

## 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, 12/10/2024

**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 endowed funds.

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### 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, including alumni, students, faculty, staff, friends, local businesses, foundations, corporations, and parents of students and alumni.

Two fundamental principles guide the Foundation's efforts:

1. FSW's overall interests (including the president's top fundraising priorities) take precedence over the special interests of any College area;
2. FSW fundraising must comply with Sec. 501(c)(3) of the Internal Revenue Code, which governs non-profit, tax-exempt organizations. Furthermore, as a Direct Support Organization (DSO), FSW Foundation will direct all donations to support Florida SouthWestern State College.

The Foundation manages private philanthropy for all areas of the College, working in concert with College leaders.

#### Internal Fundraising

The President has delegated authority for student fundraising (other than fundraising efforts put on by the Athletic Department for the benefit of student athletes) to the Office of Student Engagement, as outlined in [COP 06-0701](#), Section 3.4. which requires that "all external fundraising or in-kind solicitations 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 fundraising by college student clubs is regulated by the Office of Student Engagement, according to its rules, in coordination with the Foundation.

## **Procedures**

The Foundation coordinates all external fundraising.

### **I. Submission of Fundraising Proposals or Solicitations by Campus Groups**

Any college staff members or student organizations wishing to solicit external funds will coordinate efforts with the Foundation and the respective Cabinet member.

### **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 and provide a comprehensive prospect list.

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

- The Foundation will provide final approval of all prospect lists and must review all written materials in advance. Once approved, the Foundation will send a notification of the project to the member of the respective President's Cabinet member.
- Before the solicitation activities, the Foundation will work with the organization, team or club and the Office of Financial Services to ensure funds received are deposited in the appropriate college agency account.
- Solicitors are expected to send thank you notes to sponsors and provide the Foundation with a contact list that includes addresses to maintain a record of community support.

### **III. Exclusions from Policy**

The procedures for external fundraising do not prohibit or limit in any way internal fundraising efforts that take the form of advertising in: publications or programs; car washes; camp fundraisers; sales of baked goods, trinkets or apparel; ticketed performances, etc., in which the buyer receives a tangible benefit from the transaction. The Internal Revenue Service (IRS) prohibits the College from issuing gift receipts for these transactions. Student organizations wishing to participate in these activities must follow the Student Organization Fundraising Guidelines set forth by the Student Engagement Office.

Please note: the FSW Office of 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.

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