

JACKSONVILLE STATE UNIVERSITY
Manual of Policies and Procedures

POLICY NUMBER: V:01:02

DATE: May 1, 1987

REVISION/REVIEW DATES: Sept 1989, Apr 1993, May 1997, May 2013,
March 2021

SUBJECT: Private Fundraising

APPROVED: Dr. Don C. Killingsworth, Jr., President

PURPOSE

The purpose of the Policy on Private Fundraising is to set guidelines on the solicitation of private gifts for the University to assure that the overall fundraising process at JSU is coordinated and that all fundraising projects that are undertaken by University faculty, staff, students, and volunteers further the mission and priorities of the University.

POLICY

While state funds and student fees assist in meeting the basic needs of education at the University level, private support is increasingly necessary to provide funding to achieve a higher level of quality to which Jacksonville State University aspires.

The Division of University Advancement functions to enhance and encourage the positive involvement of the University's constituent groups. It works with faculty members, departments, academic colleges, athletics, and other groups in the cultivation and solicitation of individuals and organizations to promote the University. The coordination of these activities and plans for solicitation are the responsibility of the Division of University Advancement.

Private contributions in support of the University may be made through the JSU Foundation, Inc. or its authorized agents which include the Alumni Association, International Endowment Foundation, Inc., and the Gamecock Club.

The Foundation receives private gifts of money, securities, land, personal property, or any other assets for the benefit of JSU in the manner that may be designated by the donor. These gifts may be used to create endowment accounts or may be provided for immediate use as restricted or unrestricted funds.

University facilities may not be used for private fundraising events that do not benefit Jacksonville State University without the written approval of the President. This also applies to University personnel and student organizations.

RESPONSIBILITIES

The Division of University Advancement is responsible for the coordination of obtaining private funds. This includes both regular and special solicitations to alumni, parents, friends, foundations, and corporations based on identified and projected needs. This is accomplished through mass solicitations, specific group solicitations, and personal proposals. These solicitations occur with the prior approval of the Vice President for University Advancement , who has been designated by the President of the University to approve such solicitations and include both regular activities of the University Advancement area as well as those for special planned projects. Coordination is essential to maintain a consistent University image and to avoid multiple solicitations.

The Division of University Advancement is responsible for maintaining current mailing lists and biographical data of all alumni, parents, businesses, industries, and friends who may be solicited by JSU. The responsibility of receiving all private gifts for Jacksonville State University lies with the JSU Foundation Inc. The disbursement of these private gifts is the responsibility of the JSU Foundation Inc., or its agents, consistent with the wishes of the donors.

It is the responsibility of each of the departments within the University to identify needs for their areas and, whenever possible, to support specific fundraising projects.

It is the responsibility of all individuals, Department Heads, Directors, and Deans to submit requests for specific private funding solicitations, as well as special requests for use of Foundation funds, through the appropriate vice president for their area. Upon approval, the appropriate vice president then forwards the request to the Vice President for University Advancement . All external publicity on private gifts to the University is released through the Division of University Advancement and coordinated through Marketing and Communications.

The Dean of Students Office is responsible for coordinating fundraising for student organizations. The Procedure for requesting approval for specific private fundraising solicitation is as follows:

1. Faculty members and/or departments that wish to request approval for specific private solicitations should do so through their dean or director.
2. All requests must have approval of the appropriate vice president.
3. Upon approval of the appropriate vice president, the request is then forwarded to the Vice President for University Advancement for further review to assure that the fundraising request complies with the mission and priorities of the University.
4. Upon the approval of the Vice President for University Advancement, the solicitation process becomes the responsibility of the Office of University Development.
5. The Office of University Development contacts the originator of the request and, in coordination with the appropriate department head and/or dean, develops a solicitation plan.
6. The Office of University Development is responsible for the approval of all persons to be contacted and for all correspondence sent pertaining to the solicitation.
7. All monies for a specific private solicitation are controlled as a separate and distinct Foundation account or as may be directed by the donor.

The Jacksonville State University Foundation, Inc. provides support for the objects and purposes of the constitutional corporation known as Jacksonville State University; to assist in the accomplishment of the educational purposes of such constitutional corporation. Included, by the way of illustration but not limited to, is the promotion, sponsorship, and execution of the academic, scientific, charitable, and related activities. The Foundation shall act as a conduit through which contributions are made to the University and shall reserve for the specified use of those funds which are designated by the donors for any restricted purpose or programs.

The Jacksonville State University Alumni Association promotes the interests of Jacksonville State University to foster mutually beneficial relationships between the University and its alumni, and to enhance the development of programs in academic, scholarship, and other areas. Priority for executing these objectives will be established in coordination with the University.

The Jacksonville State University Gamecock Club, is the primary support unit for JSU sports. Originally chartered in 1969, its initial objective was to provide tutoring service to the football team. It has now expanded its scope of operations to provide funds to all phases of University athletics.

The International Endowment Foundation, Inc. supports the International House Program by promoting the activities of the International House Program at Jacksonville State University, supporting its purpose which is to better relationships among students of the world and Jacksonville State University, the local community, and the state of Alabama, through cultural and academic exchange, and to award scholarships to worthy foreign students from 20 different countries each year.

RESPONSIBILITY

The Vice President for University Advancement is responsible for this policy.

EVALUATION

This policy will be reviewed at least every five (5) years.