

*Financial*  
**Solicitation and Acceptance of Gifts**

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Point of Contact: Vice President for Advancement

Pages: 4

Approved by: University Executive Team, August 22, 2016

Supersedes: FP-24 and all other Advancement policies related to this subject

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**Attachments:**

1. Fundraising Request Form

1. **Vision.** The University Advancement Office will engage stakeholders in meaningful ways, fostering pride, advocacy, and private funding in support of ETSU's vision of becoming the best regional university in the nation.
2. **Mission.** University Advancement will increase the measure of private giving to East Tennessee State University by delivering an integrated program of communications, marketing, face-to-face engagement, and stewardship. In so doing, we will build deep and long-term relationships with alumni, friends, and potential partners that will ensure increased support; now and for the future.
3. **Solicitation of Gifts:**
  - a. The President of the University has ultimate responsibility for the fundraising program of the institution. The Chief Advancement Officer is charged with the responsibility of establishing and administering the University's fundraising program. The Advancement Office staff works under the Chief Advancement Officer's direction. The Chief Advancement Officer shall work closely with the University President and Vice Presidents to develop a broad spectrum of fundraising activities. As determined by the Vice President for Advancement in consultation with other senior leadership, a member of the professional staff may be appointed to work directly with the dean of each college and the director of each major program, such as the library and athletics, to establish effective fundraising programs for these units.
  - b. An overall fundraising program, specifying goals and priorities, will be adopted through appropriate University channels. All specific fundraising activity, including direct and indirect solicitation and special fundraising projects, outside the general fundraising program that are conducted in the name of and on behalf of the University must be approved prior to beginning the solicitation or project. This includes fundraising activity by University-affiliated organizations such as special support groups where the funds generated are deposited into an account in the University.
  - c. To gain approval for a specific fundraising project, a written request will be originated by the individual who represents the department or organization wishing to conduct fund raising activity. Requests should include:
    - 1) The ultimate benefit to be derived from the fund raising activity.
    - 2) The constituencies to be solicited.

- 3) The type fund raising to be conducted.
- 4) The fund raising goal.
- 5) The key people responsible for the fund raising activity.
- 6) Approval lines for each position in the respective unit including:
  - a) Individual originating request.
  - b) Unit development officer, if applicable.
  - c) Department chair or director.
  - d) Dean or equivalent who will assign priority to the project as it relates to the overall fund raising program for that college or unit and also for the University-wide program.
  - e) Vice President for the requesting unit, if applicable.
  - f) Vice President for Advancement
  - g) University President, as appropriate.

Any solicitation of a gift which might require a commitment of University resources, including unusual space or manpower requirements, maintenance contracts, or matching funds will require appropriate approvals up to and including the University President before the gift is solicited. The President may also seek the consultation and/or approval of the Board of Trustees before final approval is granted. In the case of computer-related gifts, approval of the Senior Vice Provost for Information Technology Services is necessary before the request is submitted to the University President.

4. **Acceptance of Gifts.** The Chief Advancement Officer is authorized by the President to accept gifts on behalf of the University, subject to review and confirmation by the President and subject to the following conditions:
  - a. Only the Board may accept a gift if Board acceptance is a condition set by the donor.
  - b. Only the President and Board may accept gifts of real property or any permanent interest in real property, and title must be conferred in the name of the State of Tennessee.
  - c. Any acquisition of real property by gift or devise which obligates the University or State of Tennessee to expend State of Tennessee funds for capital improvements or continuing operating expenditures shall be approved by the State Building Commission in accordance with TCA 4-15-102(d)(2) prior to acceptance. Any such deed transferring title shall not be recorded until the State Building Commission has approved acceptance of the gift property.
  - d. Gifts with conditions that ultimately will require consideration by the Board or President must be approved by the President prior to acceptance (e.g., gifts to support the initiation of a new academic program or capital improvement project.
  - e. Gifts of property subject to an indebtedness must be approved by the President prior to acceptance.
  - f. Gifts being forwarded from another area on campus must be accompanied by a completed gift transmittal form and all original associated correspondence.

Securities given to the University shall be put on the market for immediate sale through a registered security broker unless there are extenuating circumstances or the donor

specifies otherwise. In some instances, gifts consist of stock in a closely held company and cannot be sold until the donor calls for sale. In such cases, the stock will be sold immediately after the call for sale. The Chief Advancement Officer shall have the authority to complete such transactions for the University.

The Chief Advancement Officer is charged with coordinating the acknowledgment of all gifts. Gifts of cash, securities, property, equipment and supplies and in kind gifts of services and materials are expected to be reported to University Advancement as soon as they are received in any area of the University. In addition to a receipt, appropriate letters of acknowledgment will be sent from either the University President, Chief Advancement Officer, or other University official in accordance with established guidelines. Other appropriate acknowledgment from deans, chairs, etc., will be encouraged. On a weekly basis, University Advancement will send a record of gifts benefitting each college/area to the respective deans/directors.

#### **5. Records and Reporting:**

- a. An accounting system maintained in accordance with all appropriate accounting procedures which includes all gifts to the University shall be maintained under the supervision of University Financial Services. In addition, a donor records system shall be maintained so a donor's contributions can be tracked on an annual and cumulative basis.
- b. A summary of all gifts to the University during a fiscal year shall be included in the University's Annual Report to the Board.

#### **6. Foundation:**

- a. The East Tennessee State University Foundation is the legal entity through which most gifts intended for use by ETSU are received, managed, and dispersed. Such gifts are to be received by the ETSU Foundation in full accordance with policies set forth by ETSU and any controlling agency such as the IRS, NCAA, etc. East Tennessee State University may not accept gifts specifically intended for the ETSU Foundation and only gifts intended for the Foundation may be accepted by the Foundation. All cash gifts must be processed through Advancement Services into the ETSU Foundation unless the donor specifically precludes the Foundation from accepting the gift. Those gifts obviously intended for the Foundation, in that they are designated to a specific account in the Foundation, will be assumed to be intended for deposit in the Foundation and will be processed accordingly. University Financial Services shall be responsible for determining that gifts are deposited to the appropriate entity based on review of all circumstances surrounding the gift.
- b. In general, institutional resources may not be used to meet conditions of gifts to the Foundation. Exceptions may be approved by the University President.
- c. University Financial Services shall be responsible for maintaining records of gifts to the institution separate from those gifts to the Foundation. A donor record system shall be maintained wherein all gifts made by a specific donor to either the University or the Foundation shall be recorded.

## Attachment 1 – Fundraising Request Form

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EAST TENNESSEE STATE  
UNIVERSITY

### University Advancement Fundraising Request Form

|                                      |                     |
|--------------------------------------|---------------------|
| Name of Project                      | Amount to be Raised |
| Name, Phone, and E-mail of Requester | Dept/College/Org    |
| Purpose for which funds will be used | Account #           |
| Begin: _____ End: _____              |                     |
| Dates of Campaign/Special Event      |                     |

**Types of Solicitation.** Attach sample letters, brochures, etc. University Advancement will review all materials.

- |                                 |                                                  |                                      |
|---------------------------------|--------------------------------------------------|--------------------------------------|
| <input type="checkbox"/> Visits | <input type="checkbox"/> Telephone               | <input type="checkbox"/> Direct Mail |
| <input type="checkbox"/> Event  | <input type="checkbox"/> Electronic/Social Media | <input type="checkbox"/> Other _____ |

**Fundraising Costs.** Are funds available to support fundraising activities?

- |                                                                        |                                                |
|------------------------------------------------------------------------|------------------------------------------------|
| <input type="checkbox"/> University Account(s)                         | <input type="checkbox"/> Foundation Account(s) |
| <input type="checkbox"/> Other _____ Attach explanation, if necessary. |                                                |

**Attachments.** Include the following:

- Prospects: list (by name) of those to be contacted
- Solicitors: list (by name) of who will contact prospects
- Samples of Solicitation Materials

**Approval Routing (signatures indicate approval is recommended, unless otherwise noted)**

|                                                             |      |
|-------------------------------------------------------------|------|
| Requester Name and Signature                                | Date |
| Unit Development Officer (if applicable) Name and Signature | Date |
| Chair/Director (if applicable) Name and Signature           | Date |
| Dean/Vice President (if applicable) Name and Signature      | Date |
| Provost (if applicable) Name and Signature                  | Date |
| Vice President for Advancement Name and Signature           | Date |
| President (if applicable) Name and Signature                | Date |

Forward completed/signed form to University Advancement, Burgin Dossett Hall, Room 302, 9-4242

Revised May XX, 2016