

PROCEDURE TITLE:	UNIVERSITY FUNDRAISING GUIDELINES & PROCESSES
PROCEDURE NO.:	5.31:1
RELATED POLICY:	5.31REV
PAGE NO.:	1 OF 4
RESPONSIBLE PARTY:	CHIEF ADVANCEMENT OFFICER
EFFECTIVE DATE:	06/14/2024
NEXT REVIEW DATE:	06/2027

1.0 ROLE OF FOUNDATION IN UNIVERSITY FUNDRAISING

- 1.1 All Shawnee State University (“University” or “SSU”) fundraising activity and solicitations shall originate from and be conducted by the Shawnee State University Foundation (“Foundation”), a 501(c)(3) nonprofit organization with a purpose of raising funds for Shawnee State University. In certain cases, University staff, faculty, including departments and programs, and students, including organizations, clubs, classes, and teams, may be permitted to conduct fundraising activities to solicit gifts that benefit SSU in amounts of less than \$1,000 if explicitly approved by the Foundation. This procedure applies to any person or entity seeking to solicit contributions of any kind to SSU or the Foundation.
- 1.2 No person or entity may fundraise or solicit funds on behalf of or to benefit SSU or the Foundation without prior approval from the Foundation.

2.0 APPLICATION AND APPROVAL PROCESSES

- 2.1 Any person or entity seeking to fundraise or solicit funds shall submit a fundraising plan by completing the online Foundation Fundraising Approval Form no later than twenty-one (21) days prior to the scheduled commencement of the proposed fundraising activity. The person submitting the fundraising plan form is the fundraising project manager.
- 2.2 Applicants seeking permission to fundraise shall specify the party(ies) to benefit and purpose of the proposed solicitation, provide a detailed description of the solicitation requested, including: the time period, place, purpose, and parties engaging in the solicitation; the parties being solicited; the type and nature of gifts solicited; an estimate of the amount expected to be raised; a list of any university resources used for the solicitation; and a description of communication methods to be employed in the solicitation.
- 2.3 All student requests shall be approved by the appropriate advisor and all employee requests shall be approved by the proper supervisor before the Foundation will consider the request.

- 2.4 Upon receipt of a complete Fundraising Approval Form, the Foundation shall evaluate the requested fundraising plan and will determine, in its sole discretion, whether the proposed activity is lawful, ethical, and prudent, taking into consideration the proposed plan, the university resources utilized, the prospect for amount and type of funds raised, the impact on internal and external constituencies, and any conflicts with existing donor and other university relationships.
- 2.5 The fundraising project manager will be notified by the Foundation via email within ten (10) days of submitting the Fundraising Approval Form whether their fundraising plan has been (a) approved; (b) approved with conditions; (c) or denied.

### 3.0 SSU ATHLETIC FUNDRAISING

- 3.1 Under the direction of the Director of Athletics, SSU Department of Athletics Administration, Coaches, Staff, and Students may conduct the following fundraising activity and solicitations which are considered approved and coordinated under Policy 5.31Rev.:
  - 3.1.1 In-game: Game ticketing, game sponsorships and advertisements, 50/50 raffles
  - 3.1.2 Athletic Website and Social Media Sponsorships and Advertisements
  - 3.1.3 Athletic Facilities and Website: Signage, sponsorship, advertising
  - 3.1.4 Team Fundraisers: Professional game management participation, on- and off-campus special events and sales, raffles with Foundation review for games of chance compliance
  - 3.1.5 All sponsors and sponsorship levels will be approved by the Foundation prior to any solicitation
- 3.2 In no event shall any Athletic administrator, coach, staff member or student, except for the Director of Athletics, conduct any direct appeal or solicitation by any means for cash or a cash equivalent.
- 3.3 The Director of Athletics shall notify the Foundation of any and all fundraising activities and solicitations under this section prior to starting them.

### 4.0 COORDINATION GUIDELINES AND PROCESSES

- 4.1 All private gifts and funds raised herein shall be paid to, made payable to, or otherwise transferred to or titled in the Shawnee State University Foundation.
- 4.2 Any and all cash, checks or credit card payments from any source shall be deposited by the fundraising project manager in the Foundation within 24 hours of receipt or on the next business day.

- 4.3 The fundraising project manager will notify the Foundation of any changes to its approved fundraising plan.
- 4.4 Within ten (10) days of the completion of the fundraising activity, or upon demand by the Foundation, the fundraising project manager shall submit a final report detailing the fundraising plan activity by completing the online Foundation Fundraising Final Report Form.

## 5.0 FUNDRAISING RESTRICTIONS

- 5.1 Solicitation and fundraising activities may include, but are not limited to, in-person appeals, direct mail appeals, email appeals, merchandise and food sales, event admissions, sponsorships, and activity-based fees.
- 5.2 Gifts and contributions including cash and pledges, sponsorships, gifts-in-kind, prizes, and other funds may be raised for university scholarships and enhancement of university programs, travel, equipment, materials, supplies, activities and events.
- 5.3 Student clubs and organizations may solicit funds to benefit third party charitable organizations so long as the third-party beneficiary is an IRS 501(c)(3) entity and the primary purpose of the student club and organization is not service to the third-party charitable organization.
- 5.4 Shawnee State University students and employees shall not be directly solicited by any person or entity other than the Foundation. Shawnee State University students and employees may be indirectly solicited in a university common area if explicitly approved by the Foundation prior to solicitation.
- 5.5 No use of the university name and logo for fundraising or solicitation purposes is permitted without prior approval from the Foundation.

## 6.0 PROHIBITED ACTIVITIES

- 6.1 The following fundraising and solicitation activities are strictly prohibited by any party other than the Foundation:
  - 6.1.1 Games of chance;
  - 6.1.2 Appeals to benefit any individual;
  - 6.1.3 Direct solicitation of Shawnee State University employees, including door-to-door solicitation and any use of university email;

- 6.1.4 Any solicitation or fundraiser not explicitly approved in writing by the Foundation prior to commencement of the activity; and fundraisers or solicitations to raise money for operational purposes.

History:

Effective: 06/25/2015, 10/20/2022

Revised: 06/14/2024