

General Institution

AP 3840 FUNDRAISING

References:

Education Code Section 76062

The Superintendent/President designates the Advancement Office the primary responsibility for coordination of fundraising programs, solicitation of private support or grants from individuals, foundations, businesses, corporations and organizations for funds or in-kind items for the purpose of scholarships, recognition programs, events or departmental initiatives for the benefit of the District on behalf of all staff, faculty, administrators or other District affiliated personnel. All fundraising appeals and solicitations made on behalf of the District will be coordinated through the Advancement Office.

Any faculty or staff member who seeks to establish any type of fundraising program in the name of the District from individuals, business, industry, foundations or community organizations shall follow the guidelines outlined in this document prior to any solicitation taking place.

1. Before pursuing formal discussions with any potential donor there will be review with the appropriate supervisor, dean, department head, or vice president. Additional review outlining broad goals and objectives of the prospect solicitation will then be conducted with the Advancement Office.
2. All formal requests to undertake fundraising initiatives or to solicit contributions shall be in writing and submitted at least 45 days prior to the actual event. Requests shall be submitted on the **College of Marin Fundraiser Request Form** available on the Advancement webpage.
3. Upon review and approval from the Advancement Office and prior to submission of formal written request to potential donor(s) or sponsors, all supporting materials including mailing list, letter of request and other related documents shall be reviewed by the Advancement Office. The Advancement Office will assist with the development and coordination of fundraising/solicitation strategies, plans and related activities where necessary.

Capital campaigns involving the planning, construction or expansion of a building to be funded by private sector gifts shall be managed and conducted through the Advancement Office.

Any student organization or non-student group, including Emeritus Students College of Marin (ESCOM), who seeks to establish any type of fundraising program in the name of their organization or external organization shall meet with the Office of Student Activities and Advocacy to submit a formal request for the fundraiser and follow appropriate guidelines to submit funds raised by any and all fundraising activities, pursuant to California Education Code Section 76062 and Associated Student Body Accounting Manual, Fraud Prevention Guide.

See also: Reference Other BP 3840 Fundraising

Office of Primary Responsibility: Advancement Office; Office of Student Activities and Advocacy as identified in the procedure.

Date Approved: April 18, 2017