



FUNDRAISING

POLICY

This fundraising policy applies to all faculty, staff and students of Sherman College of Chiropractic and concerns the solicitation of donations from individuals, corporations, groups, and foundations for the support of College departments, programs and College-related organizations and clubs or any solicitation of College faculty, staff or students which takes place on the campus, or utilizes any resources, of Sherman College for the benefit of either a campus or non-related organization.

The Office of Advancement (OA) manages the fundraising efforts of Sherman College and is responsible for approval and coordination of, and follow-up to, all donor solicitation of private support conducted on behalf of Sherman College, its programs and subsidiaries. To avoid duplication of efforts and multiple requests to donors, all fundraising for Sherman College, its departments, programs, student organizations and subsidiaries will be coordinated through the OA.

Proposals

Proposals for all fundraising should be directed, first, to OA with prior approval of the respective up-line Vice President. OA will be responsible for reviewing the proposal for approval. Fundraising proposals should contain the following information:

- Executive Summary - clearly and concisely summarize your proposal;

- Introduction - establish your credibility and qualifications for leading the project;

- Narrative - document the problem or need to be addressed; describe how this project will address specific needs benefitting students and the college in general as part of the Strategic Plan; establish the desired outcomes in measurable terms, describe the activities through which the desired results will be achieved, describe how the success of the plan will be measured, and describe how the project will be supported after it is established;

- Budget - detailing the project's overall costs;

- Project Team - identify information on all key players in the project;

A key proponent of fundraising is the identification and cultivation of prospective donors and the recognition and continued cultivation of current donors. These activities should be coordinated with OA. If you have contact with an individual who meets the above description, or invite such an individual to campus, please contact a member of the OA Team to advise them.

Alumni

Alumni constitute a large portion of the Sherman College donor base. Management and cultivation of alumni donors is vital to our advancement efforts. No alumnus should be contacted for the purpose of visitation, solicitation of donations, etc., without prior notification of and coordination with the Vice President for Advancement (VPA). Any time an alumnus is invited to campus for a group event or individual meeting, the OA should be notified for the purposes of alumni recognition and donor cultivation. Members of the Sherman College faculty and staff who are attending off-campus activities that may involve alumni (conferences, competitions, fairs, field trips, trade shows, etc.) should notify the VPA as far in advance as possible of the event so that the office can plan accordingly (request meetings, send gifts, manage follow-up, etc.).



Policies & Procedures

Policy Number

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Date of Adoption / Rev.

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Acceptance of Gifts

Gift acceptance is guided by the Gift Acceptance & Disposition Policy.

Tax Deductibility of Gifts

Sherman College is a 501(c)3 non-profit corporation. Contributions to Sherman College for the purpose of scholarships, programs and other uses related to the College are tax deductible under IRS regulations. Some contributions may not be tax-deductible or only a portion of a contribution may qualify as a tax deduction.

OA will provide a copy of the 501(c)3 determination letter from the IRS for fundraising groups. Private contributions will be traced by the donor's name and receipts and acknowledgements sent to the contributor.

OA should be consulted for clarification on the deductibility of all types of contributions to the College.