

UNIVERSITY of



DAYTON

## Fundraising Policy

Effective Date: January 3, 1996

Approval: April 19, 2016

Maintenance of Policy:  
Vice President of University  
Advancement

**PURPOSE:** The Advancement division of the University of Dayton solicits, receives and stewards gifts to the University to provide resources that further the educational, research and public service mission of the University. This policy sets forth the structure and process for University fundraising.

**SCOPE:** All University Members

### POLICY:

All funds or gifts accruing to or received by the University, whether solicited or unsolicited, are for the use and benefit of the University of Dayton and are held in accordance with the trust or restriction imposed thereon by the donor.

The Vice President of Advancement, in conjunction with the Assistant Vice President of Development, shall compile a comprehensive strategic plan for the University each fiscal year as informed by the internal process for setting priorities. The plan shall be created in accordance with the budget parameters outlined by the University Office of Finance and Administrative Services. The detailed plan shall be reviewed by the Advancement Committee of the University Board of Trustees and shared with the Provost, Vice Presidents, Deans and others as needed in the course of fundraising efforts.

University Advancement shall maintain a database of constituents, consisting primarily of alumni, but also parents, faculty, staff, students, friends and various corporations, foundations and other organizations. The database shall be used to facilitate fundraising initiatives and build relationships between the constituents and the University.

### REFERENCE DOCUMENTS:

### POLICY HISTORY:

Approved in Original Form  
January 3, 1996

Approved as Amended  
September 5, 2000

Approved as Amended  
April 19, 2016

POLICY [continued]:

Monthly fundraising reports shall be prepared by University Advancement and distributed to the Office of Finance and Administrative Services and appropriate deans or directors of each school, college or unit across campus. Reports shall include cash gifts, with totals for pledges, revocable commitments and capital campaigns (when applicable) reported separately.

All capital campaigns require approval from the University President and the University Board of Trustees and are reviewed by impacted schools, colleges and units across campus. All other major development campaigns require prior approval of the Vice President of University Advancement in consultation with the University President. All fundraising campaigns, programs and activities shall align with University priorities as determined by the University President and the Board of Trustees.

For any development campaign, program or activity, a collaborative approach between Advancement and the appropriate school, college or unit is utilized. The unit shall fully define the project needs, measurable outcomes, impact to the unit, students and the university, and identify sources of interest in funding. Advancement shall work with the unit to understand the project purpose and to define and actively seek funding by engaging its regional development officers, research staff and donor relations teams.

All individuals, including volunteers, students, faculty and staff, engaged in development activities for the University shall comply with the Council for Advancement and Support of Education (CASE) Statement of Ethics and the Association of Fundraising Professionals (AFP) Code of Ethics. Copies of these documents are available in the office of the Vice President of University Advancement.

All gifts to the University of Dayton must be processed by University Advancement to assure adherence to IRS rules and regulations and accurate fundraising reporting. All tax deductible receipts to donors for gifts made to the University of Dayton must be administered solely by University Advancement Records. Any individual or group, including volunteers, students, faculty or staff facilitating fundraising efforts on behalf of an organization or entity other than the University, is required to clearly identify for donors that their gift is for said organization or entity and not a gift to the University of Dayton. Any necessary tax deductible receipts for such fundraising efforts must be administered by the appropriate 501c3 organization. Any use of the University donation webpages without prior approval from University Advancement is strictly prohibited.

The Vice President of University Advancement determines policy compliance and consequences for noncompliance.