

## College Procedure: 306.1 – Fundraising and Solicitation

Policy Reference: 306 – Solicitation  
Responsible Department: Human Resources  
Approval Authority: Cabinet  
Procedure Owner: Vice President, Human Resources and Institutional Effectiveness  
Effective Date: 01/19/2016

Version Number: 3  
Legal Counsel Reviewed (yes/no): No  
Scope: College-wide

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### Reason for Procedure

Private support for Kirkwood Community College supports the College's mission by providing financial assistance that contributes to student success and other approved College initiatives.

### The Procedure

It is the responsibility of the President and Cabinet of Kirkwood Community College, with approval as needed by the Board of Trustees, to authorize College initiatives. Proposals for new initiatives requiring external support must be accompanied by a business plan or the solicitation for grant proposal requiring external support and must be submitted to the Vice President, Academic Affairs or Vice President, Continuing Education & Training, for review by Cabinet.

Departments and/or employees are not authorized to begin negotiations for external support for new college initiatives, including in-kind gifts, without the approval of the President or Cabinet member.

### Role of the Kirkwood Foundation

The Kirkwood Foundation, in consultation with the President of Kirkwood Community College, is responsible for planning and executing a comprehensive fund-raising and donor-acquisition program in support of the College mission.

The Kirkwood Foundation Board of Directors approves policies regarding the acceptance of gifts, securing and investing endowment funds for scholarships, naming policies and other activities related to the development of resources for Kirkwood Community College. These policies are on file in the Foundation office and are available on request.

### Acknowledgment and Recording of Gifts

It is the responsibility of Foundation to record and acknowledge receipt of gifts made to the College, including cash, pledges, securities, real estate, and other gifts, including gifts in-kind. The President will

acknowledge major gifts of \$1,000 and above. Personal notes of thanks from departments are appreciated when appropriate and should be shared with the Foundation.

### Preparation of Fundraising Materials

All materials designed to solicit private funds shall be coordinated through the Kirkwood Foundation. Approval of the Vice President, Development or a designee is required prior to mailing any solicitation to donors on behalf of any college programs.

### Public Statements on Gifts to the College

The Kirkwood Foundation, in cooperation with Marketing, is responsible for all public statements regarding gifts to the College.

### Staff, Faculty, and Administration Fundraising Initiatives

The Kirkwood Foundation must approve, coordinate and process all fundraising appeals by departments or individual faculty and staff to benefit Kirkwood. This is to ensure that all fundraising efforts complement and not compete with the College's efforts to secure financial support. This includes Athletics Department fundraising.

The following College departments are exceptions: KCKK-FM, the Heritage Agency on Aging, and Workplace Learning Connection. These departments are expected to seek final approval from the Foundation on their fundraising plans, and communicate and collaborate with the Foundation on a routine basis.

It is acknowledged that the benefits and rationale of this procedure include:

- Transparency and alignment of appeals for funds, resource development and prospective donor solicitation.
- Minimization/elimination of potential duplication of appeals and solicitation of prospect donors.
- Implementation of targeted donor strategy in order to maximize contributions of prospect donors.
- Ensure that the priorities of Kirkwood Community College are reflected by all fundraising and donor campaign initiatives.

Approval process:

1. Before pursuing formal discussions with any potential donor there should be discussion with the appropriate supervisor, dean, or Cabinet member. An additional conversation outlining broad goals and objectives of the prospect solicitation should then be conducted with a designated representative from the Foundation.

2. All formal requests to undertake fundraising initiatives or to solicit contributions shall be in writing and submitted at least 30 days prior to the actual event. Requests must be accompanied by written approval of the appropriate dean or Cabinet member.
3. Upon review and approval from the Foundation, it is understood that prior to submission of formal written request to potential donor(s), all supporting materials including mailing lists, letter of request, and other related documents shall be reviewed by the Foundation. The Foundation will assist with development and coordination of fundraising/solicitation strategy, plan and related activities where necessary.
4. Requests involving the planning, construction or expansion of a building to be funded by private sector gifts shall be submitted to the appropriate Dean and Cabinet member for approval by the Cabinet and the College President.

## Gifts-in-Kind

Kirkwood accepts gifts-in-kind (property, equipment, securities, real estate, artworks, etc.) intended by the donor to benefit the College. Such gifts are reviewed with special care to ensure that acceptance will not involve financial commitments in excess of budgeted items or commit the College to other obligations disproportionate to the gift. All in-kind gifts must be reported to the Kirkwood Foundation.

### A. Tax Deductions

When gifts-in-kind are given to Kirkwood with intent for the donor to receive a tax deduction, it is the responsibility of the donor and a requirement of the IRS that the donor, not Kirkwood, obtain an independent appraisal of the gift when required for tax purposes. Neither the College nor the Foundation will become involved in the appraisal process.

### B. Solicitation and Acceptance of Gifts-in-Kind

1. A department chair, faculty member or staff member interested in soliciting equipment or other gifts-in-kind should communicate with the Foundation prior to approaching the contributor to ensure the appropriate procedures are followed.
2. Gifts-in-kind are accepted for college use only if it is determined there is an educational purpose for the item or items involved. The department that will use the gift is responsible for completing the Kirkwood Foundation Property/In-kind Gift Receipt and returning it to the Foundation. The determination whether to accept an in-kind gift will be made by the Vice President, Development in consultation with the Vice President, Academic Affairs and Associate Vice President, Facilities.
3. Kirkwood may elect not to accept an in-kind gift for any of the following reasons.
  - a. The equipment is obsolete.
  - b. The intended gift would involve a high level of costs, including projected installation, insurance, maintenance, or other costs.

- c. The gift is deemed inappropriate or not conducive to the best interests of Kirkwood.
4. Gifts-in-kind will be accepted and acknowledged by the Foundation and transferred immediately to the College. These gifts will be recorded and labeled as part of the College's inventory.

### Alumni Fundraising by Department

All fundraising appeals to alumni must be coordinated with the Foundation's Alumni Director. Departments may not solicit funds from alumni through departmental communications. Contribution forms and gift reply envelopes should not be included with departmental communications without the approval of the Foundation. Departments may use their standard communications methods to encourage participation in the Kirkwood Alumni & Friends programs.

### Student Fundraising

Student clubs and organizations may conduct on-campus fundraising after seeking the approval of their faculty advisor and the Student Life office. For events such as car washes, bake sales, and the like (where outside solicitation is not required or necessary) the hosting department or student group is asked to notify the Foundation as a courtesy at least one week prior to the event.

### Gambling Activities

Due to the requirements of state law related to obtaining and processing a gambling license, Kirkwood Community College has determined that departments and student organizations may not conduct gambling activities where money is collected in exchange for a chance to win, including games of chance, raffles, 50/50 or bingo.

The Kirkwood Foundation may obtain a short-term license to host raffles at special events such as the annual golf outing at its discretion, generally to support student scholarships.

### Solicitation

The College prohibits unauthorized solicitation of employees. With the exceptions of Kirkwood Foundation, KCCK campaigns and the annual United Way Campaign, staff members are prohibited from directly soliciting other staff members during work hours or in college work areas. Contributions may be made by payroll deduction for the Kirkwood Foundation, KCCK, United Way and eligible charitable federations as required by Iowa code.

A person or group (whether from within the College or from outside the College) must have written authorization from a Cabinet member to engage in any form of solicitation of employees. Student clubs and organizations that have been approved through the student life policy are considered authorized. Soliciting alumni or friends of the College requires written authorization from the Vice President, Development.

Neither the College, nor its employees, shall be solicited in any manner by businesses or persons operating for a profit for the promotion or sales of services or products; unless the solicitation is part of an approved College-sponsored specific event or activity.

It is permissible for employees to inform their colleagues of charitable causes, but there cannot be pressure imposed upon, nor expectations made of any employee to participate in a charitable cause.

College facilities and/or resources may not be used for solicitation purposes unless written authorization is obtained from a Cabinet member. Any evidence of unauthorized solicitation should be reported to the Vice President Human Resources and Institutional Effectiveness or a Cabinet member.

## Definitions

**Solicitation:** ANY UNREQUESTED COMMUNICATION THAT INDICATES OR IMPLIES THE PURPOSE OF SEEKING OR OBTAINING MONEY, GOODS OR SERVICES FROM THE PERSON SOLICITED.

## Revision Log

*Table 1 Revision Log*

Version Number	Date Approved	Approved by	Description of Change
1	01/19/2016	Jim Choate, Vice President, Finance	New procedure
2	05/10/2017	Mick Starcevich, President	New template
3	08/02/2019	Cabinet	Procedure template