



# PIEDMONT TECHNICAL COLLEGE

## PROCEDURE

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**TITLE:** Solicitation of Institutional Gifts and Fund Raising

**RELATED POLICY AND PROCEDURES:** 1-7-1000 Solicitation of Institutional Gifts and Fund Raising

**DIVISION OF RESPONSIBILITY:** Administrative

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May 17, 2013	October 30, 2019	October 30, 2019
<u>Date Approved by President</u>	<u>Date of Last Review</u>	<u>Date of Last Revision</u>

### **Administrative Responsibilities**

It is the responsibility of the Assistant Vice President for Development in conjunction with the President to review and revise this procedure.

### **Procedure**

#### **A. Procedural Responsibilities**

1. The President of the College controls the College's fund-raising activities.
2. The Associate Vice President for Development reports to the President and acts as liaison between the College and the Piedmont Technical College Foundation. He/she is the duly designated agent of the College and the Piedmont Technical College Foundation to approve and supervise, in concert with the Piedmont Technical College Foundation, the solicitation process necessary and appropriate to secure all types of gifts from private sources. He/she has the responsibility to determine in consultation with other appropriate staff members, the best method for such solicitation and initiate the activities necessary to implement that strategy.



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3. Employees of Piedmont Technical College should be constantly vigilant as to possible gifts of funds, equipment or property from private sources. By becoming aware of the needs of the College, employees can be alert to possible donors who may be interested in providing support for the College's programs and activities. Employees may identify prospective donors through community contacts, work-related contacts, discussion with colleagues at other institutions and professional journals. After identifying a prospective donor, employees should inform the Associate Vice President for Development so that an appropriate gift solicitation strategy may be developed and coordinated with the other fund-raising activities of the College. Employees are encouraged to take an active part in the solicitation of potential donors. An employee of the College who is familiar with a need may inform prospective donors of a specific need of a division or area.

#### **B. Approval of Solicitation Plan**

1. All solicitation of funds, property, or gifts-in-kind of equipment from interested friends, alumni, foundations or corporations are undertaken only after such plans have been approved by the Associate Vice President for Development, in conjunction with the President.
2. The requests to solicit by mail, telephone or personal contact are undertaken only after the Associate Vice President for Development, approves the solicitation request in conjunction with the President, well in advance of the proposed solicitation date.

#### **C. Receiving Gifts**

1. The Office of Development serves as the receiving, acknowledging, recording and reporting unit for all gifts, cash and/or other, from alumni, friends, corporations, foundations and others to the College and/or the Piedmont Technical College Foundation. Therefore, the Office of Development receives all gifts. When a gift requires delivery to another office/department, the receiver is responsible for notifying the Office of Development of its receipt in a timely manner. Once a donated item is no longer in use, it is the person/department is responsible for notifying the Foundation office so that removal of the item from inventory occurs.



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2. Acceptance of donations other than cash or securities easily converted to cash such as gifts-in kind of real estate, equipment, or professional services rendered occurs only when the donation benefits the programs and services of the College and only with approval of the Associate Vice President for Development. If a gift-in-kind is accepted, the value of such gift is determined by the donor or from an appraisal obtained by the donor. Upon acceptance of a gift-in-kind, the Piedmont Technical College Foundation may select to value the gift-in-kind for a lower amount than determined by the donor upon consultation with the Foundation's attorney, auditor, and/or Executive Committee of the Piedmont Technical College Foundation Board.
3. All items requiring infrastructure needs such as power, water, gas, etc., must be reviewed prior to gift acceptance by the Director of Facilities or his/her designee.
4. The Office of Development establishes and maintains a record of the donor's gift using the [Educational Gift Donation Form](#). This file also contains all correspondence between the donor, the Piedmont Technical College Foundation, and the College.
5. The Associate Vice President for Development makes acknowledgment of the receipt of gifts to the donor in a timely manner on behalf of the Foundation. The acknowledgment expresses the appreciation of the College and the Foundation for the gift as well as contains a description of the gift and the value of it as determined by the donor.