Policies and Procedures for College Fundraising Activities

Purpose: The following procedures outline the steps for college department fundraising events and or ASO fundraising activities which generate income for the College

1. **General Considerations**
   a. All events which involve the process of solicitation, collection, voluntary contribution or donation of money or materials with an expectation of consideration, are considered fundraising[1] activities, and must be approved in advance. Funds which are raised using college resources and or facilities will be considered as fundraising activities.
   b. All fundraisers conducted by academic departments must be approved in advance by the Department Chair / Manager, Dean, supervising area Vice President, and

   c. The application for fundraising activities must specify how the money raised will be used to benefit the operation of the college. The decision as to where the funds will be deposited must be decided at the time that the application is filled out. Blank

2. **On-Campus Fundraising Activities**

   a. If conducting an on-campus fundraising activity, a fundraising application must be
   submitted at least 45 days prior to the event

   b. Funds generated by these events will be deposited into either a Business Office or
   Foundation trust account. Either location will provide

Addendum A

**Policies and Procedures for College Fundraising Activities pertaining to Advertising**

This addendum pertains to conditions in which third party organizations are allowed to advertise their products and services for college fundraising activities. The applicant must fill out a fundraising application and must comply with Board Rule, Chapter 9, Article13

Among other requirements, advertising must indicate that the advertiser is not affiliated or endorsed by the District/college (Board Rule 91300.11), and all advertisements must be based on a written contract not to exceed six months (Board Rule 91300.13). In order to expedite these types of requests, applications for fundraising campaigns involving advertising should be given to the appropriate divisional VP who will submit the application to Senior Staff for approval.

In order to clarify the ways that paid advertising can become part of your department's fundraising effort and because advertising for purposes of fundraising can be confusing, here are some examples which will help you to better understand how best to handle these types of advertisements.

Example 1. A student organization called the "Mustang Horse Club" has worked out a deal with a local business, for the business to advertise its services on large banners to be posted at the horse show next month. The club will also raffle off some donated materials.

> The fundraiser would have to be approved in advance using the Fundraising Application. Before the advertisement from the business could be posted, the proposed advertisement and an unsigned written contract must be submitted along with the Fundraising Application. The advertising space must be accompanied by
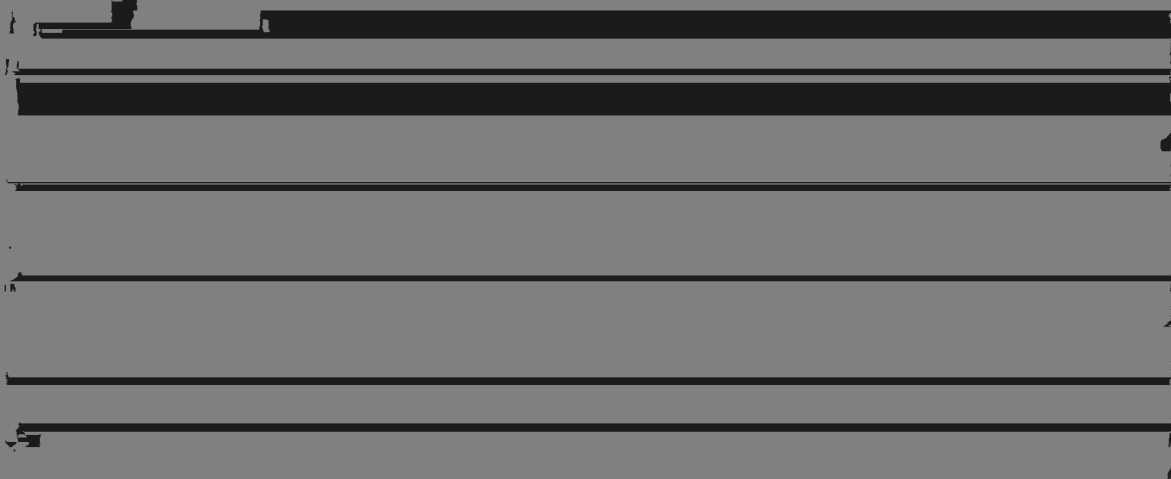
This fundraising activity must be approved in advance using the Fundraising Application. The proposed advertisements from the responding businesses, accompanied by unsigned contracts, for a period not to exceed six months, would
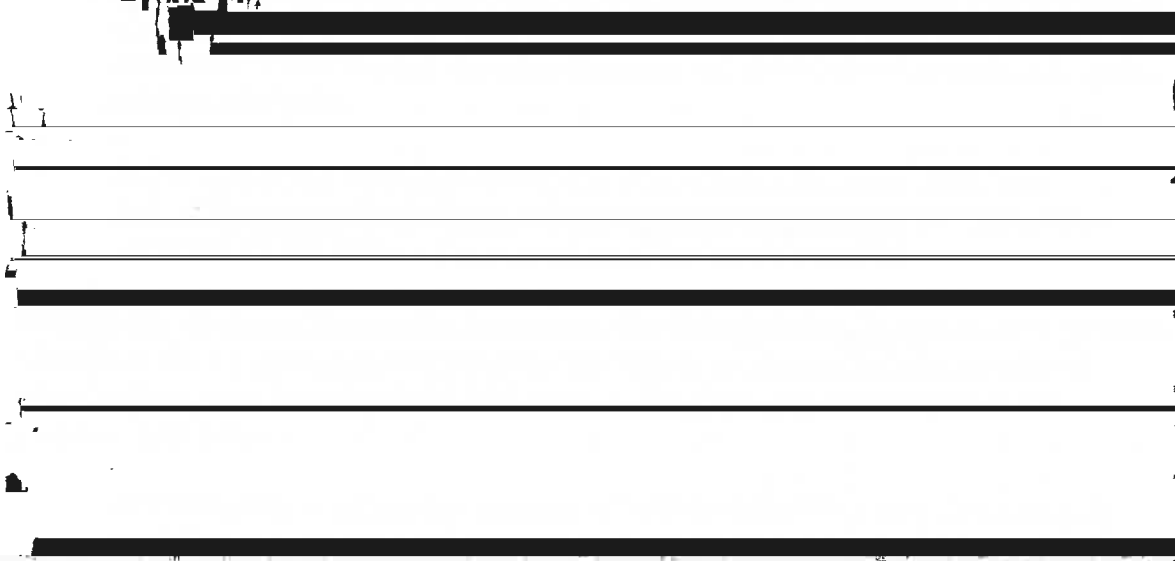
also have to be submitted. The advertising space must be accompanied by a disclaimer indicating that the advertisers are not affiliated and or endorsed by the college or District.