



Policy Number: III.06
Policy Level: Operating Policy
Originally Issued: November 18, 2013
Revised: March 7, 2016
Reviewed: February 5, 2018
Reviewed: April 1, 2020
Policy Owner: VP for University Advancement
Policy Implementation: VP for University Advancement
SACSCOC Standard: 5.2.c

University Fundraising

I. Policy Statement and Purpose

In accordance with Athens State University's mission, this policy establishes the standards for University Fundraising.

The Vice President for University Advancement will develop an annual philanthropic plan to establish the University's fundraising priorities. This plan must be in aligned with and support the University's vision, mission and goals. The annual plan will be submitted to the President's Cabinet and the President for approval.

II. Definitions

Office of University Advancement

The Office of University Advancement encompasses the entire administrative unit under the direction of the Vice President for University Advancement. This includes the areas of: Development; Public Relations, Marketing, and Publications; Web Services; and Alumni Affairs and Annual Giving. The Vice President for University Advancement shall serve as an ex-officio member and the Secretary/Treasurer of the Athens State University Foundation Board and is the primary liaison for all fundraising activities between the University and the Foundation.

Athens State University Foundation

The Foundation is a separately incorporated 501(c) (3) non-profit organization, incorporated in 1981 for the purpose of stimulating voluntary private support from alumni, parents, friends, corporations, foundations, and others for the benefit of Athens State University. The Athens State University Foundation Board is responsible for the control and management of all assets of the Foundation, including assuring that all gifts to the Foundation are consistent with donor intent. The Foundation's fundraising policies and procedures are defined separately in the *Athens State University Foundation Fundraising Policies and Procedures* and in an agreement between the Foundation and Athens State University dated October 16, 2015. The Athens State University President will serve as an ex-officio member of the Foundation Board and as such shall assume a prominent role in fundraising activities.

Proposal

A written or oral request to a potential donor or funding source that proposes specific support in the form of a gift or that seeks to determine the interest of the source in providing such support.



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Fundraising Event

Any activity sponsored by the University for the purpose of raising funds to benefit the University and further the University's ability to achieve its mission, vision, and goals.

III. Rules

Solicitations for Funds and Proposals to Donors

The Office of University Advancement will coordinate all solicitations and proposals seeking private gifts from individuals, corporations, and foundations for the University. Therefore, in order to prohibit duplication of solicitations as well as to ensure compliance with other applicable policies of the University, all faculty, staff, student groups/organizations, alumni and the Alumni Association must seek approval by completing a [Request to Solicit](#) and submitting to the Office of University Advancement prior to initiating any fundraising event/activity.

All University employees must avoid any conflicts of interest in relations with donors or prospects. Persons connected to any fundraising effort on behalf of the University cannot accept favors or receive personal gain from a donor or prospective donor in connection with the fundraising activity. Development officers who wish to provide volunteer fundraising solicitation or consulting services, or to serve on a fundraising committee of any non-profit entity with a constituency that significantly overlaps that of the University, must receive prior approval from the Vice President for University Advancement.

IV. Procedures for University Fundraising

All individuals must follow the *Athens State University Foundation Fundraising Policies and Procedures* established by the Office of University Advancement.



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V. Responsibility for this Operating Policy

Policy Owner

As part of the initial approval of this policy by the President and subsequent to the original dissemination of the policy, the Vice President for University Advancement is the policy owner for the ongoing evaluation, review, and approval of this policy. Subsequent reviews and revisions to this policy must be in accordance with approved operating policy procedures and processes.

This policy will be reviewed every 2 years or more frequently as needed by the Policy Owner. Revisions will be reviewed/affirmed by the Cabinet and approved by the University President. This policy will be updated/published in the University's Policy Library.

Responsibility for Policy Implementation

The President has assigned the responsibility of implementing this policy to the Vice President for University Advancement.