

FUNDRAISING

DSU Policy No. 820.003

DSU Policy Manual: <http://www.dickinsonstate.edu/policymanual>

DSU Forms: <http://www.dickinsonstate.edu/forms>

Reference Documents: DSU Heritage Foundation Policy; DSU Procedure 820.003

General Guidelines

Dickinson State University (DSU) is bound by the laws of the State of North Dakota and the Administrative Rules of the North Dakota State Board of Higher Education (SBHE).

A. Administrative Rules:

- a. Solicitation of students for funds is prohibited. All solicitation of funds from students for whatever purpose is prohibited unless authorized by the DSU President.

B. Solicitation:

- 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 North Dakota; contact State of ND offices for all rules and regulations the Dickinson State University Heritage Foundation (DSU HF) must be aware of all gambling activities.

C. Fundraising by Students and Student Organizations:

- a. The fundraising policy for students and student organizations is available online at www.dsuheritagefoundation.org or The DSU Heritage Foundation.

Introduction

The DSU HF is responsible for all areas of fundraising for DSU. Responsibilities of DSU HF include working with faculty, staff, students, clubs and organizations, and other support organizations 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 DSU HF was created for the purpose of providing financial support for DSU. It is a legally organized non-profit organization 501(c)(3) and is empowered to solicit and receive tax-exempt donations in cash, stocks and bonds, real estate, and other gifts. By request of DSU, the DSU HF will be the only 501(c)(3) non-profit charitable organization associated with DSU.

45 An Executive Committee is empowered by the Foundation's Bylaws to speak and make
46 transactions for the trustees who manage the Foundation. Liaison and program support comes
47 from DSU HF. The President of the University serves as an *ex-officio* non-voting member of the
48 Foundation Executive Committee. The Foundation Executive Committee may establish
49 committees responsible for carrying out fundraising efforts. Faculty/staff may be asked to serve
50 in support roles for these subcommittees.
51

52 **FUNDRAISING POLICIES, PROCESS, AND GUIDELINES**

53 The purposes of the DSU Fundraising Policies and Guidelines are: (1) to coordinate the
54 many activities directed at fundraising by the units of DSU; (2) to clearly identify the
55 relationship of DSU to the Foundation; (3) to maximize the effectiveness and efficiency of
56 fundraising activities; and (4) to enhance the giving of funds to provide needed private
57 resources to the institution.
58

59 **Policy**

- 60 A. All official institutional contacts with the Foundation Executive Committee will be
61 made by or through the President of the University or designee.
- 62 B. All fundraising activities associated with DSU will comply with the Bylaws,
63 Foundation Gift Acceptance Policies and Planned Giving Guidelines.
- 64 C. Applicable existing rules for fundraising by students and organizations shall
65 apply outside of these policies.
- 66 D. All fundraising is approved by the University, either the DSU President or
67 an appointed person, and the DSU HF Development Committee and
68 Executive Committee Board of Directors.
69

70 **Process**

- 71 A. Proposals for major projects and campaigns are sent to the Office of the Provost of
72 DSU, Athletic Director or Club and Organization representative. Proposals must
73 include the following:
 - 74 a. Rationale
 - 75 b. Overall budget
 - 76 c. Sources of revenue - private gifts, grants, etc.
 - 77 d. Duration of campaign or timeline
 - 78 e. Targeted constituents - alumni, community, etc.
 - 79 f. Parties involved
 - 80 g. Marketing materials and resources needed
- 81 B. The DSU HF and Development Committee or other designated committee will
82 review proposals, gather additional information as needed, and submit a
83 recommendation to the University President.
84
- 85
- 86
- 87 C. The University President reviews the studies and makes a final determination
88 about its priorities.
- 89 D. The University President then forwards his/her priorities to the DSU HF for

90 final approval and implementation.

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92 **Guidelines**

93 A. Coordination of Requests for Funds and Donor Contacts

94 a. It shall be the responsibility of DSU HF to serve as the coordinating agent to
95 the institution and to the Foundation for all fundraising programs and for all
96 solicitation of funds from private individuals, foundations, businesses,
97 corporations, and organizations.

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99 b. Any request or proposal to undertake a fundraising program or activity or to
100 solicit contributions from individuals, foundations, businesses, corporations,
101 and organizations should be reviewed first through regular channels by the
102 appropriate School Dean or unit administrator, then submitted to DSU HF for
103 recommendation to the President.

104

105 c. Proposals for major projects and campaigns are sent to DSU HF and should
106 include:

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108 i. Rationale

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110 ii. Budget

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112 iii. Sources of revenue

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114 iv. Duration of campaign or timeline of event

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116 v. Parties involved

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118 vi. Marketing materials and resources

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120 d. Programs to be coordinated by the staff of DSU HF or committees include:
121 i. All annual funding solicitations including: Academic, Athletic, Club or
122 Organization.

123

124 ii. Other programs as designated by the Foundation to solicit financial support.

125

126 iii. Fundraising efforts appealing to various University constituencies
127 regarding scholarships, memorial funds and/or other endowed funds.

128

129 iv. Raising private funds for the construction, expansion, or renovation of
130 DSU facilities.

131

132 v. Requests to private sources outside the normal grant-making process for the
133 funding of new or existing academic programs.

134

135 vi. All other programs to raise funds in the private sector.

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137 B. Acceptance, Recording and Acknowledging of Gifts (to the University
138 directly, not received by the Foundation).

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140 a. It shall be the responsibility of the staff of the DSU HF to officially record and
141 process acknowledgement receipts of all gifts to DSU or any agency thereof,
142 including cash, pledges, securities, trusts, insurance policies, real estate, and
143 other gifts-in-kind. The DSU HF staff shall maintain a complete and accurate
144 record of every donor to DSU. Donor anonymity will be protected whenever
145 desired by the donor.

- 134 b. All gifts-in-kind and restricted gifts to DSU for its benefit will be reviewed by
135 the Office of the President in conjunction with the unit designated to receive the
136 gift, as well as DSU HF as follows:
- 137 • Gifts-in-kind (art objects, equipment, securities, real estate, etc.) will be
138 reviewed with special care to ensure that acceptance will not involve
139 financial commitments in excess of budgeted items or other obligations the
140 University will not be able to meet in the future. Consideration will be given
141 to the cost of maintenance, cataloging, delivery, insurance, display, and any
142 space requirements for exhibition or storage.
 - 143 • Acceptance of restricted gifts, which impose legal obligations to comply
144 with terms established by a donor, will be carefully studied to ensure that
145 the nature and extent of obligations are clearly understood. The terms of
146 each restricted gift will be reviewed with the utmost care to ensure that they
147 serve usefulness and desirable ends as defined by the University. If a gift is
148 deemed unacceptable because of restrictions the donor has placed on its
149 use, the donor will be counseled to remove or modify the restrictions.
- 150
- 151 C. Minimum Funding Requirements
152 DSU HF shall maintain up-to-date information as prescribed by the President
153 pertaining to fundraising matters, including required fundraising levels for projects
154 and campaigns.
- 155
- 156 D. Budget Formulation for Fundraising
157 The formulation of budgets for private fundraising projects is the responsibility of
158 DSU HF as directed by the Office of the President.
- 159
- 160 E. Preparation of Fundraising Literature
161 Any literature, including brochures, booklets, and letters used to attract private funds
162 to DSU shall be coordinated through DSU HF so that the most accurate information
163 appropriate to a particular fundraising effort is reflected. Accordingly, DSU HF will
164 be responsible for establishing and maintaining a master calendar that incorporates
165 the schedule of all fundraising mailing and solicitations.
- 166
- 167 F. Report of Private Philanthropy
168 It shall be the responsibility of the DSU HF to establish and maintain prospect and
169 resource files for the purpose of providing timely and relevant information about
170 prospective individual donors, private foundations, and corporations.
- 171
- 172 G. Involvement of Volunteers in Fundraising Efforts
173 Whenever volunteers are to be involved in fundraising efforts, it shall be the
174 responsibility of DSU HF to assist in the selection and recruitment of the volunteers
175 and to provide them with the training and information required. The DSU HF will
176 follow the DSU volunteer policy accepted by the President's Cabinet.
- 177 H. Identification and Coordination of Appeals to Corporations and Foundations
178 It shall be the responsibility of DSU HF to coordinate with the institution and the
179 Foundation the cultivation and solicitation of corporation and private foundations.

180 This coordination will ensure avoiding an inappropriate number of solicitations to
 181 any single source of private corporate or foundation funds.

182

183 I. Public Statements Regarding Gifts to DSU

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

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188 **HOW TO RECEIVE THE UNRESTRICTED COMMITTEE FUNDS FROM DSU HF**

189 The funds raised by the committee for DSU are extremely important. DSU HF asks that
 190 the committee designate all funds prior to the event to prevent any confusion on how
 191 dollars will be applied to a certain cause at DSU. DSU HF has “checks and balances” in
 192 place to assure the dollars are protected at a high level. This includes an annual third-
 193 party audit of the DSU HF, which becomes part of the DSU annual report. The DSU HF
 194 must have two signatures to approve moving or spending any dollars from any account.

195

196 A. There are multiple signatures required to access the funds:

197 i. Approval from the sponsor of the event, which must be a DSU employee
 198 (i.e., committee chair, instructor, provost, advisor, coach, etc.). This must be
 199 in writing either in physical or digital form.

200 ii. The supervisor of the event sponsor, which must be a DSU employee, will
 201 provide secondary approval. This must be in writing either in physical or
 202 digital form.

203 iii. The Executive Director, DSU HF, will give written approval, and dollars
 204 will be released for payment from the account.

205 * Dollars raised by volunteers or DSU staff associated with scholarships cannot
 206 be transferred out of restricted scholarship funds. These dollars can only be
 207 applied to the specific scholarship set forth by the DSU President. Volunteers
 208 do not control any dollars and not allowed to request dollars to be transferred.

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210 **FUNDRAISING ADVERTISING-SPONSORSHIPS**

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

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214 A. Any individual or group desiring to sell advertisements to help defray the cost of
 215 a publication or activity must have the approval of the DSU HF.

216 B. A written request for authorization to sell advertisements for a publication or
 217 activity will be submitted to the DSU HF and will require the signature of the
 218 Executive Director of the DSU HF.

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221 C. Private individuals will not receive benefits associated with selling any advertising.
 222 An example is that a salesperson may not receive a percentage of funds generated in
 223 the case of selling advertisements.

224 D. Prior to final publication, all advertisement copy should be reviewed and approved

225 of by either the Executive Director of the DSU HF or designee.

226

227 It will be the responsibility of the group or individuals selling ads/sponsorships to present a
228 detailed accounting of all sales and expenses to the DSU HF prior to any activity or
229 publication and indicate all benefits received from the sponsorship and the account where
230 the sponsorships dollars will be placed.

231

232 **ANNUAL FUND, MAJOR GIFTS, ENDOWED GIFTS, AND PLANNED GIFTS**

233 DSU HF is committed to its donors and fosters relationships by demonstrating appreciation for
234 the impact donors make in the lives of DSU students, faculty, and the broader community. DSU
235 HF's stewardship plan is critical to fundraising. Donors receive timely acknowledgements,
236 accurate reporting, and appropriate recognition and events to demonstrate they are an essential
237 part of DSU. Collaborative University-wide efforts connect donors to DSU HF proactively and
238 intentionally in securing ongoing support and lifelong engagement.

239 Those involved in the Stewardship Plan and Process: DSU HF staff, Board, Faculty, Staff,
240 Administration, Volunteers, and Students, etc.

241 **SEE DSU PROCEDURE 820.003 FOR PROCESS/FORM.**

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245 **Policy History**

246 Approved/Adopted by President Cabinet 02/24/2022

247 DSU Heritage Foundation Policy Update 05/05/2021