



WSU Fundraising Guidelines

The following fundraising guidelines should be followed:

The Weber State University Policy Manual states that fundraising efforts towards the private sector must be coordinated through the Office of University Development.

In order to comply with University policy regarding the solicitation of funds to support a project or program, student organizations and clubs should adhere to the following guidelines:

- Any individual or group that wishes to approach prospective donors to contribute to a group activity must first submit a description of purpose of the fundraising and a list of potential donors to the Development Office for approval.
- The Development Office will review the fundraising project and the prospective donor list for approval. Lists may be edited to eliminate those individuals, businesses, and organizations that are currently in a giving program or are being cultivated for a significant gift.
- The protection of individuals, foundations and businesses from repeated solicitation is critical so that University fundraising efforts are not compromised by requests to support special interest activities.
- It is appropriate for fundraising activities to be directed toward new sources of funding, whether from individuals or businesses, so a broader base of donors may be solicited and involved in contributions to the group.
- Past experiences have indicated that very few names are purged from prospect lists. The Development Office has often been able to add names and prospects to such lists, in addition to providing advice and counsel regarding the solicitation of donations.
- The Development Office may also wish to provide counsel regarding written solicitations or correspondence generated under the University's name and on official letterhead. Clearance of written correspondence prevents misunderstandings regarding the use of, procurement of, and benefit to donors of gifts given.
- All solicitations should clearly identify each group as a club sport or organization. If the solicitation is from a club sport it should disclaim association with Weber State University Intercollegiate Athletics. This is to prevent donor confusion and preclude WSU Athletics from receiving donations, which might be in violation of NCAA rules.

Funds raised must be delivered to the Office of University Development within 3 days of receiving the funds. The Development Office will deposit the funds into the appropriate gift account. The Development Office sends receipts and acknowledges all gifts to the university. Without such receipts, the IRS may not properly acknowledge gifts as charitable contributions.



Student Fundraising – Steps For Success

1. First describe the purpose for which you are raising funds.
 - a. Projects must benefit the organization or club as a whole and further the purpose of the university.
 - b. An individual student may not fund raise for their own benefit, for example, an individual student may not ask a donor to make a gift to the university to fund that student's tuition or to pay for study abroad.
2. Next, create a list of prospective donors and share with the Development Office.
 - a. Prepare a list of businesses, individuals and organizations that you plan to solicit for funds.
 - b. Submit that list to one of the development directors listed below.
3. Be professional in your request for funding.
 - a. Submit your proposal for funding on WSU letterhead provided by your faculty advisor.
 - b. Provide appropriate contact information on your proposal.
 - c. List the WSU faculty, advisors, or staff associated with your project and their contact information.
4. Identify and explain your project well.
 - a. Share how it will be a benefit to your education and others.
 - b. Explain how their support of your project can and will benefit them.
5. Ask for a specific amount in your request.
 - a. All funding requests above \$1,000 should be individually approved by the Development Office/Officer prior to sending the request to the prospective donor.