

Illinois Wesleyan University Fundraising Guidelines and Application Process for Registered Student Organizations

Because of the educational opportunities afforded by student groups, Registered Student Organizations (RSOs) officially recognized by the Office of Student Involvement may engage in fundraising activities to support their campus and off-campus service programs in which their members participate. Fundraising efforts include those yielding financial support as well as items for donation (canned goods, clothing, etc.). RSOs may also wish to support an off-campus (local or inter/national) charitable entity through a fundraising activity that uses on campus facilities. Fundraisers may not be held for the purpose of raising funds for the club's operations and/or events. Such funds should be collected by means of member dues or funding requests from Student Senate.

In all cases of fundraising, permission must be obtained from the Dean of Students Office pursuant to the following guidelines before engaging in such activities. It should be noted that if the University permits a fundraising activity to be held on campus to support any off campus charity, such permission shall not imply the University's endorsement of that charity. In addition, the University does not intend to evaluate the merits of causes or off campus charities in permitting its facilities to be used; however, such charities must be legitimate charitable organizations qualified to receive donations.

All RSO fund raisers must be approved by the Office of Student Involvement/Dean of Students. RSOs should complete [this form](#) a minimum of 15 business days prior to the proposed event.

Factors to be Considered by the University

In deciding whether to approve a particular fund raising activity, the Dean of Students and/or their designee, on the University's behalf, may consider the following factors:

- Fundraising activities should be student led and represent the initiative of students acting independently of off-campus agencies.
- There must be a clear nexus between the mission of the sponsoring RSO, the off-campus charity that the RSO wishes to support, and the planned fundraising activity.
- The fundraising activity of the sponsoring RSO should target its own members and other students of the University.
- The fundraising activity should take place during the regular academic year when students are present.
- The student leaders of the sponsoring RSO must assume responsibility for making all arrangements with the University and have a plan to oversee all advertising on and off campus. All such advertising must include the name of the sponsoring RSO, the name of the entity or person who will benefit, and the intended use of the funds/items collected.
- The University will consider the frequency of fundraising activities and the appropriateness of requested facilities for the activity proposed.
- Permission shall not be granted for the sale of products or services that conflict with the University's policies and values. For example, and without implied limitation, RSO fund raising activities may not involve the sale of alcoholic beverages or tobacco products.
- The RSO must be prepared to demonstrate that all proposed sales activities comply with local and state sales tax

rules and regulations and the student leaders responsible for the fund raising activity have met with the University's Controller before making their application to the Dean of Students. If a license is required for the fund raising activity, the RSO is solely responsible for securing the license in compliance with applicable law.

- The University will consider the time frame of the application. In most cases, the sponsoring RSO should be submitting its application well in advance of the fundraising event or activity.
- The University will consider the plans that the sponsoring RSO has made for financial accountability. For example, the sponsoring RSO should be prepared to demonstrate that all money raised through the fund raising event or activity shall be deposited in the RSO's own accounts and all payments or donations shall be paid out of the RSO's own accounts.

Use of the Illinois Wesleyan University Name and Logos

The University controls the use of its name and logos by all commercial companies as well as by RSOs and other organizations. An RSO interested in using the University's name or logos must first receive written permission from the University's Director of Marketing/Director of Communications.

Corporate or Alumni/ae Sponsorship

Any RSO that intends to seek sponsorship of a fundraising event or activity from University alumni/ae outside entities (for example, State Farm Insurance, Beer Nuts, Papa John's Pizza, etc.) must also obtain permission from the Dean of Students and coordinate with the Advancement Office before soliciting such sponsorship. There are no exceptions permitted to this requirement. "Door-to-door" solicitation is not permitted in student residences or campus buildings, grounds and affiliated areas. Specific policies related to the use of the University's network or computers systems, including email, have been established and can be accessed at: <http://intra.iwu.edu/IT/Policies/> A completed application for fundraising must be filed before any solicitation activities begin.

Other Matters to Consider in Planning a Fundraising Event or Activity

Paid admission fees are permissible only to the extent that they are needed to support the legitimate activities of the organizations concerned and may be subject to local ordinances. Admission fees cannot be charged for events that are funded by Student Senate.

The use of motion pictures in a revenue producing event is subject to all applicable copyright regulations. It is unlawful to show a film in public without the explicit permission of the film's copyright owner. Renting a DVD or utilizing Netflix/Hulu/Prime does not include permission to show that movie in public. When showing motion pictures, the sponsoring RSO must be prepared to demonstrate that it has considered applicable city and state fire regulations.

Prizes for fundraising activities cannot include alcohol or other substances. Gift cards that are distributed as prizes cannot be from establishments that sell alcohol.

All events on campus must be appropriately registered in 25Live with all spaces and resources reserved prior to the event.