

Clarke University Campus Fundraising Policy

The purpose of this policy is to coordinate all Clarke University fundraising efforts and ensure university communications are consistent with its overall needs and priorities. All fundraising efforts must support, and not compete with, Clarke's efforts to secure funding for annual operating needs, capital projects and endowed funds.

The Institutional Advancement (IA) Office is responsible for coordinating the cultivation, solicitation and stewardship of donors and, therefore, oversees all fundraising appeals to Clarke constituents: alumni, students, faculty, staff, friends, local businesses, foundations, corporations, and parents of students and alumni. Two fundamental principles guide the IA Office's efforts:

1. that Clarke's overall interests take precedence over the special interests of individual departments, organizations, teams, clubs, or other groups; and
2. that all fundraising on behalf of Clarke must be in compliance with Sec. 501(c)(3) of the Internal Revenue Code, which governs non-profit tax-exempt organizations.

Clarke University recognizes that individual departments, organizations, teams, clubs, and other groups have the need for occasional fundraising activities to support group initiatives or designated charities; however, multiple or overlapping solicitations to the same constituents may have unintended negative consequences. As a result, the IA Office serves as your campus resource to coordinate all fundraising that involves soliciting outright gifts from constituents.

I. Submission of Fundraising Proposals by Campus Groups, Departments or Individuals

Visit [the Source](#) to submit a fundraising proposal. Once a fundraising proposal is approved within your division, any department, organization, team or club wishing to directly solicit constituents is required to connect with the director of advancement services, Roberto Dominguez at roberto.dominguez@clarke.edu before the fundraiser may take place to identify how you intend to secure funds and the constituents you plan to contact. *A direct solicitation fundraiser is defined as asking an individual or organization directly for a contribution.*

II. Approval Process and Next Steps

Individuals who submit fundraising proposals involving direct solicitation activities may be required to provide a comprehensive prospect list detailing who they wish to solicit. Please note: proposed projects may need to be altered based on the university's current fundraising activities and the timing of the project.

Once approved, departments and organizations are required to follow these guidelines:

- The IA Office has final approval over all prospect lists and will need to review and approve all written materials in advance. Clarke employees are not to be directly solicited for department-specific fundraising purposes, without prior authorization.
- Prior to the solicitation activities, the IA Office will work with the department, organization, team or club and the Business Office to ensure funds received are deposited in the appropriate account.
- The policies and procedures for athletic fundraising activities are located here: <https://clarke44.sharepoint.com/sites/InstitutionalAdvancement/SitePages/eTeam-Sponsor.aspx>

- Any outright gifts resulting from direct solicitation activities that require a receipt must be directed to the IA Office so that gifts may be processed in accordance with IRS guidelines and tax receipts can be issued.
- Gift receipts and thank you letters will be the responsibility of the IA Office; however, we will provide a donor list upon request so soliciting departments/ organizations may thank donors as well.

III. Exclusions from Policy

This policy does not prohibit or limit in any way fundraising efforts by departments, organizations, team or clubs that take the form of advertising in publications or programs; car washes; camp fundraisers, sales of baked goods, trinkets, apparel items; ticketed performances; personal chore services, etc., in which the buyer of such goods or services receives a tangible benefit as a result of the transaction. As a result of the Internal Revenue Service (IRS) guidelines, the university cannot issue gift receipts for these transactions. However, student organizations wishing to take part in these types of activities must follow the Student Organization Fundraising Guidelines set forth by the Student Life Office. These guidelines may be accessed at: <https://www.clarke.edu/intranet-current-students/>.

Please note: the Clarke University Business Office is responsible for securing an annual raffle license on behalf of the university, and all raffles should follow the university's official raffle policy.

This policy also does not include public benefit events. Any plans for benefits must be reviewed and approved by Clarke University administration. The university does not support benefit events on behalf of individuals. Any fundraisers supporting external organizations will require approval from the appropriate Vice President. The Vice President is then responsible for informing the Cabinet of the fundraiser on an as-needed basis.

IV. Questions

Please contact Roberto Dominguez, director of advancement services at 588-6408 or Roberto.dominguez@clarke.edu with any questions.

Please contact the Student Life Office at 588-6313 or visit the Student Life portion of the Clarke University website, with any questions related to student organization fundraising.