



ROLLINS COLLEGE POLICY

Title: Student Fundraising Policy	Type: Key Institutional
No: KI 1034	Approval Date: 7-10-2024
Responsible Office(s): Institutional Advancement and Division of Student Affairs	Reviewed By: VP for Institutional Advancement, 7-10-2024; College Policy Committee, 5-4-2024; President’s Cabinet, 5-14-2024; Approved By: President, 5-14-2024
Next Review: 2028-2029	Revision No: Rev. 2, 7-10-2024; See Section VII for Revision History

I. Purpose/Introduction/Rationale

Rollins understands that students, especially those affiliated with College-recognized student organizations and other student-focused programs, may wish to seek external funds to support key initiatives and projects. It is therefore important that students understand that the College benefits greatly from the ongoing generosity of Rollins alumni and parents who provide significant monetary support for student-related programming and services on an annual basis. For these reasons, it is imperative that all student fundraising activities are coordinated at Rollins.

Rollins recognizes that involvement in student-led fundraising efforts meets the educational criteria of providing leadership and academic development that advances the mission of preparing global citizens and responsible leaders.

This policy applies to all Rollins College Registered Student Organizations (RSOs); Fraternity & Sorority Life (FSL) organizations; Athletics, athletic teams and club sports groups; department agency groups, academic departments, Community Engagement (CE) courses; student-led philanthropic efforts on behalf of external nonprofit organizations; and any group raising funds for Rollins College or external nonprofit organizations to ensure proper controls and processes are in place for funds directed to a student organization or program.

II. Definitions

Fundraising. The collection of money through voluntary donations, sales, and/or event programming for the purposes of charitable donation or organizational budget enhancement.

External Nonprofit Organization. Non-profit, charitable organization not affiliated with Rollins.

College Official. Any person employed by the College performing assigned administrative or professional responsibilities.

College-Approved Online Fundraising Platforms. Specific software platforms approved by Rollins for fundraising purposes, including GiveCampus™ and GivePulse™.

III. Procedure or Application

Fundraising Guidelines for Rollins Student Organizations and Programs

A. Policy Compliance

1. Fundraising must be for the benefit of the College Community for a recognized student organization or department agency group and be consistent with the College’s educational mission.
2. To be recognized as a tax-deductible charitable gift, donations must be received by the College using one of the acceptance methods found on the [Ways to Give webpage on the Rollins Giving website](#). Using approved acceptance methods ensures gifts received are recorded as a charitable gift to Rollins College and gift acknowledgments are sent to the donor. Prior approval must be received from the Division of Institutional Advancement (IA) if raising through any method not referenced on the above site so that proper procedures may be followed in accordance with U.S. Internal Revenue Service (IRS) regulations.
3. If an organization is a local chapter of a national/international organization and has specific fundraising policies, e.g., Student-Athlete Advisory Committee (SAAC) or National Collegiate Athletic Association (NCAA), the College

affiliate must ensure fundraising activities are in alignment with said policies. If there is a conflict between chapter policies and this policy, Individuals should contact the appropriate College Official for guidance.

B. Alumni and Parents

1. IA coordinates all fundraising efforts to benefit Rollins College. Individual students, College RSOs, and other student organizations or programs are not permitted to send mass solicitations to alumni or parents for monetary support seeking funds or sponsorships from the Rollins donor community (e.g., alumni, parents, trustees, etc.) is not appropriate, as it may conflict with existing Rollins partnerships or initiatives. Groups are required to contact IA prior to soliciting alumni or parents.
2. A Rollins Student Philanthropy Week (see item C. below) in partnership with the Center for Campus Involvement will be held each fall. During this student-led giving week, College RSOs or programs can create custom solicitation messages that will be shared with all alumni and parents through IA's Annual Giving Office, as well as through students' personal networks. Student organizations and programs interested in fundraising from alumni and parents should utilize Student Philanthropy Week for this purpose and incorporate this opportunity into their annual planning.

C. Rollins Student Philanthropy Week

1. Student Philanthropy Week is a student-led giving week in the fall hosted by the Rollins Annual Giving Office in partnership with the College's Center for Campus Involvement. Rollins RSOs, FSLs, athletic teams, club sports groups, and department agency groups that apply will be able to create custom solicitation messages on the College-approved GiveCampus™ fundraising platform. Student fundraising appeals will be promoted to Rollins alumni and parents through the Annual Giving Office and students will be able to solicit their personal networks using a custom link.
2. Eligible groups will be able to apply for Student Philanthropy Week starting in September and begin preparing custom solicitation messages throughout September and October.

D. Designation of Gifts

1. Donations to a specific student organization or program will be directed to the fund most closely associated with the organization including, but not limited to: Center for Campus Involvement, Center for Leadership & Community Engagement, Student Center for Inclusion & Belonging, Social Impact Hub, Wellness Center, Religious & Spiritual Life, Career & Life Planning, Fraternity & Sorority Life, athletics or sport teams, and/or Student Media. Each fund is managed by a College Official who will direct funds to the donor-designated student organization and program accounts, as appropriate.

E. Donations received in exchange for tangible items (e.g., food, t-shirts, etc.) are not eligible to be recognized as tax-deductible charitable gifts. Funds raised in this manner should not be processed through IA. Students can work with a College Official within the Division of Student Affairs or the Department of Finance to identify a College-approved platform for this purpose. Funds can be deposited directly into a student organization's account.

F. Prohibited Activities

1. Current students may not function as Rollins representatives for the purpose of collecting charitable donations.
2. Use of Venmo™, Paypal™, or other personal transaction online software platforms to collect money for an event or fundraiser.
3. Fundraising for Rollins-recognized student organizations or any Rollins organization or initiatives using crowdfunding platforms (e.g., Kickstarter, GoFundMe, etc.).
4. Door-to-door fundraising on campus or on College-owned, -operated, or -controlled property.
5. Formal fundraising events/programs soliciting parents, alumni, faculty, or staff, except those approved by the Rollins College IA Division.
6. Fundraising for any candidate for political office or political campaigns.
7. Sale or distribution of items that violate the College's trademark rights or existing contracts.
8. Receipting by individuals who organize a fundraising event/program of proceeds from the event/program.

Fundraising Guidelines for External Nonprofit Organizations

A. Fundraising may be conducted for the purpose of charitable giving or charitable donations to entities outside of Rollins College – external nonprofit organizations. Monies raised must be donated directly to the outside entity by creating a fundraiser on the College-approved fundraising platform for non-College, non-profit, charitable organizations. Funds collected for non-College, non-profit, charitable organizations using the Rollins online fundraising platform GivePulse™ are not recognized by Rollins College as tax-deductible, charitable gifts.

1. If an organization is a local chapter of a national/international organization that has specific fundraising policies, College organizations must ensure all fundraising activities are in alignment with policies of that organization. If there's a conflict between a student organization's policy and this policy Individuals should contact the appropriate College Official for guidance.

B. Prohibited Activities

1. Current students may not function as Rollins representatives for the purpose of collecting charitable donations.
2. Use of Venmo™, Paypal™, or other personal transaction online software platforms to collect money for an event or fundraiser.
3. Fundraising for any organization or initiatives using crowdfunding platforms (e.g., Kickstarter, GoFundMe).
4. Door-to-door fundraising on campus or on College-owned, -operated, or -controlled property.
5. Fundraising for any candidate for political office or political campaigns.
6. Sale or distribution of items that violate the College trademark rights or existing contracts.
7. Receipting by individuals who organize a fundraising event/program of proceeds from the event/program.

Required Approvals and Reporting

1. The sponsor of a fundraising activity must obtain a Fundraising Permit in advance of the fundraising activity.
2. Once fundraising activity is approved, the Organization can work with an appropriate College Official to create a fundraiser on a College-approved online fundraising platform for non-College, non-profit, charitable organizations to collect and track online donations. Training may be required.
3. An accounting of funds raised must be provided to the College Official within five business days after the event. The organization will be required to complete a Post-Fundraiser Form upon completion of the fundraising activity.
4. If your organization is a local chapter of a national/international organization, funds can support Rollins chapter operating funds and not be directed to the external nonprofit organization.
5. Please refer to the current Center for Campus Involvement [Student Organization Handbook and Student Organization Event Guide](#) for more detailed information on the College's policies and procedures for Student Organization Sponsored Events.

Sponsorships

The College recognizes that many of its activities and programs provide potential sources of revenue or non-financial benefits through the creation of private-sector partnerships and sponsorship opportunities. If your organization is interested in soliciting for sponsorship from individuals or companies to help fund your group and/or an event, you must **first consult with and get approval of solicitation plans, materials and target companies or donors from the IA Division and the Center for Campus Involvement.** The College reserves the right to accept/manage sponsorship associations with the College. A fully executed sponsorship agreement is needed for each sponsorship instance.

Please email materials, along with a list of potential sponsors, to giving@rollins.edu and involvement@rollins.edu.

IV. Related Policies

Not applicable.

V. Appendices/Supplemental Materials

Ways to Give to Rollins College: <https://www.rollins.edu/giving/ways-to-give/index.html>

Get Involved Forms (for fundraising permit application): <https://getinvolved.rollins.edu/forms>

Center for Campus Involvement Student Organization Handbook: <https://my.rollins.edu/groups/center-for-campus-involvement/files?folder=1492>

Student Organization Event Guide: <https://my.rollins.edu/groups/center-for-campus-involvement/files?folder=1492>

VI. Effective Date

This policy is effective July 10, 2024, and supersedes all previously issued versions.

VII. Rationale for Revision(s)

Rev. 2, 7-10-24: Non-substantive changes to clarify Section III, Part C.

Rev. 1, 6-3-24: Non-substantive changes to differentiate between “fundraising” and “solicitation messages,” Section III, Parts B and C.