

College Operating Procedures (COP)



Procedure Title: Fundraising
Procedure Number: 01-0111
Originating Department: Office of the President

Specific Authority:
Board Policy 6Hx6:4.07, 6HX6:1.03
Florida Statute 1001.64; 1001.70
Florida Administrative Code

Procedure Actions: Adopted: 01/20/2021

Purpose Statement: The purpose of this policy is to coordinate all Florida SouthWestern State College (FSW) fundraising efforts and ensure college communications are consistent with its overall needs and priorities. All fundraising efforts must support, and not compete with, FSW's efforts to secure funding for annual operating needs, scholarships and/or endowed funds.

Guidelines

External Fundraising

The President oversees College fundraising efforts and provides regular reports to the FSW Foundation Board to ensure FSW Foundation efforts align with the College's mission. The President designates authority to the Executive Director of the FSW Foundation to coordinate the cultivation, solicitation, and stewardship of donors. The FSW Foundation oversees all fundraising appeals to FSW constituents: alumni, students, faculty, staff, friends, local businesses, foundations, corporations, and parents of students and alumni.

Two fundamental principles guide the Foundation Office's efforts:

1. FSW's overall interests (including the president's top fundraising priorities) take precedence over the special interests of individual departments, organizations, teams, clubs, or other groups; and
2. All fundraising on behalf of FSW must be in compliance with Sec. 501(c)(3) of the Internal Revenue Code, which governs non-profit tax-exempt organizations. Furthermore, as a Direct Support Organization (DSO), all funds received from FSW Foundation ultimately will be to support Florida SouthWestern State College; all fundraising activities will reflect this.

FSW recognizes that individual departments, organizations, teams, clubs, and other groups have a desire for occasional fundraising activities to support department initiatives and needs; however, multiple or overlapping solicitations to the same constituents may have unintended negative consequences.

Internal Fundraising

The President has delegated authority for student fund-raising to the Office of Student Engagement as outlined in [COP 06-0701](#), Section 3.4. which provides guidance on financial transactions to include the provision that "all fundraisings must be approved by the Office of Student Engagement prior to collecting funds." Further direction is provided by College Operating Procedure [04-0701](#)

which outlines that fund raising by college student clubs, as well as other activities, are regulated by the Office of Student Engagement according to their rules. The Office of Student Engagement is overseen by the Director, Student Engagement.

Procedures

The Foundation Office coordinates all external fundraising.

I. Submission of Fundraising Proposals or Solicitations by Campus Groups or Individuals

Any department, organization, team, or club wishing to solicit or engage in fundraising activity with FSW's constituents is required to email the Executive Director, Keith Callaghan at keith.callaghan@fsw.edu and cc their direct supervisor before any fundraisers may take place. "Fundraising activity" here should be interpreted in the broadest possible sense, inclusive of but not limited to discussions of scholarships or stewardship of gifts. Within this email, please explain your proposed fundraising activity including the beneficiary, how you intend to secure funds, and describe the constituents you plan to contact. Submission must have a member of the President's Cabinet or designee approval.

II. Approval Process and Next Steps

Individuals who submit fundraising proposals to FSW Foundation will be contacted within one week of submitting their request to formulate a plan. If requested, individuals are also required to provide a comprehensive prospect list detailing who they wish to solicit. Please note: proposed projects may need to be altered based on the College's current fundraising activities and the timing of the project.

Once approved, departments and organizations are required to follow these guidelines:

- The Foundation Office has final approval over all prospect lists and will need to review all written materials in advance. Once approved, the Foundation Office will send a notification of the project to the member of the President's Cabinet to which the individual, department or organization is assigned.
- Prior to the solicitation activities, the Foundation Office will work with the department, organization, team or club and the Office of Financial Services to ensure funds received are deposited in the appropriate account.
- Any gifts received must be directed to the Foundation Office so that gifts may be processed in accordance with IRS guidelines and tax receipts can be issued.
- Gift receipts and thank you letters will be the responsibility of the Foundation Office; however, we will provide a donor list upon request so soliciting departments/ organizations may thank donors as well.

III. Exclusions from Policy

The procedures for external fundraising do not prohibit or limit in any way internal fundraising efforts by departments, organizations, team, or clubs that take the form of advertising in publications or programs; car washes; camp fundraisers, sales of baked goods, trinkets, apparel items; ticketed performances; personal chore services, etc., in which the buyer of such goods or services receives a tangible benefit as a result of the transaction. As a result of the Internal Revenue Service (IRS) guidelines, the College cannot issue gift receipts for these transactions. However, student organizations wishing to take part in these types of activities must follow the Student Organization Fundraising Guidelines set forth by the Student Engagement Office. Please note: the FSW Office Financial Services is responsible for securing an annual raffle license on behalf of the College, and all raffles should follow the College's official raffle policy. See COP [06-0701](#) and [04-0701](#) for further guidelines on Office of Student Engagement internal fundraising.

This policy also does not include public benefit events. Any plans for benefits must be reviewed and approved by FSW administration. The College does not support benefit events on behalf of individuals. Any fundraisers supporting external organizations will be taken by the appropriate member of the President's Cabinet for approval.