



# SAN MARCOS BAPTIST ACADEMY

## Fundraising Policy

**Policy Statement 03.08**

**Effective: 09/18**

**Next Review Date: 09/21**

### 1. INTRODUCTION

- 1.1. The purpose of this policy is to ensure that the fundraising efforts of San Marcos Academy (SMA) are coordinated, keeping in mind that, because many donors view solicitations from various SMA entities (departments, student groups, alumni) as all coming from SMA, this may influence their overall support of the Academy.
- 1.2. All faculty, staff, students, alumni, donors, and prospective donors of SMA are covered by this policy.

### 2. DEFINITIONS

- 2.1. Fundraising is defined as the solicitation and/or collection of money or gifts in kind through voluntary contributions, sales, and/or events for the purposes of charitable donation and/or program support.
- 2.2. Solicitation is defined as all requests for cash, pledges, gifts in kind, securities, property, and planned gifts.

### 3. SCOPE OF POLICY-FUNDRAISING ACTIVITIES

- 3.1. Large-scale organized drives or campaigns, which may have written, in-person, telephone, online, and/or special event elements
- 3.2. Special events for fundraising such as performances, dinners and tastings
- 3.3. Special limited solicitations by mail or phone
- 3.4. Establishment of a "friends" or "associates" group to benefit a department or program, or to target a special group of givers, such as alumni
- 3.5. Proposals, to include grant submissions, to private foundations, corporations, service clubs or other non-governmental organizations
- 3.6. Extended cultivation of one prospective donor or a small group of donor prospects over a period of time, culminated by a personal solicitation for funds
- 3.7. Promotional efforts that specifically refer to our interest in receiving gifts and/or to any relationship between gifts received and their use
- 3.8. Sponsorships

3.9. Requests for “event giveaways” and donated services in excess of \$100

#### **4. COORDINATION OF FUNDRAISING ACTIVITIES**

4.1. All fundraising activities require prior approval of the Development Office. The President authorizes the Chief Development Officer (or his/her designee) to provide this review and approval. Written approval of the proposal by the Chief Development Officer is required before any solicitations are made.

#### **5. PROCEDURE FOR FUNDRAISING ACTIVITY APPROVAL**

5.1. Prior to developing a proposal, the initiator must consult with and obtain approval from their immediate supervisor. Student groups and organizations on campus which are planning to engage in fundraising or solicitation activities must first obtain written permission from the Dean or Director of the department.

5.2. An Academy employee, department or division, including student groups or organizations, that desires to initiate a fundraising effort will submit a brief written proposal to the Chief Development Officer for review.

5.3. The proposal, which can be submitted as an e-mail, must include:

5.3.1. Activities to be supported with solicited gift funds;

5.3.2. The cash goal or kind and value of other gifts to be solicited;

5.3.3. A tentative calendar of activities;

5.3.4. A brief description of the type of solicitations to be used, and;

5.3.5. A list of all potential donors (individuals, corporations, businesses, and foundations) to be contacted;

5.3.6. Assurance that the appropriate dean or director has been informed and approves of the proposal.

5.4. It is also strongly recommended that the Chief Development Officer or an appointed designee be consulted early in the process to determine the feasibility of the effort, to consider the resources available from each person and office, and to coordinate with other fundraising activities on campus.

5.5. The Chief Development Officer will respond to the proposal in writing.

5.6. Any group that is creating merchandise or marketing material that includes the San Marcos Academy name or official Academy marks must ensure the usage is in accordance with the SMA branding guidelines by contacting the Director of Admissions and Communications.

5.7. Any group that will be using Academy facilities in conjunction with a fundraising event must follow all policies pertaining to facilities usage. NOTE: If the fundraiser is raising funds for an external entity (not SMA), then the group should contact the Executive Administrative Assistant for information about the fee schedule and to complete a contract.

5.8. Proposal denials of fundraising activities may be appealed in writing to the Executive Council through the President's Office.

## 6. GENERAL FUNDRAISING GUIDELINES

- 6.1. Academy funds may not be used to support events/programs focused solely on fundraising (with the exception of budgeted Development Office events). Events/programs with a primary focus other than fundraising that include a fundraising aspect are permitted to use Academy funds.
- 6.2. Donors should be asked to designate San Marcos Academy as the recipient of charitable gifts to benefit the campus. Typically, donors may specify a fund. All gifts and donations must be processed through the Development Office before being deposited, unless specific written arrangements have been approved by the President or Chief Development Officer to use a different process.

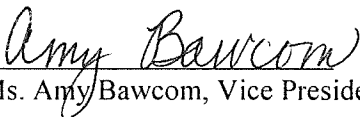
## 7. GRANT SUBMISSIONS

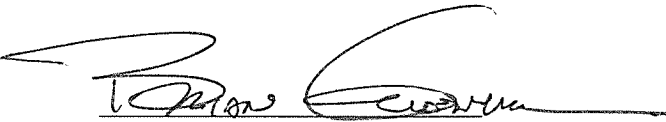
- 7.1. Faculty and staff are encouraged to pursue the development of grant proposals seeking outside funding for projects and equipment/materials which cannot be funded through the regular budget. **It is important that all such grants fit within the mission of the Academy.**

## 8. PROCEDURE FOR GRANT SUBMISSION APPROVAL

- 8.1. Prior to developing a grant proposal, the initiator must consult with and obtain approval from their immediate supervisor to ensure appropriateness of the project.
- 8.2. The grant proposal must be circulated at least five business days prior to the deadline date in order to receive final approval by the Chief Development Officer.

This policy was approved and implemented into practice effective in the Fall of 2018. Review of this policy will occur every three (3) years beginning in FY 2021. The senior reviewer will be the Vice President for Development.

  
Ms. Amy Bawcom, Vice President for Development

  
Dr. Brian N. Guenther, President