**Fundraising and Solicitation Policy**

**Working Definitions:**

Solicitation: A request for a donation

Fundraiser: An event or activity held to secure donations

Internal audience: Wells College community (students, faculty and staff)

External audience: Parents, businesses, local community, etc.

**Purpose:**

The purpose of this policy is to coordinate the efforts of those planning to raise money or gain donations from internal and external audiences for the benefit of the group and or outside organization.

**Eligibility:**

This policy applies to individuals, departments, clubs and organizations who desire to fundraise or solicit donations as representatives or members of Wells College. All solicitations and fundraisers must be approved through the Office of Student Activities and Leadership and the External Relations Department. This policy is intended to ensure that the College’s fundraising and solicitation efforts are coordinated and represent the mission of the institution.

**Fundraising Policy:**

All Wells community members or groups interested in sponsoring a fundraiser must apply using the Fundraising Request Form provided by the Office of Student Activities and Leadership. If your fundraiser requires the use of space, you must also submit the Event Request Form found on the homepage of the globe. Forms should be submitted at least 3 weeks prior to the event, although for large scale fundraising, more time may be necessary.

When reviewing applications, the following questions will serve as deciding factors:

* Does the fundraiser align with the mission of Wells College?
* Has sufficient planning taken place for the fundraiser to be successful?
* Are the goals of the fundraiser realistic?
* Who are the proceeds going to benefit?
* Who is the intended audience?
* Are there any competing fundraising efforts, events or activities that might be compromised?
* Is the intended audience appropriate, and have they recently been targeted by another Wells initiative?

Student Activities and Leadership will coordinate the approval of all applications that reflect an intent to hold an event on campus with an internal audience and beneficiary. Multiple requests for the same fundraiser will be approved on a first come first serve basis. Student Activities and Leadership must pre-approve all materials used to advertise and promote the event on campus.

Applications that intend to appeal to an external audience, or to donate to an appropriate external organization, and/or a capital improvement, will require the approval of a Senior Staff member(s). Senior Staff and External Relations must pre-approve all materials intended to advertise and promote the event including but not limited to posters, flyers, letters, emails, etc.

**Philanthropic Gifts:**

All gifts to the College as a whole, or to individual groups or departments must be processed through the External Relations Department. All gifts should be brought to the Development Office in Pettibone House.

No College building may be used for commercial purposes by outside vendors without prior permission. Students may utilize their own talents and time for earning personal money as long as the project is approved by the Director of Student Activities and Leadership.