
SUBJECT: PROCEDURE FOR SOLICITING GIFTS

1.0 PURPOSE

1.1. These procedures are designed to assure fair and orderly solicitation efforts on behalf of Snow College. These procedures must be followed when soliciting or publicizing a contribution to or on behalf of the College or one of its components.

2.0 PROCEDURES

2.1. Requests to undertake a fundraising program or to solicit contributions from individuals, private foundations, businesses, corporations and organizations must first be reviewed by the appropriate department head and forwarded to the Office of Advancement on a completed Fundraising Activity Proposal form. The division head/dean must recommend whether the proposal should or should not be considered for support. The proposal must not be submitted to any external agency until it has received the approval of the President of the College or designee. Whenever possible, completed proposals must be submitted to the Office of Advancement at least 30 days prior to the date of the requested activity. Fundraising proposals from student groups must be submitted first on a Student Fundraising Activity Proposal form to the Student Life Coordinator, who may choose to forward proposals to the Office of Advancement for further review. Donor-initiated contact cannot, of course, be cleared ahead of time.

2.2. Information regarding donor-initiated contact should be forwarded to the Advancement Office. The following information should be included:

- Name of individual, corporation or foundation
- Date of contact
- Area/Project of Interest
- Next steps

2.3. Changing circumstances may result in the Advancement Office withdrawing or reassigning permission to solicit a particular donor prospect.

2.4. All development-related publications and solicitation materials should be submitted at the first draft stage to the Advancement Office who will review the publication's content for compliance with requirements or restrictions imposed by the Snow College, the Snow College Foundation, the State of Utah, and the Internal Revenue Service.

- 2.5. Coordinate all publicity about gifts and donors with the Snow College Office of Public Relations.
- 2.6. The Advancement Office should be consulted before a major vendor contract that contains a gift element is officially accepted and signed by the College to protect the vendor's tax deduction and allow for proper coordination, clearance and stewardship.
- 2.7. Solicitation for sponsorships or gifts to underwrite special events must be coordinated through the Advancement Office to avoid jeopardizing future major gifts.