



REGENT UNIVERSITY
OFFICE OF ADVANCEMENT

Fundraising Policies and Procedures

For School / Department / Student Initiated Fundraising

Questions?

Contact Erin Flynn: 757-352-4831 or eflynn@regent.edu

Office of Advancement

Fundraising Policies

All fundraising activities, regardless of the method used, must be coordinated with the Office of Advancement. The Business Office and the Office of Advancement require collaboration with the fundraising group prior to any solicitation to enable the timely and accurate processing of donations and the issuance of charitable receipts.

All charitable gifts to any school, program or fund of Regent University must be sent to the Office of Advancement for appropriate processing and to ensure adherence to our auditor's standards.

School, department, and student groups may not initiate or create online fundraising pages. All monies collected through independent efforts are not donations to Regent University and are not tax-deductible for the "donor."

Funds raised are *always restricted* to the purpose stated to the donors.

Per IRS regulations, it is never permissible for a charitable gift to be designated for a specific individual. Never instruct a donor to write your name or a student's name on a check or on a reply mechanism. Rather, always reference the group/project in the memo line.

The manner in which donations are solicited are subject to approval by the Office of Advancement. Any use of Regent University branding in solicitation materials, whether print or digital, are subject to approval by University Marketing.

Fundraising Procedures

Application

To get the process started, schools, departments, student groups, etc. who plan on fundraising must submit a Fundraiser Application. This online form is located on the Office of Advancement's RoyalRaiser website.

Information Gathering

The Office of Advancement will review the Fundraiser Application, gather additional information, and obtain approvals as needed.

Designation and Fund Set-Up

If the fundraiser is approved, the Office of Advancement and the Business Office will work together to create an Advancement Designation and a Business Office Fund where donations will be recorded and deposited.

Manner of Donation Collection

Donations may be collected by check (payable to Regent University), cash, credit card (VISA, MasterCard, American Express, and Discover), stocks, gifts-in-kind, and other less common means. The Office of Advancement can process most manner of donations.

Groups may utilize Advancement's crowdfunding platform (RoyalRaiser) or general online giving page. If the requestor wishes to host a crowdfunding project and the Office of Advancement has determined that the project is a good fit for the RoyalRaiser platform, the project requestor must also complete and submit a Regent Crowdfunding Agreement.

Solicitation of Donations

- Creation of Solicitation Materials

Solicitation materials must be approved by the Office of Advancement. Methods may include a letter and response form, email with a link to a donation page, etc. Content of materials should include an appeal to donors to donate, a description of how donations will be used, a person to contact for questions, and methods to give. For approved crowdfunding projects, please consult the RoyalRaiser Toolkit for guidance on solicitation and stewardship materials.

- Tracking Methods of Solicitation

Donations are collected and tracked by the Office of Advancement through the use of a solicitation code on response materials. The solicitation code is created by the Office of Advancement and may contain the year, method (mail, email, online, etc), or other information helpful to tracking project funds.

If your group uses multiple fundraising methods, like mail and email, then multiple solicitation codes will be issued and should be included on your materials as appropriate. In some instances, the Office of Advancement may select to create a unique project url for online giving that takes donors to a form with



the project designation prepopulated. Gifts made through the url will also carry the project solicitation coding to better facilitate gift tracking and processing.

Donation Processing

Online gifts will be issued an electronic receipt at the time of the gift. All checks should be mailed or directed to the Office of Advancement (1000 Regent University Dr., ADM 128, Virginia Beach, VA 23464). If donations are received by students or staff/faculty, these donations should be delivered to the Office of Advancement within **24 hours** from date of receipt whenever possible. Please contact our Advancement Gift Administrator, Erin Flynn at 757-352-4831 to make arrangements for the transfer of any cash donations.

- a. Each gift must be accompanied by:
 - i. name of donor and current address
 - ii. designation name
 - iii. solicitation code

- b. After receiving donations, the Office of Advancement will process them as follows:
 - i. record donation in database
 - ii. issue official charitable receipt and general thank you letter
 - iii. deposit donation with Business Office

If school personnel, student groups, departments, etc. wish to send an additional thank you letter, it should be sent directly from the individual/group representative with no mention of the donation amount.

Should you have questions or require additional information, please contact our Advancement Gift Administrator, Erin Flynn at 757-352-4831 or ruadvancement@regent.edu