

FUNDRAISING

DSU Procedure 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 Policy 820.003

FUNDRAISING AT DICKINSON STATE UNIVERSITY (DSU): OVERVIEW AND APPROVAL PROCESS FOR COMMITTEES AND STUDENT ORGANIZATIONS

1. To fundraise at DSU, a fundraising proposal form must be approved prior to any type of solicitation. The form allows the Dickinson State University Heritage Foundation (DSU HF) the ability to assure donor intent, event accuracy, and prevent numerous asks toward one individual. The form also allows DSU HF to track the many fundraising efforts on campus and establish appropriate accounts. It is also designed to assist in campaign or event planning.
2. Upon form completion, submit the form to DSU HF (email is acceptable) to a Development Officer or the Executive Director. DSU HF staff will review proposals, gather additional information as needed, and submit a request to raise dollars to the University President. The University President reviews the studies and makes a final determination about priorities. The University President then forwards priorities to the DSU HF for final approval and implementation. The approval process and other fundraising policies are outlined at www.dsuheritagefoundation.org.
3. Following proposal approval, fundraising can begin. If applying for a grant, complete the "Intent to Apply" form, which can be found at www.dsuheritagefoundation.org, and submit the form to the DSU HF.
4. DSU supports an annual "one ask" philosophy. If planning to solicit individuals or businesses, send potential donor names to the DSU HF for ask assistance. If the DSU HF does not handle the ask, the DSU HF may provide helpful information about the prospect to identify a target request amount. DSU HF can "reserve" prospective donors for a specific project. If a donor is already giving or is "off-limits" due to a pending gift, DSU HF will notify the Club/Organization representative to avoid repetitive donor asks.
5. Pledge or gift forms are available from the DSU HF. Submit completed forms to the DSU HF. DSU HF will record the information, send official thank you cards, and report to the IRS

43 as needed. When a gift appears complex or complicated, (e.g., stock, real estate, or insurance
44 policy), contact the DSU HF for guidance and assistance.

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46 6. It is important to collaborate and communicate regularly with the DSU HF throughout the
47 fundraising process. DSU is perceived as one University from the outside, even though there
48 are multiple programs and projects running at the same time.

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50 **Event Details**

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52 1. Establish Budget prior to event, preferably in January, to assure total communication of all
53 events associated with DSU and assure no overlap of events. The separate budget must be
54 completed for each individual event. The DSU HF will then develop a separate FUND ID for
55 each event to track all dollars into and out of the account.

56

57 2. List any and all licenses, either state or local, needed to properly run each event. The DSU
58 HF will apply for the license, establish the proper gaming accounts, and follow all local and
59 state guidelines associated with the license. The DSU HF will also relay all rules and
60 regulations that MUST be followed associated with the license and the use of the license.

61

62 3. Many fundraising events have prize expenses that need to be paid before or after the event,
63 such as auction items, gift cards, 50/50 winners, raffles, etc. This is part of the planning
64 stage. The DSU HF will pay expenses that are approved by the committee associated with the
65 event. If cash is needed for an event, such as a golf tournament or on-site raffle, the
66 committee or organization must request the amount of cash needed, the purpose of the cash,
67 and sign for responsibility of the cash. The party is then responsible to return the cash with a
68 description of purpose, as well as proper accounting of the cash and receipts. If items are
69 requested to be purchased for an event, the DSU HF will be able to provide a check upon
70 invoice or pay with a credit card. We ask all committees for an organization plan for all
71 events.

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73 4. When an event has concluded, the committee or organization will return all dollars to the
74 DSU HF. Any checks should be made out to the committee or organization or the DSU HF.
75 Please complete the memo line of all checks to reflect the event the check was from to assure
76 donor intent. A completed Event Allotment form must be completed when delivering all
77 dollars back to the DSU HF. This form will indicate what accounts the dollars will be placed
78 into, such as: Unrestricted, Temporarily Restricted, or Restricted. The FUND ID will be
79 placed on the form and signature of the DSU HF representative and the committee or
80 organization representative. This form will be kept on file to assure dollars are placed in the
81 appropriate accounts.

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83 **DSU FUNDRAISING/EVENT PROPOSAL FORM ATTACHED**

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85

86 **Procedure History**

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



DICKINSON STATE UNIVERSITY

DSU Fundraising/Event 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 contact the office at 701-483-2486 or email Ty.Orton@dickinsonstate.edu.

Club/Organization _____

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 DSU Heritage Foundation?

No Yes Name: _____

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

ongoing/annual one-time

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

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

\$ _____ per year OR \$ _____ total

6. Who do you expect to solicit for resources (Example: foundations, alumni, community members, etc.)?

7. How do you plan to solicit donors?

___ direct mail ___ personal visits, calls, and letters ___ telephone campaigns
___ webpage ___ events

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

9. Are you setting any giving levels (Example: 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

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

11. 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 North Dakota Department of Justice. Additional paperwork may be required.*

Ad Description	Estimated # of Viewings	Publication Frequency	Cost

12. Are there any other details or additional notes or plans that you have not listed?
