



EASTERN OREGON
UNIVERSITY

FUNDRAISING POLICY
www.eou.edu/ua/eou-policies/fundraising

Policy Update 2/14/2005

General Guidelines

Eastern Oregon University is bound by the laws of the State of Oregon and the Administrative Rules of the Oregon State Board of Higher Education.

- A. Administrative Rules, Section 33.110 states:
 - a. Solicitation of students for funds is prohibited. All solicitation of funds from students for whatever purpose is prohibited unless authorized by the Chief Executive of the institution involved.
- B. The Eastern Oregon University Policy for fundraising reads:
 - a. Direct solicitation, for which the donor receives benefits or not, such as for athletic grants-in-aid, scholarships, and loan funds, requires prior administrative approval.
 - b. Any form of gambling must be in compliance with the State of Oregon; contact Marketing, Development and Public Affairs for ruling.
- C. Fundraising By Students and Student Organizations:
 - a. The fundraising policy for students and student organizations is available online at www.eou.edu/ua/policies, the Student Activities Office or University Advancement.

Introduction

The EOU University Advancement (UA) is responsible for the general areas of fundraising and support, and serves as a liaison with the Eastern Oregon University Foundation for development activities. Responsibilities of UA include working with faculty, staff, students, campus units, the Foundation, and other support organizations including the Alumni Association and Mountaineer Athletic Association (formerly known as the EOU Booster Club), interested in enhancing or developing fundraising efforts to provide the logistical support and coordination necessary to develop and carry out appropriate fundraising activities. Individual initiative in locating sources of and raising funds is encouraged within the framework of these policies and guidelines.

Relationship of the Institution to the Foundation

The EOU Foundation was created for the purpose of providing financial support for the University. It is a legally organized non-profit organization and is empowered to solicit and receive tax-exempt donations in cash, stocks and bonds, real estate and other gifts. By state statute, each Oregon University System institution may be affiliated with one (1) non-profit charitable organization.

An Executive Committee is empowered by the Foundation's Bylaws to speak and make transactions for the trustees who manage the Foundation. Liaison and program support comes from UA. The President of the University serves as an *ex-officio* non-voting member of the Foundation Executive Committee. The Foundation Executive Committee may establish subcommittees responsible for carrying out fundraising efforts. Faculty may be asked to serve in support roles for these subcommittees.

FUNDRAISING POLICIES, PROCESS AND GUIDELINES

The purposes of the EOU Fundraising Policies and Guidelines are: (1) to coordinate the many activities directed at fundraising by the units of EOU; (2) to clearly identify the relationship of EOU to the Foundation; (3) to maximize the effectiveness and efficiency of fundraising activities; and (4) to enhance the giving of funds to provide needed private resources to the institution.

Policy

- A. All official institutional contacts with the Foundation Executive Committee will be made by or through the President of the University or designee.
- B. All fundraising activities associated with Eastern Oregon University will comply with the Comprehensive Fundraising Policies and Guidelines and Foundation Gift Acceptance Policies and Planned Giving Guidelines.
- C. Applicable existing rules for fundraising by students and organizations shall apply outside of these policies.

Process

- A. Proposals for major projects and campaigns are sent to the Office of UA. Proposals need to include the following:
 - a. Rationale
 - b. Expected amount to raise
 - c. Sources of revenue – private gifts, grants, etc.
 - d. Duration of campaign or timeline
 - e. Targeted constituents – alumni, community, etc.
 - f. Parties involved
 - g. Marketing materials and resources
- B. The UA staff will review proposals, gather additional information as needed, and submit a feasibility study to the University President.
- C. The University President reviews the studies and makes a final determination about its priorities.
- D. The University President then forwards his/her priorities to the EOU Foundation for review and implementation.

Guidelines

- E. Coordination of Requests for Funds and Donor Contacts
 - a. It shall be the responsibility of UA to serve as the coordinating agent to the institution and to the Foundation for all fundraising programs and for all solicitation of funds from private individuals, foundations, businesses, corporations, and organizations.

- b. Any request or proposal to undertake a fundraising program or activity or to solicit contributions from individuals, foundations, businesses, corporations and organizations should be reviewed first through regular channels by the appropriate School Dean or unit administrator, then submitted to UA for a feasibility study and recommendation to the President.
 - c. Proposals for major projects and campaigns are sent to UA and should include:
 - i. Rationale
 - ii. Expected amount to raise
 - iii. Sources of revenue
 - iv. Duration of campaign or timeline
 - v. Parties involved
 - vi. Marketing materials and resources
 - d. Programs to be coordinated by the staff of UA include:
 - i. All annual funding solicitations.
 - ii. Other programs as designated by the Foundation to solicit financial support.
 - iii. Fundraising efforts appealing to various University constituencies regarding scholarships, memorial funds and/or other endowed funds.
 - iv. Raising private funds for the construction, expansion or renovation of EOU facilities.
 - v. Requests to private sources outside the normal grant-making process for the funding of new or existing academic programs.
 - vi. All other programs to raise funds in the private sector.
- F. Acceptance, Recording and Acknowledging of Gifts (to the University directly, not received by the Foundation).
- a. It shall be the responsibility of the staff of UA to officially record and process acknowledgement receipts of all gifts to EOU or any agency thereof, including cash, pledges, securities, trusts, insurance policies, real estate, and other gifts-in-kind. The UA staff shall maintain a complete and accurate record of every donor to EOU. Donor anonymity will be protected whenever desired by the donor.
 - b. All gifts-in-kind and restricted gifts to EOU for its benefit will be reviewed by the Office of the President in conjunction with the unit designated to receive the gift, as well as UA as follows:
 - i. Gifts-in-kind (art objects, equipment, securities, real estate, etc.) will be reviewed with special care to ensure that acceptance will not involve financial commitments in excess of budgeted items or other obligations the University will not be able to meet in the future. Consideration will be given to the cost of maintenance, cataloging, delivery, insurance, display, and any space requirements for exhibition or storage.
 - ii. Acceptance of restricted gifts, which impose legal obligations to comply with terms established by a donor, will be carefully studied to ensure that the nature and extent of obligations are clearly understood. The terms of each restricted gift will be reviewed with the utmost care to ensure that they serve usefulness and desirable ends as defined by the University. If a gift is deemed unacceptable because of restrictions the donor has placed on its use, the donor will be counseled to remove or modify the restrictions.

G. Minimum Funding Requirements

UA shall maintain up-to-date information as prescribed by the President pertaining to fundraising matters, including required fundraising levels for projects and campaigns.

H. Budget Formulation for Fundraising

The formulation of budgets for private fundraising projects is the responsibility of UA as directed by the Office of the President.

I. Preparation of Fundraising Literature

Any literature, including brochures, booklets, and letters used to attract private funds to EOU shall be coordinated through UA so that the most accurate information appropriate to a particular fundraising effort is reflected. Accordingly, UA will be responsible for establishing and maintaining a master calendar that incorporates the schedule of all fundraising mailing and solicitations.

J. Report of Private Philanthropy

It shall be the responsibility of the UA to establish and maintain prospect and resource files for the purpose of providing timely and relevant information about prospective individual donors, private foundations, and corporations.

K. Involvement of Volunteers in Fundraising Efforts

Whenever volunteers are to be involved in fundraising efforts, it shall be the responsibility of UA to assist in the selection and recruitment of the volunteers and to provide them with the training and information required.

L. Identification and Coordination of Appeals to Corporations and Foundations

It shall be the responsibility of UA to coordinate with the institution and the Foundation the cultivation and solicitation of corporation and private foundations. This coordination will ensure avoiding an inappropriate number of solicitations to any single source of private corporate or foundation funds.

M. Public Statements Regarding Gifts to Eastern Oregon University

It shall be the responsibility of UA, as directed by the Office of the President, to prepare all public statements concerning gifts to the institution or any units thereof. Statements should include the unit designated in a restricted gift.

[Responsible for Accuracy: [Tim Seydel](#), Vice President for University Advancement, Last Verified: 2/5/2005]

FUNDRAISING ADVERTISING

Selling advertisements to offset the cost of approved publications or University activities is permitted under the following conditions:

- A. Any individual or group desiring to sell advertisements to help defray the cost of a publication or activity must have the approval of the appropriate Dean.
- B. A written request for authorization to sell advertisements for a publication or activity will be submitted to the Office of Marketing, Development and Public Affairs and will require the signature of the Asst. Vice President, the Vice President for Administration and Finance and the unit administrator or unit Dean.
- C. An "861" account will be established with the Vice President for Administration and Finance for the particular activity involved.
- D. Private individuals will not receive benefit unless prior administrative approval is granted. An example is that a sales person may receive a percentage of funds generated in the case of selling advertisements but must be approved of as an agent of the University prior to the sale of any advertisements.
- E. Prior to final publication, all advertisement copy should be reviewed and approved of by either the Vice President for UA, or designee.

It will be the responsibility of the group or individuals selling ads to present a detailed accounting of all sales and expenses to the Vice President for Administration and Finance with a copy to UA prior to any activity or publication.

[Responsible for Accuracy: [Tim Seydel](#), Vice President for University Advancement, Last Verified: 2/5/2005]



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Fundraising at EOU: Overview and Approval Process

1. If you would like to fundraise at EOU, you'll need to fill a fundraising proposal form. This form allows the Office of University Advancement (UA) to track the many fundraising efforts on campus, establish any accounts that you need and help you succeed. It is also designed help you plan for you campaign.
2. Once you fill out the form, returned it to UA (email is fine). The UA staff will review proposals, gather additional information as needed, and submit a feasibility study to the University President. The University President reviews the studies and makes a final determination about priorities. The University President then forwards his/her priorities to the EOU Foundation for review and implementation. The approval process and other fundraising policies are outlined at www.eou.edu/ua/eou-policies/fundraising.
3. Once your proposal is approved you are ready to fundraise. If you are applying for grants you'll need to fill out an "Intent to Apply" form with Office of Grants and Sponsored Research.
4. If you plan to solicit individuals or businesses, send potential donor names to UA. We often have helpful information about the prospect and can help you identify a good target amount to request from the prospect (asking for the right amount is critical to your success!). Sending a list of prospective donors is great way to develop you own prospect list and we will "reserve" those prospective donors for your project. If a donor is already giving, or is "off-limits" due to a pending gift, we'll let you know. This can save you the embarrassment of being chastised by a donor who has already given recently and helps protect donors from being over-solicited.
5. Pledge or gift forms are available from UA for you to use. As donors give, bring us the forms and we will record the information, send official thank you cards, and report to the IRS as needed. If you encounter a donor who would like to give a complicated gift such as stock, real estate, or an insurance policy, let us know and we will help make the arrangements. Remember some complicated gifts can actually cost you a lot of money. Sometimes we all have to say "no thank you."
6. The most important thing is to keep us in the loop. EOU is perceived as one university from the outside, even though we have many programs and projects running at the same time. By working together we can all be more successful.
7. Have any questions? Contact UA staff at 541-962-3740 or email advancement @eou.edu.



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EOU Fundraising Proposal Form

Before you start fundraising, please complete this form and return it to the Office of University Advancement. If you have any questions please feel free to contact the office at 541-962-3740 or email advancement@eou.edu.

Name _____

Title _____ Department _____

Phone # _____ Email _____

Name of Project: _____

1. What is the intent or mission of your project and your organization (if applicable)?

2. Do you have an account with the EOU Foundation?

___ No ___ Yes Name: _____

3. Is this an ongoing/annual or one-time campaign?

___ ongoing/annual ___ one-time (start date: _____ end date: _____)

What offices or organizations or offices (on or off-campus) are involved/working on this project?

4. How much do you expect to fund-raise?

\$ _____ per year or \$ _____ total

5. Who do you expect to solicit for resources (i.e. foundations, alumni, community members, etc...)?

How do you plan to solicit donors?

direct mail personal visits, calls, and letters telephone campaign
 webpage events

What brochures, promotions, advertising or other resources do you plan to use?

Are you setting any giving levels (i.e. Gold club \$1,000, Silver Club \$500)? If so please list below. Please also list any benefits or gifts you plan to offer to donors.

Level Name	Gift \$ Amount	Benefits	Total \$ value of benefits

Please describe any fundraising events that you plan to hold and the tentative dates.

What other sources of revenue do you plan to secure for your project?

Grants Auctions Raffles* Sale of Advertising
 Sale of items (please describe on separate sheet) Other: _____

** Raffle guidelines are established by the Oregon Department of Justice. Additional paper work may be required.*

Please list Advertising options below:

Ad Description	Estimated # of viewings	Publication frequency	Cost

Are there any other details or additional notes or plans that you haven't listed yet?
