

**FRANCIS MARION UNIVERSITY**  
**Human Resources Office**

**SUBJECT:** Fundraising Policies and Procedures

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Revised: 4/1/00

Revised: 2/1/02

## **FUNDRAISING POLICIES AND PROCEDURES - OFFICE OF COMMUNITY RELATIONS**

**THE LANGUAGE USED IN THIS POLICY DOES NOT CREATE A BINDING EMPLOYEE CONTRACT BETWEEN THE EMPLOYEE AND THE UNIVERSITY. THE UNIVERSITY RESERVES THE RIGHT TO REVISE THE CONTENTS OF THIS POLICY, IN WHOLE OR IN PART.**

The Community Relations office serves as the coordination unit of all campus fundraising efforts (except those involving student organizations). The Community Relations office organizes, plans, and carries out annual fundraising campaigns for the Annual Fund and the Swamp Fox Campaign. The Community Relations office identifies prospects and works with donors who wish to establish named scholarships. The Community Relations office prepares proposals to solicit major gifts from individuals, foundations, businesses, industry, and other community/civic organizations.

All gifts of cash are received in the Community Relations office which is also responsible for receipting funds appropriately and acknowledging and reporting gifts. The Community Relations office maintains files on donors and plans special events to cultivate and recognize donors.

Any academic or administrative department or division which plans to solicit funds from the private sector must coordinate and secure approval for such activities through the Community Relations office. The department shall notify the Community Relations office in writing of the nature of the project to be funded, list prospective donors, and describe how the funds will be used. (An External Solicitation Approval Form may be obtained in the Community Relations office.) The Director of Community Relations shall approve all requests.