campus Security Services must be coordinated by the Claflin University Dining Service and Campus Safety Departments.

IMPORTANT: Incorrect, incomplete or late requests will not be accepted. No advertising or notice of the event can be given until request has been approved in

writing. This form is a request only and **does not** guarantee the fundraising event, facility or any services will be available or approved. I have read, understand and will abide by the established rules and regulations governing solicitation and fundraising events at Claflin University.

Requestor's Signature: _____ Date: _____

FOR OFFICE USE ONLY

Request Received By: _____

Date: _____

Approved: _____ **Disapproved:** _____

Signed: _____

Date: _____

Vice President for Institutional Advancement

**Claflin University
Fundraising Event Reconciliation Report**

Reporting Organization: _____

Submitted by:

(Name)

(Position)

Event Description:

Event Objectives:

1. _____
2. _____
3. _____
4. _____
5. _____

Event Achievements:

1. _____
2. _____
3. _____

AUDIT REPORT

SOURCES	INCOME	EXPENSE	NET

Contact Information:

Address 1 _____

Address 2 _____

City _____

State _____ Zip _____

Phones: Mobile _____ Home _____
Office _____

