

Kentucky Wesleyan College

Policy & Procedure Manual

Solicitation Policy

Approval: Vice President for External Affairs

Policy Type: College

Policy Owner: Advancement

Responsible Office: Advancement

Revision History

Approval Date: 2004

Modified:

Next Review:

1. Purpose

- 1.1. To establish Kentucky Wesleyan policy and practices with respect to soliciting and receiving gifts to the College, for managing sales and solicitations on campus as well as commercial promotions involving Kentucky Wesleyan.

2. Scope

- 2.1. Applies to all Kentucky Wesleyan students, staff, and faculty. And, to:
 - Commercial enterprises soliciting advertising from off-campus firms for publications or products with the promise that the item will be distributed on campus.
 - Individuals or firms seeking permission to use the College name, its official seal or other KWC symbols on a product for commercial purposes.

3. Policy

- 3.1. Soliciting Gifts for KWC
 - 3.1.1. Each year the budget for Kentucky Wesleyan College is prepared with the knowledge that private unrestricted or budget -supporting gifts will be required to balance the budget. The amount of unrestricted gift support to be raised annually by the Advancement Office is set and approved by the Board of Trustees. In order to reach the annual goal, many hundreds of gifts, both large and small, are solicited from alumni, friends, corporations, the church and charitable foundations. The efforts to raise these monies must be coordinated by the Advancement Office to achieve the desired results. This means all solicitations from departments, groups, athletic teams, etc. to raise funds for special annual projects must be

approved by the Advancement Office first. Such approval avoids duplicating mailing lists, making two requests to one donor, and other potentially embarrassing situations.

- 3.1.2. Since raising annual fund dollars is viewed as a necessary priority every year, the request to any donors for annual support are considered to be the requests of most immediate importance. Because the College relies on these critical dollars for budget support, every effort is made by Advancement Office staff not to divert annual gifts towards other purposes.
- 3.1.3. With approval of the Advancement Office special funds may be solicited for departmental projects. When special gifts are received for a specific department, the Advancement Office will record the gift, issue a receipt and thank you note, and notify the specific department.
- 3.1.4. In addition to raising funds to support KWC annual operations, the Advancement Office is charged with the responsibility of raising capital funds for endowment, scholarships, campus facilities and other projects. The decision about what funds are to be raised for capital purposes is made jointly by the Board of Trustees and the administration, with advice and counsel from the Planning Commission. Those decisions are based on the academic priorities of KWC, as compared with the pool of available donors to fund various projects. (The Advancement Office maintains the most comprehensive record of donor and giving patterns, which enables staff to make an accurate assessment of which programs most closely match a donor's interests). Funds for programs and projects not approved in the budget or among the trustee - approved development objectives cannot be solicited without the approval of the Advancement Office.

3.2. Receiving Unsolicited Gifts

- 3.2.1. From time to time, a member of the faculty or administrative staff may be approached by a prospective donor who desires to make a gift to the College or one of the departments. Such unsolicited gifts may be in the form of cash for a particular project or need, or they may be property, equipment, supplies, works of art and the like. Non - cash gifts pose special legal and technical problems. For example, the donor must establish an accurate value at the time of the gift through a third party. Such gifts must be acknowledged in ways that satisfy both College and Internal Revenue Service policies. Also, some non - cash gifts call for adjustments in College insurance coverage. To avoid potential embarrassment or legal complications, it is KWC policy that no employee or College representative may accept gifts, either cash or non - cash, without the involvement of the Advancement Office. Gifts to a department will be processed by the Advancement Office on behalf of the entire College. Thus, if approached by a prospective donor, a faculty or staff member should contact the Advancement Office immediately.

3.3. Sales & Solicitations

- 3.3.1. Canvassing, selling and offering for sale by campus organizations, external organizations or employees is strictly prohibited on campus, in College buildings and at College events without special permission of the Advancement Office. Faculty, staff or students who are approached by vendors should notify the Advancement Office at once. Student organizations seeking to raise funds for their own projects or in support of local or national charities must seek special approval of the Advancement Office before soliciting or selling on campus, at College events, or in the community.

3.4. Commercial Promotions Involving KWC

- 3.4.1. Commercial enterprises sometimes solicit advertising from off - campus firms for publications or products with the promise that the item will be distributed on campus to students and/or faculty and staff. KWC does not permit such distribution, except where prior approval has been given by the Advancement Office.
 - 3.4.2. Student-initiated publications (those planned and produced by students), designed for distribution to persons other than the members of the sponsoring student organization, must be approved by the Student Publications Committee. College regulations prohibit the sale of advertisements for student publications, programs or special brochures, except by permission of the Student Publications Committee.
 - 3.4.3. Commercially-initiated publications or products (those planned and promoted by individuals or firms for commercial purposes) must be approved by the Public Relations Office. In addition, individuals or firms seeking permission to use the College name, its official seal or other KWC symbols on a product for commercial purposes should obtain prior approval from the Public Relations Office. This includes give - away items containing commercial advertising for distribution on campus.
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