

Virginia State University
Policies Manual

Title: Policy on the Solicitation and Recognition of Gifts

Policy: 4100

Purpose

This policy is intended to establish the guidelines for the solicitation and recognition of gifts in the name or on behalf of Virginia State University.

Authority, Responsibility, and Duties

The President (or designee) have the authority to determine the University's giving priorities, the terms at which the University accepts gifts, and the approval for support and affiliate organizations to formally solicit gifts on behalf of the University.

The Office of Institutional Advancement serves as the clearinghouse for all fundraising priorities, fundraising events and donor solicitation throughout the University. This includes fundraising activities done in the name (or the benefit) of the University by any support, affiliate or non-related organizations.

Definitions

- A. **Affiliate Organization** - legal business entities with an active MOU agreement with Virginia State University. These organizations currently include the VSU Foundation, Inc., the VSU Alumni Association (and their chapters), Spectra, and the Athletic Booster Club.
- B. **Fundraise** – the act of collecting funds for an initiative, priority or cause. This includes solicitations by mail, phone, in-person, email, and through events.
- C. **Gifts** refers to private gifts, even though such gifts or contributions may be termed "grants" by individuals, associations, corporations, foundations, societies and businesses. They are voluntary and irrevocable transfer of money or property for use by the University in the furtherance of the mission. These contributions from private sources for which goods or services are not received or expected, implied, or forthcoming to the donor, and in which no proprietary interests are retained by the donor. Gifts are also created when the contribution substantially exceeds the consideration expected in return. The following gifts are not received as charitable private gifts: Membership dues/fees, governmental funds (whether local, state, federal or foreign), contract revenue and contributed services. If further definition is needed, use the NACUMBO Guide to distinguish between Contracts and Gifts (CASE Management Reporting Standards). If the majority of the characteristics meet the factors of a gift, then the contribution is classified as a gift.
- D. **Soft Credit** – the ability to assign a contribution to one or more individuals who are not the legal donor. Examples of Soft credit include matching gifts, gifts in honor, gifts in memory, matching gifts, donor advised funds, gifts from family foundations. Soft credits can also be given as a way to acknowledge who was responsible for receiving the contribution.
- E. **Support Organization** - an organized group approved to support fundraising on behalf of the University.

Policy Statements

A. Solicitation Policies

- i. External organizations (including affiliate and support organizations) requesting to host fundraising events on campus (to benefit or on behalf of Virginia State University) must be approved in writing with the President (and/or his designee).

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- ii. All internal campus departments/programs requesting to solicit funds from any governmental, corporate or foundation agency, should gain approval from the appropriate Dean or Vice President and the approval from the Office of Institutional Advancement prior to the solicitation. The Office of Institutional Advancement reserves the right to attend any/all solicitations. Form A should be used for such requests.

B. Recognition Policies:

i. Giving Clubs/Societies:

The University recognizes the following giving clubs to honor donor's annual investment in advancing the mission of our University:

University Club - \$1,500 - \$2,499
Leadership Club - \$2,500 - \$4,999
President's Club - \$5,000 - \$9,999
Board Club - \$10,000 - \$24,999
Founder's Club - \$25,000+

Membership is open to all Virginia State University donors and recognizes all types of support (including soft, matching, and other giving outlined in Policy 4010) determined on a fiscal year basis. The Office of Institutional Advancement reserves the right to determine how and when donors will be acknowledged for their contributions.

1882 SOCIETY

Recognition society honors individual donors who have given (any outright contribution) ten or more fiscal years to Virginia State University consecutively as determined on a fiscal year basis.

Special recognition within the 1882 Society will be given to donors who contribute at the University Club level (and above) for ten or more consecutive fiscal years to Virginia State University.

POWELL SOCIETY

Recognition society for individuals who have made provisions for Virginia State University as part of their overall estate plans

- ii. The Office of Institutional Advancement will adhere to the IRS Publication 1771 regarding the documentation of benefits received. Donors may opt out in writing from receiving benefits from the University.

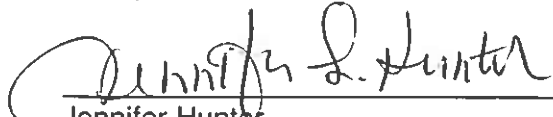
References

VSU Policy Governing the Accepting, Recording and Naming of Gifts (Policy 4010)

Form A – Request to Conduct Fundraising Activity

IRS Publication 1771


Approved By:



Jennifer Hunter
Chair, Institutional Advancement Committee



Harry Black
Rector



Thursa Crittenden
Secretary

4.21.17

Date