

BINGHAMTON UNIVERSITY

FOUNDATION

SPECIAL FUNDRAISING INITIATIVE POLICIES AND PROCEDURES

Policy

Through the Binghamton University Foundation, Binghamton University solicits and receives private gifts that further the educational, research, and public service mission of the University. The Binghamton University Foundation has the sole authority to receive, hold and administer all private donations to the University. Within the Division of External Affairs, the Foundation is responsible for all fundraising on behalf of the University, its colleges, departments and non-academic units, except for fundraisers that student clubs have such as bake sales and other small donations solicited from local constituents.

Individuals or groups who wish to solicit funds or gifts for a University entity must adhere to the policy and procedures prescribed for the category of funds or gifts solicited or received. Any request to undertake a fundraising program or solicitation of contributions from University constituents as defined below must be fully endorsed by the Foundation.

Definition

Fundraising includes any solicitation of gifts, contributions, or grants from individuals, corporations, foundations and organizations by university offices, organizations representing these offices, or any other unit or entity affiliated with the University (other than grants or contracts administered through the SUNY Research Foundation). This includes any fundraising effort in which multiple individuals or organizations are contacted via mail, e-mail (or other electronic communication), telephone or in-person.

All fundraising programs and projects that represent, directly or indirectly, any segment of Binghamton University must be approved in advance by the Binghamton University Foundation. All funds, including gifts from private and corporate sources, and all other fundraising income intended for use by a unit of Binghamton University, must be received, processed by, and deposited in established accounts through the Binghamton University Foundation. All funds raised are to remain with the Foundation for the sole benefit of the University. Fundraising ventures that involve the solicitation of donated items (gifts-in-kind), prizes and sponsorships should also be coordinated with the Binghamton University Foundation/Development Office.

Procedures

All fundraising efforts on behalf of Binghamton University must be consistent with the following:

- Ensure maximum effectiveness in the total fund-raising program of the University Development operation, and appropriate to the University's mission;
- Reduce or eliminate multiplicity of contacts with common fundraising prospects, thereby avoiding over-solicitation of individuals, businesses, foundations and organizations by university;
- Utilize the resources of the Foundation Office to assist in the successful formulation and execution of approved fund-raising programs; and
- Meet IRS regulations for tax deductibility and the University's Payment Card Industry (PCI) Data Security Standards (as appropriate).

Any proposed fund-raising program or project submitted to the Binghamton University Foundation must be approved by an appropriate university administrative authority (i.e., Chairperson, Dean, Advisor, etc.) *before* contacting the Foundation Office for further consideration. A “**Special Fundraising Initiative Request Form**” must then be completed and submitted to the University Foundation for consideration of the feasibility of the fundraising program or project. Information to be submitted shall include:

- An outline of the need and purpose for which private support is sought.
- An explanation of who will benefit from the private support and how.
- A statement of the approximate timeframe for which the solicitation(s) is (are) proposed.
- A list of the potential funding sources to be solicited (definition of audience).
- Definition of the proposed fundraising activities and goals of the project (including dollar goals).
- Samples of any solicitation letters or other materials to be sent to proposed audience.
- A budget plan to support the solicitation(s) if needed.

The Binghamton University Foundation shall be the final arbiter in assessing the likelihood for private fundraising success and in approving approaches to funding prospects including individuals, corporations, and foundations. Provided the feasibility is affirmed, the requesting individual must work in conjunction with staff from the Foundation and complete necessary steps depending on type of fundraising approved (mailing, e-mail, phonathon, event, etc.) All costs of fundraising activities (materials for mailings, postage, event setup, etc.) must be paid by the department, organization or group conducting the appeal.

The above policies and procedures are developed to facilitate, coordinate, and ensure success of solicitations supporting University priorities by members of the University community and are meant to ensure that prospects are not solicited on an uncoordinated basis to the detriment of other projects pending with individuals, corporations, organizations, or private foundations.

For more information please contact:

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