West Virginia University

INSTITUTE OF TECHNOLOGY

SOLICITATION AND FUNDRAISING MANUAL

FOR WVU TECH EMPLOYEES AND CAMPUS ORGANIZATIONS

Purpose

At WVU Tech, we value our community and corporate partnerships. As we preserve established relationships and expand new ones, we want to ensure that we are operating under the best stewardship and fundraising practices.

This manual provides helpful guidelines, procedures and tips for soliciting and fundraising activities for your department, activity or event.

The Campus President has authorized the Development Director to review and approve all solicitation and fundraising activity. All fundraising activities will must be approved by the Development Director and must follow all University, Foundation and state of West Virginia guidelines and policies.

Types of Fundraising and Gifts

Charitable Donations: A donation of something of value (usually in the form of cash) that is tax deductible.

Gifts in-kind: A contribution of equipment or other property on which the donor may place a monetary value and claim a deduction for tax purposes.

Grants: Generally, an allocation from a foundation, corporation or government agency solicited by a written proposal.

Sponsorships: An act of supporting an event, activity or organization financially or through the provision of products and services.

Getting Started

Solicitation of sponsorships, donations or grants and the development of organized fundraising programs require planning. Before you submit your fundraising idea, ask yourself these questions to develop a clear and concise way to get your activity funded.

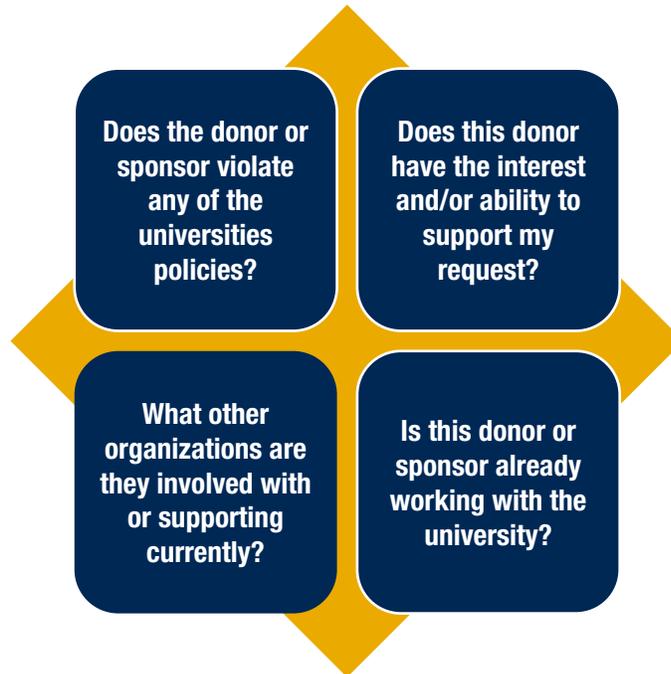| Available Funds?	How Much Will it Cost?	What Type of Fundraising?	Who Should I Solicit?
Check with your supervisor or department chairperson to determine if funds have been appropriated for your activity.	Determine how much you need to fund your activity.	Which method of fundraising should you use to fund your activity?	Who are the constituents or businesses you will contact and how will you contact them?

Choosing a Donor or Sponsor

It is important to consider if the donor or sponsor you seek to solicit is an ideal match for your activity, program or event. Donors and sponsors should be sought out deliberately and with intent, considering the university's mission, policies and values.

To decide if a donor or sponsor is appropriate, consider these points:

Does the donor or sponsor violate any of the universities policies?

Does this donor have the interest and/or ability to support my request?

What other organizations are they involved with or supporting currently?

Is this donor or sponsor already working with the university?

Prohibited and Restricted Advertising and Sponsorships

NCAA, Conference or University-instituted advertising restrictions and prohibitions, including all sponsorship rights controlled by the University or Team, are noted below:

- Tobacco and tobacco-related products
- Political candidates or purposes
- Hard liquor/spirits/distilled beverages
- Casino sports books
- Gambling (online or otherwise, but not including the WV Lottery) may not be advertised
- Firearms, explosives or lethal weapons
- Beer/ale products
- Adult entertainment
- NCAA banned substances
- Athletic recruiting services
- Motion pictures, television programs and video games that are rated NC-17

- Competing colleges, universities or affiliates and their related programs, unless specifically authorized in writing by the University
- Advertisements which are, in the University's reasonable judgment, misleading, offensive or in violation of a statute, law ordinance or any University contract obligation

Policies and Processes for Solicitation

Fundraising is a time-sensitive and deliberate undertaking. **All fundraising campaigns** will be closely supervised and controlled by the Development Director, Campus President and WVU Foundation.

All major gift fundraising activities ($10,000 and above), including but not limited to proposal solicitation, contact in-person or by phone, direct mail and social media communications, requires prior approval and cooperation with the Development Director.

Capital project fundraising is strictly prohibited and is handled solely by the Campus President, Development Director and WVU Foundation.

State and Federal grants are solely handled by the WVU Office of Sponsored Programs (OSP). Applying for state and federal grants on your own accord is strictly prohibited. For all information and questions concerning State and Federal grants contact OSP at 304.293.3998.

When submitting your fundraising proposal, be sure to include the following details:

- List of all individuals and organizations to whom you plan to send a solicitation request
    - Make note if any have supported the project previously, if it is for a repeat project, or if they have supported another campus project.
- List of proposed mailings, email communications and marketing materials
- Additional information to include
    - Reason for your fundraising proposal
    - Purpose of campaign
    - How you plan to solicit funds
    - What the funds will be used for
    - How much funding you are asking for
    - If you have asked any of these donors previously to support a project
    - Dates the campaign will run
    - If you require an online giving page or registration page
    - Are there any potential legal, HR or insurance issues around the fundraising event (i.e. summer camps, training camps, etc.)

- Your solicitation or fundraising plan must be reviewed and approved by the executive staff member who oversees your area and Development Director prior to being sent. The Development Director holds the authority to defer or cease any solicitation or fundraising activities in the best interest of the university and Foundation.

If your fundraising plan requires marketing material, please review the branding and marketing guidelines on the WVU Tech faculty and staff page of the website, listed under UR/Branding Resources. The Director of University Relations holds the authority to edit, remove and add to all materials pertaining to the marketing and branding of your proposal. To provide ample time for review, allow two to three months prior to your proposed campaign begin date for proposal approval and marketing content development. Any add-ons inserted into approved documents will require another review through the same process which, may cause a delay.

Private Nonprofit and Corporation Grants

While it is permissible to pursue private foundation and corporation grants, it is imperative that the Development Director is aware of all grants you are seeking. Approval by the Development Director is required before submitting foundation and grant requests. The Development Director holds the authority to defer and cease all private grant related activity in the best interest of the university and Foundation.

Take careful consideration when in search of private funds that the organization or business does not violate any of the university's *Prohibited Advertising and Sponsorships* directives. Proposals should be carefully constructed, keeping in mind the mission of the university, academic programs and values of the WVU system.

Private nonprofit grants are held by WVU Foundation. When constructing proposals, the entity listed to receive the award will be *West Virginia University Foundation*. Additionally, you will use the WVU Foundation tax identification information.

The Development Office will provide accompanying documents and information, such as Director/Head of Organization, university financial material and governing body information. This information will be added to your proposal in the course of the review process.

When a proposal requires online submission and login credentials, do not create a new account or attempt to login. Contact the Development Director for the authorization to create an account. The Development Director may collaborate with the Foundation to submit your proposal.

Gifts In-Kind

Gifts in-kind are donations of property, other than cash and marketable securities, such as artwork, books and equipment. These gifts require an official transfer of ownership of property from the donor to WVU Tech or WVU Foundation.

It is prohibited to verbally – or through written form – accept any gifts in-kind on your own accord. Contact the Development Director within two business days of a donor indicating they wish to donate an in-kind gift.

If a donor unexpectedly sends an in-kind gift to your office:
- Get the donor's contact information (name, mailing address, phone number and email address)
- Provide a detailed and accurate description of the gift
- Note its condition (poor, good, excellent)
- Take pictures of the collectibles individually
- State the donor's intent/reason for giving gift

Send this information via email to the Development Director within two business days of receiving the gift.

Memorabilia (i.e. athletic jerseys, yearbooks, letterman jackets, pictures) are considered donations of historical interest and are not tax-deductible gifts. Donors of memorabilia and other types of collectibles should contact the Alumni Relations Coordinator to donate such items.

Cash/Check Donations

Accepting donations on behalf of WVU Foundation accounts fall under the same scrutiny of the University-wide Cash Handling Policy. Unless you have received prior approval from the Director of Finance and Development Director, you are not able to collect cash or checks for an event. If your event requires collection the of funds on the day of the event, you will need to work with Finance to schedule an individual with fund-handling privileges.

Checks should be made out to "WVU Foundation" and the intent of the fund should be included in the memo line (i.e. President's Office, LCNCOES General Fund, BHSS General Fund, WVU Tech SAE Fund). You should direct donors to mail check/cash donations to WVU Foundation at: **WVU Foundation, PO Box 1650, Morgantown, WV 26507-1650**.

Donors may also give online through an event page or at give.wvu.edu/other by specifying the fund. If a donor mails a check to the WVU Tech campus, the check should immediately be processed, per university-wide cash handling policies,

Mobile deposits are the first option to deposit a printed check. Contact the Development Director to identify who will be able to assist you in making a mobile deposit.

If mobile deposit contacts are not available at the time of receipt of the check, the check must be mailed to WVU Foundation. There are no longer paper forms to submit, but you need to have an account with Foundation Services (www.wvufs.com) to submit the gift deposit service request. For questions about gift processing, contact the WVU Tech Development Director or the gift processing team in records management at the WVU Foundation.

It is imperative that checks and cash are processed upon receipt. Keep track of the donations you receive via *Gift Acknowledgement Log* to insure fund accuracy.

Acknowledgements

Donor acknowledgements express our gratitude and appreciation for supporting WVU Tech and our academic, athletic and student programs and, in return, it creates a long-lasting relationship between the university and the donor.

Donor acknowledgement of gifts, no matter the donation size, should be promptly sent with the donor's intent and a recognition of the donation. Keep an electronic copy of the acknowledgement for your records. An acknowledgement is automatically sent from the WVU Foundation on behalf of the Campus President, but feel free to send a personalized letter of appreciation from your program/project to the donor. An electronic copy of this acknowledgment, if you send one, should be submitted to the Development Director for the donor's file.

End-of-year gifts (December) should be immediately processed for tax-related purposes.

Contacts

Office of Development	Stephanie Allard, Development Director stephanie.allard@mail.wvu.edu; (304) 929-0324
Alumni Relations/University Events	Ashton Critchley, Coordinator acritch1@mail.wvu.edu; (304) 929-1254
West Virginia University Foundation	info@wvuf.org; (304) 284-4000
Office of Sponsored Programs - State and Federal Grant inquiries	wvusponsoredprograms@mail.wvu.edu; (304) 293-3992

For more contact information for various departments/areas on campus, visit wvutech.edu/directory