SUMMARY:

Critical to the University’s success is a strong enduring relationship with its donors. For that reason, the University recognizes its role in coordinating student organization fundraising throughout the entire University.

POLICY:

I. PURPOSE

   A. To guide the University’s registered student organizations in planning their fundraising activities for the benefit of the campus community, and

   B. To protect the University’s students, parents, alumni, donors, faculty and staff from solicitation by non-Coastal Carolina University organizations whose fundraising activities would affect the campus environment.

II. DEFINITIONS

   A. Fundraising: the collection of money through donations, sales and/or event programming for the purposes of charitable donation or organizational budget enhancement.

   B. Sponsorship: a person, firm or organization that finances or makes a pledge on behalf of another where the financier receives a benefit. Not all sponsorships are tax deductible. Sponsorships over $500 are considered contracts which must be routed through the Office of University Counsel prior to agreement. Examples of sponsorships include:

      1. A local business that has agreed to subsidize the cost of a group’s T-shirts provided the business logo is imprinted on the T-shirt.
2. A local restaurant agrees to provide food for an event, if the restaurant can display a banner at the event.

III. GUIDELINES FOR FUNDRAISING ACTIVITIES

A. Registered student organizations are permitted to conduct fundraising activities such as collecting food, clothing or change for charities; soliciting for volunteers; and holding activities like bake sales, which generally do not solicit significant cash or in-kind gifts. Student organizations wishing to solicit sponsorship or gifts must adhere to the following guidelines:
   1. Submission of event – An officially registered event must be submitted by an authorized group member a minimum of two weeks in advance of the proposed date for collection of funds or sale of tickets. Requests must be approved by the Executive Director of Student Life or designee.
   2. Funds – All requests for fundraising activities must clearly state for what the funds will be used. All monies collected must be deposited into the organization’s account or distributed as outlined in the fundraising request form. If these guidelines are not followed, this could lead to disciplinary actions.
   3. Educational mission – The fundraising activity is required to offer a benefit to the student organization and/or the University that is consistent with the University’s educational mission.
   4. Door-to-door and telemarketing – Door-to-door and telemarketing-type fundraising are not permitted.

IV. FUNDRAISING ON CAMPUS

A. Coastal Carolina University registered student organizations cannot raise funds at or in conjunction with major public campus events such as Orientation, CINO TIE, Homecoming, Family Weekend or Commencement.

B. Registered student organizations may raise funds from individuals only. University departments are not allowed to make charitable contributions with University funds.

C. Fundraising at athletic events is generally not allowed and would require special permission via the prior approval of the Athletic Director or designee.

IV. SOLICITING OFF-CAMPUS BUSINESS DONATIONS

A. Student organization solicitation of off-campus businesses is not permitted without prior approval of the Office of Student Life and the Office for Philanthropy.
   1. Registered student organizations wishing to approach off-campus businesses for the benefit of the University and/or student organization and/or legitimate charities must submit a list of all prospective businesses for approval by the Office of Student Life and the Office for Philanthropy at least two weeks in advance of the project.
B. Student organizations soliciting off-campus will be required to obtain and carry an approval form on University letterhead from the Office of Student Life. The approval form is intended to provide proof of approval of the fundraising activity. The form should be shown to potential donors. The solicitation of contributions of goods and/or services is permitted, so long as the value of the contributions does not exceed $500 (value determined by the donor). Contributions of any amount greater than $500 will need to be approved on a case-by-case basis by the Office for Philanthropy.

C. Organizations planning fundraising events off campus must check with the Office of Student Life for pertinent civic and University policies.

D. In order to appropriately track and acknowledge contributions, each student organization will be required to submit an end-of-year report of all contributions received from off-campus businesses to the Office of Student Life by May 1. The Office of Student Life will compile these reports for the Office of Philanthropy by May 31 of the same year.

V. USE OF UNIVERSITY NAME

All uses of the University name and marks/logos require prior approval from University Communication.

VI. FUNDRAISING INVOLVING FOOD

A. Bake sales – Student organizations will be permitted to conduct bake sales by adhering to the following guidelines.
   1. members of the organization must prepare the food to be sold; and
   2. the name of each member who prepared a food item is attached to the container in which that food item has been placed.

B. Third-party food sales – the sale of pre-packaged, individually wrapped and sealed food items from off-campus food vendors is permitted without approval from the Dining Services Contractor for sanctioned student groups. (e.g., box donut sales, candy bar sales).

C. Off-campus restaurant fundraisers – organizations may work with local restaurants to collect a portion of FOOD sales to benefit their organization or charity.

VII. SPECIAL NOTE ON “TOLL ROAD” FUNDRAISING ACTIVITIES

A. Registered Student Organizations may conduct “Toll Road” fundraisers ON CAMPUS, if they agree to follow all safety and registration procedures required by the local authorities. These types of events involve collecting funds from automobiles at traffic lights while the cars are stopped. The fundraising event must be registered and approved
by the appropriate city and/or county offices, and a copy of the permit must be submitted to the Office of Student Life before the event will be approved.