Delaware State University
Background for Guidelines on Solicitation

Delaware State University (DSU) recognizes its responsibility to educate students and prepare them for life. To deliver on that promise, publicly-supported universities like DSU depend upon tuition revenues, and private and government support to sustain ongoing programs, launch new ones, attract and retain our students. The past generosity of our donors and other supporters has enabled thousands of students to make their mark on the world. Just as education is an ongoing process, so is the need for financial support from DSU’s alumni, community, family, and friends. DSU is reaching out in an unprecedented manner to alumni, friends, and corporate and foundation partners, inspiring them to invest in the University's academic and intellectual pursuits and celebrate the rich University legacy.

There are multiple sets of rules and guidelines governing the fundraising process, solicitation for sponsorships and contributions, and acquisition of in-kind (non-monetary) donations. These rules and guidelines are necessary to comply with various governing bodies and to obtain the most support possible for the University.

The mission of the Office of Development is to raise funds for the University by serving as a liaison between DSU and private individuals, corporations and charitable foundations that are potential sources of funding. The Office of Development “adds value” by fulfilling its crucial role as facilitator and clearinghouse. Such contact enables the Office of Development to assist and support faculty, staff and administrators with all phases of solicitation. Solicitation without prior approval of the Office of Development is prohibited.

Engaging the Office of Development from the beginning ensures that multiple requests for support or sponsorship are not submitted to a potential funder who will consider only one request for the University. Some grant makers will fund only one proposal per year from DSU and its students and related entities. Submitting two or more requests creates confusion and potential loss of significant financial resources. For example, if an associated entity submits a request to a corporation for $1,000 to sponsor a table and the University submits a $500,000 proposal, the lesser request may preclude the greater, leaving literally tens to hundreds of thousands of dollars of funding resources on the table.

The Office of Development’s purpose is to ensure that proposals are submitted to corporations and foundations to increase funding for the University or any related entity. The Office of Development particularly strives to “add value” to those projects and programs that enhance student achievement. Such contact enables the Development Team to assist with all phases of pre-proposal preparation and submission, including but not limited to:

- Identification and research of potential funding sources;
- Pre-submission procedures;
- Determination of appropriateness of request amount;
- Budget preparation;
- Internal review, revision, routing and approval; and
- Complete, accurate and timely submission to a funding source.
PURPOSES:

Delaware State University (DSU) recognizes the need to protect the campus environment from uncontrolled solicitations, but acknowledges the need to support worthwhile causes and to have convenient access to a variety of merchandise and services. The University also recognizes the importance of raising financial and in-kind support from outside sources to benefit the University, its students, departments, and activities.

DEFINITIONS:

- **Solicitation** is any verbal or written effort to raise funds through the sale of merchandise/services or through charitable donations as well as to influence or gain support for an issue or cause.
- **Proposal** is any request for financial or in-kind support.
- **Associated Entity** is any organization which is affiliated with DSU, but is not the University itself, and uses or intends to use the name, trademark, logo, or other University unique identifier. For example, the DSU Alumni Association, Sororities and Fraternities, Boosters and other like organizations are considered associated entities.
- **Campus** is considered any physical property owned or leased by DSU.

ON CAMPUS SOLICITATION:

- Solicitation is prohibited on campus without prior written approval per these solicitation guidelines.
- DSU clubs, organizations, including athletic organizations, and individuals intending to solicit or sponsor a program on campus must obtain prior written approval from the Vice President for Institutional Advancement or Assistant Vice President for Development at least 10 business days prior to the event.
- DSU clubs or organizations wishing to hold a raffle, bingo, lottery, or similar legally authorized game of chance must receive written approval from the Vice President for Institutional Advancement or Assistant Vice President for Development at least 10 business days prior to the proposed start date. Games of chance are subject to local, state and federal laws.
- Instructors/presenters are prohibited from advertising services or products in classes without approval according to the guidelines for on campus solicitation.
- Off-campus groups or individuals desiring to solicit on campus must obtain written approval from the Vice President of Institutional Advancement or Assistant Vice President for Development and must be sponsored by a DSU club or organization. Requests without proper sponsorship will be automatically disapproved. The request must include the following:
  - Name of sponsoring organization
  - Vendor contact information
  - Purpose of solicitation
  - Preferred dates of solicitation
  - Methods used to solicit, including examples of advertising and publicity
Preferred location(s)
Target populations
Descriptions of products, programs, and/or written materials to be distributed.

- Generally, solicitation on campus by off-campus groups or individuals is discouraged. However, activities which enhance the DSU community will be given serious consideration.
- Profit-making solicitations (fund raisers) may be subject to a contractual relationship by which a negotiated percentage of sales will be allocated to the Delaware State University Foundation, Inc. or organization sponsoring the event.
- Off-campus groups or individuals must abide by the policies affecting recognized university clubs and organizations.
- All persons involved with a solicitation must respect the rights of individuals to refuse the solicitation being made.
- Flyers and signs must be approved in accordance with the procedure for posting on DSU property before posting on campus. Solicitors cannot put flyers, cards or any type of advertising on cars in the campus parking lots.
- Voice mail, email and campus monitors are for official DSU business only. See DSU Computer Usage Policy at www.desu.edu.
- Any and all fundraising activities with concern to the athletic department, in which funds are to be used for specific athletic teams or athletic administration, must be cleared through the Office of Development prior to the establishment of those activities. Such fundraising activities include, but are not limited to, raffles, silent auctions, golf outings, souvenir sales, used equipment sales, and others. All monetary receipts through these fundraising activities must be accounted for as income.
- Violations of any of the above policies may result in disciplinary action, legal action and/or sanctions.

OFF-CAMPUS SOLICITATION BY FACULTY, STAFF AND ADMINISTRATION

Faculty, staff and administrators shall involve the Office of Development in the earliest stages of soliciting monetary or non-mone tary support by contacting the Assistant Vice President for Development and/or designee prior to approaching a potential donor, sponsor or contributor for support. Under no circumstances should a proposal be submitted to a corporation or foundation without first receiving written approval from the Assistant Vice President for Development or the Vice President for Institutional Advancement. Each proposal must go through an internal review process before it is submitted to a potential grant maker or funder.

The proposal review and approval process is as follows:

- Contact the Assistant Vice President for Development to request written approval for the grant application.
- For academic units, the Principal Investigator/Program Director obtains the approval of the Department Chair and Dean regarding the proposal (solicitation), with particular attention to cash and in-kind budgets and committed outcomes. The Department Chair, College Dean, Provost, and Vice President for Institutional Advancement or Assistant Vice President for Development approves the proposal (solicitation) by signing the Off Campus Solicitation Request Form for Faculty, Staff and Administrators. (See attached).
- For non-academic units, the individual requesting funding of a proposal must obtain the approval of the immediate manager or appropriate officer (i.e., Director, Board Chair), with particular
attention to cash and in-kind budgets and committed outcomes. The Vice President for Institutional Advancement or the Assistant Vice President for Development approves the proposal by signing the University’s Off Campus Solicitation Request Form for Faculty, Staff and Administrators. (See attached).

- For all units of DSU, the proposal must always have a cover letter signed by the person designated by the Office of Development. The letter is prepared in the Office of Development and sent to the signer.

Because changes must sometimes be made to the proposal, on-going communication is necessary between the Program Director/Investigator and the Office of Development staff. The Program Director/Investigator should submit the proposal to the Office of Development no fewer than 15 business days before the delivery deadline or desired mailing date.

**OFF-CAMPUS SOLICITATION BY STUDENTS, ALUMNI AND ASSOCIATED INDIVIDUALS OR ENTITIES**

Students, alumni, and associated individuals or entities shall involve the Office of Development in the earliest stages of soliciting monetary or non-monetary support by contacting the Assistant Vice President for Development or designee prior to approaching a potential donor, sponsor or contributor for support. Under no circumstances should a proposal be submitted to a corporation or foundation without first receiving *written approval* of the Assistant Vice President for Development or the Vice President for Institutional Advancement. Each proposal must go through an *internal review* process before it is submitted to a potential grant maker or funder. The approval process is as follows:

- Obtain a copy of the appropriate DSU solicitation review form.
- Complete and submit the appropriate DSU solicitation review form through the appropriate channels (Director of Student Leadership and Activities, Director of Alumni Affairs, or Other) to the Vice President for Institutional Advancement or the Assistant Vice President for Development for approval prior to solicitation. (See attached).
- Trademark licensing requests must be approved by the Vice President for Institutional Advancement or the Director of Integrated Marketing.

On-going communication may be necessary between the Office of Development and the requestor. The required information should be completed and submitted in electronic and paper form, including any proposal or written request, to the Office of Development no fewer than 15 business days before the delivery deadline or desired mailing date.