

Policy Approval/Review Form

This form is used for the approval, amendment, removal or review of a Gordon State College policy. Once authorized with the President's Signature, the policy will be posted to the Gordon State Website. This approval form will be filed in the Office of the President with Cabinet minutes noting approval.

Policy Title *	Fundraising Policy
Department	Advancement, External Relations & Marketing
Policy Editor	Montrese Adger Fuller
Request Type	New ☐ Amended ☒ Removed ☐ Reviewed ☐

OBJECTIVE (Briefly state your purpose.)

The purpose of the revised Fundraising Policy is to ensure that the Office of Advancement, External Relations and Marketing under the administrative authority of the President coordinates fundraising efforts at Gordon State College in cooperation with the Gordon State College Foundation, Inc. The College has established guidelines in compliance with the policies of the Board of Regents. These efforts are further governed by state and federal rules and regulations.

RESOURCES AND CONSULTATION (Briefly describe the resources (i.e. website, link) used in developing, amending, removing, or reviewing the policy. Include names of other individuals who assisted with this change.)

The VPAERM consulted with other Chief Advancement Officers to hear details about the way the various USG institutions had their Fundraising Policies structured. The amended policy was reviewed by all Cabinet members, and Dr. Nooks, Megan Davidson and Britt Lifsey suggested that edits be made to the policy before it was approved.

COMMUNICATION PLAN (Identify how information about how the policy will be communicated to the college as well as training plans if applicable.)

The Fundraising Policy will be communicated with the campus community during training work shops and listed on the College website for further reference.

Authorizations

Dean or Supervisor Signature and Date: _____

Cabinet Sponsor (VP) Signature and Date: _____

President Signature and Date: _____

Montrese Adger
Fuller

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Fuller
Date: 2021.03.11 17:52:57 -05'00'

***Policy Template must be submitted with this form.**



College Fundraising Policy

Policy Statement

Gordon State College recognizes the importance of charitable gifts to fulfill its educational mission and actively seeks support from alumni, friends, faculty, staff, corporations, foundations and businesses.

Reason for Policy

The goal of this policy is to ensure that the fundraising efforts of the College are coordinated, keeping in mind that, because many donors view solicitations from GSC entities (schools, departments, student groups, etc.) as all coming from GSC, this may influence their overall support of the College.

Entities Affected by This Policy

All faculty, staff, students, friends, donors and prospective donors of Gordon State College are covered by this policy.

Who Should Read This Policy

All faculty, staff, students, and others involved in fundraising should read and follow this policy.

Contacts

Contact	Phone	E-Mail
Advancement, External Relations and Marketing Office	678.359.5739	advancement@gordonstate.edu
VP of Advancement, External Relations and Marketing	678.359.5124	montreseaf@gordonstate.edu

Website Address for This Policy

<https://www.gordonstate.edu/departments/advancement/fundraising-policy/index.html>

Related Document/Resources

None

Definitions

These definitions apply to these terms as they are used in this policy:

- a. Employee: any individual who is employed by Gordon State College for direct or indirect monetary wages and profit
- b. Student: any individual who is registered to take classes at Gordon State College
- c. Donors: any individual who donates money or materials to Gordon State College
- d. Major Donors: any individual or organization who has donated \$10,000 or more to Gordon State College
- e. Prospective Donors: organizations or individuals who will be asked to make a gift to Gordon State College

- f. Trustees: Individuals serving on the Gordon State College Foundation.
- g. Fundraising: a significant way that non-profit organizations may obtain money for their operations.
- h. Raisers Edge: The fundraising database utilized in the Office of Advancement, External Relations, and Marketing.

Overview

Scope of Policy

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

- Large-scale organized drives or campaigns, which may have written, in-person, telephone and/or special event elements.
- Special events for fundraising such as performances, dinners and tastings.
- Special limited solicitations by mail or phone.
- Proposals, to include grant submissions to private foundations, corporations, service clubs or other non-governmental organizations.
- Extended cultivation of one prospective donor or a small group of donor prospects over a period of time, culminated by a personal solicitation for funds.
- Promotional efforts that specifically refer to our interest in receiving gifts and/or to any relationship between gifts received and their use.
- Sponsorships.
- Requests for “event giveaways” and donated services in excess of \$500.

Policy on Coordination of Fundraising Activities

- Fundraising activities to be held on campus only do not require the approval of the Office of Advancement, External Relations, and Marketing.
- Solicitation of charitable gifts and/or the development of organized fundraising programs require prior review and approval. The President authorizes the Vice President of Advancement, External Relations and Marketing (or his/her designee) to provide this review and approval.
- A College employee, department or division that desires to initiate a fundraising effort will submit a brief written proposal to the Vice President of Advancement External Relations and Marketing for review. Written approval of the proposal by the Vice President of Advancement External Relations and Marketing is required before any solicitations are made. Prior to developing a proposal, the initiator must consult with and obtain approval from their immediate supervisor and Vice President. It is also strongly recommended that the Vice President of Advancement External Relations and Marketing 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 as an e-mail, must include:
 - Activities to be supported with solicited gift funds;
 - The cash goal or in-kind value of other gifts to be solicited;
 - A tentative calendar of activities;
 - A brief description of the type of solicitations to be used;
 - A list of all potential donors (individuals, corporations, businesses, and foundations) to be contacted;
 - Assurance that the appropriate supervisor and vice-president have been informed and approve of the proposal.

- Donors should be asked to designate the Gordon State College Foundation, Inc. as the recipient of charitable gifts to benefit the campus. 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 Vice President of Advancement, External relations and Marketing to use a different process.

Grant Submissions

It is desirable for faculty to pursue the development of grant proposals seeking outside funding for projects and equipment/materials which cannot be funded through the regular budget. Although staff members in the Office of Advancement, External Relations, and Marketing are not available to help write grants, they may be of assistance in identifying grant funding sources related to local needs. It is important that all such grants fit within the mission of the college and the goals of the administrative unit of which the faculty member is a part. Supervisors should be involved in the process from the beginning. All grant proposal opportunities must have the prior approval of the VPAA to ensure appropriateness of the project, acceptability of any reassignment of faculty workload, and the availability of any required matching funds. The grant proposal must be circulated at least ten days prior to the deadline date in order to receive final approval by the Vice President for Academic Affairs and the President.

Fundraising by Student Groups and Organizations

When a student group or organization plans to ask for gifts or raise funds on behalf of their particular group or organization, they shall avoid duplication and repetitious requests of potential contributors in the community by completing the following arrangements:

- Students groups and organizations on campus which are planning to engage in fundraising or solicitation activities must obtain written permission from the Director of Student Life and Recreation.
- 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 Director of Student Life and Recreation.

Responsibilities

The Responsibilities each party has in connection with this policy are:

Party	Responsibility
Advancement, External Relations and Marketing Office	Review and provide feedback on submitted fundraising proposals.
Staff	Obtain initial approval of fundraising project by Cabinet member prior to submitting to Advancement Office.
Faculty	Obtain initial approval of fundraising proposal by Cabinet member prior to submitting to Advancement Office.
Students	Obtain approval of fundraising programs from Division of Student Affairs.
Cabinet Members	Review and approve or deny fundraising proposal prior to submission to Advancement Office.
President	Approval or denial of solicitation of members of the President's Solicitation List comprised of Major Donors and Major Donor Prospects.

Forms

None

Appendices

None

Printable PDF

[College Fundraising Policy PDF file](#)