

University of West Florida Fundraising and Solicitation Policy

The University of West Florida recognizes the importance of charitable gifts to enhance the ability of UWF to fulfill its educational mission, and actively seeks support from alumni, corporations, businesses, foundations, parents and friends.

Purpose of Policy

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

- Result in maximum charitable support for University priorities;
- 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;"
- Are well coordinated, keeping in mind that many donors view solicitations from various UWF entities (departments, Colleges, DSOs, athletics, student groups, etc.) as all coming from UWF and/or influencing their overall support of UWF;
- Enable the Division of Development to provide effective support (assistance with cultivation and solicitation, donor research, stewardship and recognition of gifts) for all university-related fundraising efforts.

The most important goal of this policy is to ensure coordination within the University when working with potential major donors. In many cases, the President is involved in cultivating such donors.

Scope of Policy

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

- Major 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.
- Establishment of a "friends" or "associates" group to benefit a department or program, or to target a special group of givers, such as alumni.
- Proposals to private foundations, corporations, service clubs or other non-governmental organizations. Proposals to foundations in response to an RFP do not require approval via this policy, but notification of the Division of Development is requested.
- Extended cultivation of one 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, to our capacity for managing funds, and to any relationship between gifts received and their use.
- Sponsorships.
- Requests for "event giveaways" and donated services in excess of \$250.

Special Considerations

Requests for grant support from governmental sources are not covered by this policy.

Due to the unique role of the WUWF radio station at UWF and in the community, approval of routine fundraising efforts including on-air pledge drives, direct mail, solicitation of corporate underwriting and sponsorships, and special events is not necessary. However, review and approval of major gift and special campaign solicitations is necessary.

The unique role of West Florida Historic Preservation, Inc. is also recognized. In light of its special mission as a DSO of UWF, this policy does not apply to West Florida Historic Preservation membership drives, the acceptance of historical artifacts (e.g. manuscripts, clothing), or the acceptance of historical properties.

Finally, it is understood that solicitation by staff of the University of West Florida Libraries of gifts of personal papers of families, organizations, photographs, recordings, books, rare materials, and the like do not fall under this policy. However, acceptance of such materials must be in accordance with University of West Florida Foundation gift acceptance policies and IRS guidelines. Long-term commitments regarding retention of any materials will be carefully considered and will be approved by the Dean of University Libraries.

Policy on Coordination of Fundraising Activities

The following policy guidelines are established to include fundraising efforts carried out by units within the University. Also, consistent with DSO Rule 6C6-5.016 which was approved by the UWF Board of Trustees on January 9, 2004, the policy applies to DSOs of UWF. This Rule states that the President or designees(s) shall have authority to “establish fundraising priorities that are consistent with the University’s mission and ensure coordination of fundraising activities among all DSOs.” The policy also applies to volunteer groups organized by UWF units such as advisory boards:

- Solicitation of charitable gifts and/or the development of organized fundraising programs require prior review and approval. The President authorizes the Vice President for Development (or his/her designee) to provide this review and approval.
- A University employee, unit, or DSO that desires to initiate a fund-raising effort will submit a brief written proposal to the Vice President for Development (VPD) for review. Written approval of the proposal by the VPD 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 also strongly recommended that the VPD 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 kind and value of other gifts to be solicited;
 - A tentative calendar of activities;

- A brief description of the type of solicitations to be used, and;
 - 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 University of West Florida Foundation, Inc. as the recipient of charitable gifts to benefit the University. 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 VPD and made in advance to use a different process.
 - It is the responsibility of the UWF Foundation to officially record and acknowledge receipt of all gifts to 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. A complete and accurate record of every donor shall be maintained by the Division of Development. Donor anonymity will be protected whenever desired by the donor to the extent permitted by law and UWF Foundation guidelines.

Fundraising by Student Groups and Organizations

When a student group or organization plans to solicit 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 and assure the integrity of the institution by completing the following arrangements:

- Students groups and organizations on campus which are planning to engage in fundraising or solicitation activities must complete the UWF Student Activities Event Registration Form. This form outlines the nature and scope of each fundraising effort and can be obtained in the Reservations and Conference Services Office located in the University Commons.
- 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 Student Activities Coordinator or Associate Director of the University Commons and Student Activities.
- Proposals 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 Office of Student Affairs and forwarded to the Division of Development for coordination and approval of a solicitation list.
- The name, contact person and address of any business or entity which donates cash or items valued at more than \$250 shall be given to the Division of Development within three business days of the receipt of the gift.