

Policy Title:	Campus Fundraising Policy
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Governing Body:	Southern Oregon University	Policy Number:	FAD.081
Policy Contact:	Vice President of Development	Date Revised:	October 2018
Custodial Office:	Development Office	Date Approved:	November 14, 2018
Approved By:	President	Next Review:	
Related Policy:	Student Organization Resource Handling Policy (SAD.018)		

### Revision History

Revision Number:	Change:	Date:
	Initial version	October 2018

### A. Purpose

Fundraising at Southern Oregon University is a community endeavor, critical to the university’s future. Key to this success is a strong, enduring relationship between the university and its philanthropic partners. In order to maximize success, avoid duplication of effort, and assure adherence to university priorities and policies, the Office of Development serves as the coordinating agent for all SOU fundraising.

### B. Definitions

For tax and gift reporting purposes, a gift is defined as a voluntary transfer of assets from a person or an organization to the Foundation where no goods or services are expected in return, implied or forthcoming for the donor. Gifts usually take the form of cash, securities, real property or personal property. The following criteria generally identify a gift:

- A gift is motivated by charitable intent.
- Gifts are irrevocable transfers of assets. There is no obligation to return unexpended funds.
- Gifts are not generally subject to an exchange of consideration or other contractual duties between the university or Foundation and the donor.
- The donor or any gift agreement does not demand a period of performance.

- Formal financial accounting to the donor is not required as it would be, for example, with a research grant. A general report is not considered a formal accounting.
- Generally, funds received from individuals, closely-held corporations, and family foundations will be classified as gifts. A portion of these funds may also be included in reporting conducted by the Office of Grants and Contracts as appropriate.
- Funds received from corporations, corporate foundations, and major foundations are classified as gifts unless the grant requires performance or other consideration. These funds may also be included in the reporting conducted by the Office of Grants and Contracts as appropriate.
- Whenever possible, gifts should be directed to the SOU Foundation for deposit to ensure appropriate donor acknowledgement, stewardship, and recognition. If a gift is specifically directed to the university, the Office of Development provides tax acknowledgement on behalf of the university. In all cases, the SOU Foundation is charged with maintaining the comprehensive list of donors to the university.

### C. Policy Statement

Southern Oregon University recognizes the importance of charitable gifts to enhance the ability of the university to fulfill its educational mission and thus actively seeks support from alumni, corporations, businesses, foundations, and friends.

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

- Result in maximum charitable donor support aligned with university priorities.
- Are well coordinated, understanding that many donors view solicitations from various university entities (departments, foundation affiliates, athletics, student groups, etc.) as all coming from one source—the university.
- 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.”
- Enable the Office of Development to provide effective support (assistance with cultivation and solicitation, donor research, stewardship and recognition of gifts) for all university-related fundraising efforts.

Fundraising websites, such as GoFundMe and Venmo, are strictly prohibited.

The SOU Foundation is the university's non-profit affiliate and has primary responsibility for accepting and managing gifts on behalf of the university. Whenever possible, gifts should be directed to the SOU Foundation for deposit to ensure appropriate donor acknowledgement, stewardship, and recognition.

#### APPLICABILITY

This policy applies to all faculty, staff, offices, departments, divisions, officially recognized student-run organizations, service organizations, university programs, and any other institutional unit or group affiliated with or acting in the name of Southern Oregon University, including all advisory groups and

boards and all Affiliates of the Southern Oregon University Foundation seeking gifts from private sources.

Fundraising from private sources. This policy governs any fundraising activity by such persons or groups, including, but not limited to, any of the following activities:

- Organized drives or campaigns, which may include direct mail, in-person conversations, or telephone solicitations.
- Special events, such as dinners or performances.
- Establishment of a “friends” group to benefit a program or division, or to target a special group of potential donors, such as alumni.
- Proposals to private foundations, corporations, service clubs or other non-governmental organizations.
- Extended cultivation of one or a small group of donor prospects over a period of time, culminated by a personal solicitation for funds.
- Sponsorships.

### UNIVERSITY FUNDRAISING PRIORITIES

There are hundreds of projects at SOU worthy of financial assistance. By prioritizing projects needing private funding, the university can concentrate its efforts on first completing those projects that will do the most to meet the institutional objectives outlined by the President and Governing Board of Trustees. These priorities provide the focus of the SOU Office of Development’s fundraising efforts and goals.

The primary responsibility for leading SOU in its fundraising efforts belongs to the President with specific delegation to the Vice President of Development. Any faculty, program, division, employee or officially recognized student-run organization of the university must secure the approval of the Vice President of Development prior to engaging in any form of solicitation in the name of Southern Oregon University. Student organizations should take care to review and adhere to Student Organization Resource Handling Policy (SAD.018) with particular emphasis on the portions of the policy that require approval and coordination with the Office of Development.

In order to ensure comprehensive fundraising coordination throughout the university, SOU and the SOU Foundation have adopted the following policies:

- A. A prospect tracking system that coordinates donor approaches and documents all interactions. All substantive donor discussions should be documented and forwarded to the Office of Development so that all relevant interactions are maintained and tracked.
- B. An Annual Giving plan that considers each academic unit’s fundraising needs. These plans are developed in consultation with the respective division directors and are essential to good development planning. Direct mail campaigns on behalf of the university are conducted year-round by the university and involve the crafting of appropriate unit-based giving messages. The Office of

Development maintains an annual schedule and overview of mailing (and calling) efforts for each academic and athletic unit supported through these efforts.

- C. If any academic or non-academic unit at Southern Oregon University wishes to undertake a fundraising project of any size, the unit must gain the approval of the appropriate Vice President and the Vice President of Development prior to the start of fundraising (See Campus Fundraising Procedure for procedural information).
- D. The Vice President of Development in consultation with the Provost and Vice President for Academic Affairs shall be the final arbiter in assessing the likelihood for private fundraising success for initiatives proposed by academic units and programs as well as individual faculty members. The Vice President of Development will consult the President when proposed projects are initiated by the Department of Intercollegiate Athletics. As necessary, additional consultation will take place with other Vice Presidents and Directors depending upon the proposed initiatives.
- E. The Vice President of Development in consultation with the President and other Vice Presidents as necessary will prioritize projects where multiple approaches to potential philanthropic partners have been proposed.
- F. Solicitations to, discussions with, or requests for support from any private foundation (e.g. regional, family, or non-corporate foundations) or public agency (e.g. federal, state, or local public-agency grants) must be approved by the Office of Development and Office of Grants and Contracts before a proposal is submitted.

These policies are developed to facilitate, coordinate, and ensure success of solicitations supporting university priorities and are meant to ensure that prospects are not solicited on an uncoordinated basis to the detriment of other projects pending with individuals, corporations, organizations, or private foundations.

#### UNIVERSITY AND NON-UNIVERSITY FUNDRAISING INITIATIVES

The university is aware that students, recognized student-run organizations (e.g. Clubs), and employees may engage in fundraising activities for which the university is not the intended beneficiary. These activities may range from campus-based efforts to raise funds to support a recognized student group or to support community groups such as the United Way or Habitat for Humanity. If the proposed fundraising program is not addressed and permitted according to SOU's Student Organization Resource Handling Policy or other applicable university policies, the Vice President of Development must approve it in advance. Revenue from these types of activities cannot flow through the university or SOU Foundation and must be handled directly with the intended beneficiary of the fundraising activity.

This policy may be revised at any time without notice. All revisions supersede prior policy and are effective immediately upon approval.

D. Policy Consultation

Director of Business Services; Director of Grants and Contracts; President's Cabinet; Policy Council; and Faculty Senate Advisory Council. This policy was posted for campus comment on October 12, 2018.

E. Other Information

Other fundraising policies include the following: SOU Foundation Gift Acceptance Policy; SOU Foundation Gift-in-Kind Policy; Naming Policy (FAD.009); and Student Organization Resource Handling Policy (SAD.018).

The Policy Contact, defined above, will write and maintain the procedures related to this policy and these procedures will be made available within the Custodial Office.