



FUNDRAISING COORDINATION POLICY

Authority: Board of Trustees

Responsible Office: University Advancement

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Related Policies/Sources: [UNC Code Appendix 1 Section VI \(Property and Buildings\)](#)

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1. Purpose

The Fayetteville State University Board of Trustees believes that establishing clear and consistent policies about gifts, contributions and solicitations encourages stronger relationships between donors, advisors, and the University. The Board has therefore adopted these policies to describe and guide the outright and planned giving programs of Fayetteville State University (FSU). This document is a compilation of policies that describe and guide the solicitation and acceptance of gifts to the University.

2. Coordination of Fundraising Activities

2.1 The Division of University Advancement — the fundraising entity for FSU — is managed by the Vice Chancellor for University Advancement. He or she is the chief fundraising officer and reports to the Chancellor of the University. The Vice Chancellor is responsible for the coordination of all fundraising activities, including the supervision and management of fundraising programs, administration of staff, and cultivation, solicitation, and stewardship of donors on behalf of the University. All college/constituent fundraising programs are subject to the procedures contained in this policy.

2.2 Prior to conducting fundraising activities in the name of or the benefit of FSU, major associated entities of Fayetteville State University must have a Memorandum of Understanding (“MOU”) or operating agreement on file with the university that outlines terms and agreements. Included among these is the FSU Foundation, Inc, (herein referred to as the Foundation), which is administered by an Executive Director.

3. Declarations

3.1 A gift is personal property (cash, securities, books, equipment, life insurance, etc.) or real property provided by a private (non-governmental) donor for which no goods or services are expected, implied or forthcoming for the donor. Industry payments, made under contractual requirements, are not recognized as gifts.

3.2 A gift may be outright or deferred.

3.3 A gift may be unrestricted, restricted or for permanent endowment for use in meeting needs identified by the University, a college, department, or its associated entities.

3.4 Gifts to the university may be either for the general purposes of the university or for the specific use of one of its constituent colleges, schools, departments, institutes, centers, programs, or agencies.

3.5 University Associated Entities include any of the private, non-profit organizations that are recognized to support the mission of FSU and promote the educational, charitable, or other activities at the university. These entities are required to follow UNC-GA Regulation 600.2.5.2[R], "Required Elements of University-Associated Entity Relationship."

4. Solicitation and Acceptance of Gifts

4.1 The solicitation, planning and administration of a charitable gift are components of a complex process involving philanthropic, personal, financial, tax and estate planning considerations. Donors, advisors, and representatives of the University will work together to structure a gift that achieves a fair and proper balance between the charitable interests of the donor and the needs of the University.

4.2 The university actively encourages the solicitation and acceptance of private gifts from individuals, corporations, foundations, and associations that enable it to fulfill its mission of teaching, research, extension, and engagement. This policy is intended: (a) to provide guidance to the Fayetteville State University community and the general public regarding the acceptance of gifts; (b) to ensure that private gifts to Fayetteville State University are properly recorded and administered using appropriate internal controls and sound financial business practices; and, (c) to ensure that the acceptance, management, and reporting of gifts are handled in compliance with external regulations, national standards, and the University's fiduciary obligations to donors.

4.3 The university and its associated entities will assess the financial desirability of receiving assets as private gifts from potential donors and determine whether to accept a gift as offered.

4.4 The university and its associated entities reserve the right to refuse any gift including gifts that are too restrictive in purpose, require expenditures beyond their resources or that compromise the academic freedom of the university community.

4.5 The university and its associated entities cannot accept gifts that

involve unlawful discrimination based on race, religion, sex, age, national origin, color, handicap, or any other basis prohibited by federal, state, and local laws and regulations.

4.6 While valuable benefits, particularly tax and financial considerations may accrue to donors in certain circumstances, the donor must have a donative intent as a primary motive for making a gift to the university directly or to an associated entity. Donative intent is the intention to give away something of value for the benefit of the university. Funds received by the university or by an associated entity for the benefit of the university shall only be accounted for as gifts where such donative intent is present. Amounts received in exchange for services or property shall not be accounted for as gifts. Amounts received that result in tangible benefits to the donor in the form of recognition items, tickets to events, and similar forms of thank-you gifts will be accepted, processed, and receipted in accordance with applicable IRS regulations.

5. Regulations, Rules and Standard Operating Procedures

The Chancellor or Chancellor's Designee may adopt procedures for the acceptance of gifts to ensure that private gifts to the university are properly recorded and administered using appropriate internal controls and sound financial business practices; and to ensure that the acceptance and management of gifts are handled in compliance with external regulations and the university's fiduciary obligations to donors. Such procedures must comply with applicable federal and state laws and be consistent with this policy and other applicable university administrative regulations.