



PURPOSE:

To provide guidelines that standardizes the establishment, implementation, and accounting for solicitations. It is required that any university employee or student organization gain pre-approval of all solicitations of funds from private individuals, foundations, businesses, corporations, and organizations by the Fairmont State Foundation. Solicitation schedules must be coordinated as not to overwhelm our constituents and the look and message presented must adhere to the branding set forth by the University and Foundation.

GUIDELINES:

Campaign/Solicitation

Parties wishing to generate a campaign or any type of solicitation must have the approval of their department head and Dean and/or Vice President. Campaigns for facilities must also be approved by the President of the University and the VP for Finance. The party initiating the campaign/solicitation is responsible for completing the Solicitation Request Form and will be known as the requestor. All materials, programming, communication, and purpose of the campaign/solicitation must meet accounting guidelines and adhere to the mission of the University. All campaign/solicitations require the review and approval of the Foundation and Fairmont State University Relations and Marketing prior to any initiation of the campaign/solicitation.

As of January 2019 in an effort to ensure content is branded properly and meets university and foundation standards, the Foundation provides all design, production, and distribution services of materials, rather than providing groups with the database. The only information released to groups soliciting on the university's behalf are mailing labels. On campus communications must be approved by URM just as all donor/alumni communications must be approved by the Foundation and in some cases also by URM. The process provides consistency of communication messaging and timing, and protects donor confidentiality.

Donations

Donations are gifts to the Foundation that have unconditional restrictions; intentionally voluntary; nonreciprocal in nature and

without ownership ties. All donations should be sent directly to the Foundation. Any donations or donor correspondence received within the university department areas are required to be delivered upon receipt, directly to the Foundation. The Foundation maintains all donations, donor records and donation receipting. Tax receipts will be processed by the Foundation. Under no circumstances is any university department authorized to issue tax receipts.

Solicitation with Premium (Quid Pro Quo Contribution)

A solicitation with premium, otherwise known as a quid pro quo contribution, is defined by the Internal Revenue Service (IRS) as “a payment made partly as a contribution and partly in consideration for goods and services provided to the payor by the donee organization”. The value of the benefits, or ‘premiums’ the donor receives is a key factor in determining the amount of the actual donation. That value must be based on the fair market value of the benefit and not the cost to the University. Fair market value is the price the item would sell for on the open market. The amount of the donation that would be tax deductible by the donor is limited to the donation less the fair market value of the benefit received. Items that have insubstantial value need not be deducted from the donor’s contribution. The contribution will not have to be reduced if the gift is at least \$54.50 and the value of the item received is no more than \$10.90 or less than 2% of the donation.

DEFINITIONS:

Campaign/Solicitation is the collection of funds through promotional communications and/or event programming for the purposes of obtaining university donations, or organizational budget enhancements.

Contributions (Donations) is an unconditional transfer of cash or other assets to an entity

Premium is the term applied to merchandise, goods, or services that the University gives the donor in exchange for their donation.