**University of Pittsburgh
Division of Student Affairs and
Division of Philanthropic & Alumni Engagement**

Registered Student Organization Fundraising Guidelines and Procedures

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OVERVIEW

The University of Pittsburgh's Department of Involvement and Student Unions is responsible for all student organizations and their guidelines and procedures. All student organization fundraising activities and events are approved by the Student Organization Resource Center (SORC).

The Division of Philanthropic & Alumni Engagement (PAE) is responsible for all university-related fundraising efforts that involve the cultivation and solicitation of alumni, friends, corporations, foundations, and organizations that have made or have the potential to make gifts to the University of Pittsburgh. PAE also assists registered student organizations in fundraising efforts to support their ongoing initiatives.

This document is intended to provide guidelines and proper procedures for all methods in which student organizations can raise funds. Registered student organizations are expected to abide by all fundraising guidelines and maintain effective communication with the appropriate Pitt staff members throughout the fundraising process.

GENERAL GUIDELINES

When fundraising via any method, student organizations and their individual members must abide by the following:
- Maintain donor intention and exercise integrity
  - All funds raised must be spent in the purpose for which the donor gave (i.e., if you raise funds for new uniforms, you must purchase new uniforms with the donated funds)
- Represent the University of Pittsburgh in an appropriate and respectful manner
- Follow all regulations governing student organization use of the University name, colors, and logos
- Deposit all monetary donations into private funds account with SORC
  - Student organizations may not utilize outside bank accounts at any time
- Spend money only after a [SORC Business Manager](#) confirms that raised funds have been deposited to your account
  - Students CANNOT be reimbursed for making charitable donations on behalf of their organizations
- Require all checks be made payable to the University of Pittsburgh with the official student organization name in the memo line
- Maintain timely communication with Pitt staff members

FUNDRAISING OPTIONS AND PROCEDURES

All registered student organizations in good standing with the University are permitted to fundraise on campus and solicit donations from individuals, corporations, and other legal

entities as gifts to the University of Pittsburgh via the fundraising options below. Tax deductibility is dependent on the fundraising method utilized.

Fundraising Events

A fundraising event is defined as a collection of monies from individuals, groups, or event programming for the purpose of making a charitable donation or enhancing a student organization operational (private funds) budget. Examples of past fundraising events include bake sales, merchandise sales, fashion shows, and other programs which charge a ticket or "at-the-door" fee. If the fee is under $75, then no gift receipt will be provided.

Procedures:

1. A member of the registered student organization must complete and submit the [Student Organization Fundraising Event Approval Form](#) to the SORC at least 5 days prior to the event.
2. The SORC will contact the member of the student organization regarding approval of the fundraising event.
3. The student organization should reserve the appropriate on-campus venue for hosting their fundraising event. (Please note, step 3 can occur prior to step 1, however, the reservation may be cancelled if the fundraising event is not approved.)
4. All monies collected from fundraising events must be submitted to the SORC within 3 business days.

Raffles and Games of Chance:

Raffles and games of chance (outcome is strongly influenced by some randomizing device and upon which contestants wager money, for example, the lottery) cannot be conducted anywhere at the University of Pittsburgh in accordance with state law. The University is a non-profit organization and does not hold a license to conduct raffles and games of chance. Raffles are only permitted when raffle tickets are given to each attendee and are free of charge.

Registered student organizations desiring to conduct an on-campus fundraising event are responsible for reserving a location on campus through the appropriate reservations process. For events or tabling held in the William Pitt Union, O'Hara Student Center, or Towers Lobby, student organizations should reserve space through [EMS](#). Other campus locations should be reserved through the [appropriate department/office](#).

All student organizations are expected to know and follow the fundraising guidelines and procedures of the department/office through which the reservations were made. Failure to follow these policies/procedures could result in sanctions from the SORC and/or Office

of Student Conduct. Student organizations should contact the reservations office of the appropriate location to obtain any applicable fundraising guidelines.

EngagePitt™

EngagePitt™ is the official crowdfunding platform of the University of Pittsburgh. This platform is best for groups that have an online presence and plan to promote their project digitally (i.e., email, social media, etc.). Projects typically take 4 weeks of preparation and run for 30-56 days depending on past fundraising experience. Student organizations and their donors do not incur any fees or costs by utilizing this platform. To learn more about the EngagePitt™ process, please email engage@pitt.edu.

All gifts to the University via EngagePitt™ are tax deductible to the extent allowed by law, and donors will receive a tax receipt via mail after the gift is processed.

Note: student organizations are not permitted to use third party crowdfunding vendors, as they would require use of an outside bank account.

Procedures:
1. Apply at least 1 month prior to desired launch date via the application found on the EngagePitt™ website.
2. Meet with PAE to discuss project goals, best practices, and EngagePitt™ process once your application is approved
   a. Weekly availability for project leaders is requested in application

If the project is approved, your student organization is responsible for:
● Developing and submitting campaign page materials (i.e., video, description, giving levels)
● Identifying and gathering contact information of potential donors
● Writing and sending solicitation emails
● Monitoring campaign progress
● Submitting at least 2 updates to be posted on project page
● Sending stewardship messages to donors once the project is complete

Letter-Writing

Letter-writing can be used to compliment an active EngagePitt™ project and involves sending a physical letter via mail to request donations from family, friends, alumni, and/or any other potential supporters of the project. Letter-writing is best for groups that maintain alumni contact information databases or have supporters that respond well to mail as opposed to digital communications. Donations tend to come in for ~3 months after the initial mailing date, and PAE will provide updates on the total fundraising amount.

All gifts to the University via letter-writing are tax deductible to the extent allowed by law, and donors will receive a tax receipt via mail after the gift is processed.

Procedures:
1. Mention the desire to compliment your project with letter-writing during initial EngagePitt™ meeting with PAE once your application has been approved.

If your EngagePitt™ project and letter-writing requests are approved, your student organization is responsible for:
- Collecting mailing addresses from group members (~10 per member)
- Writing solicitation letter and sending draft to PAE
- Acquiring plain white envelopes (SORC provides up to 200)
- Printing letters and PDF pledge forms (created by PAE)
- Addressing, stuffing, sealing, and counting envelopes
- Dropping off envelopes at SORC for mailing (SORC will take care of postage)

Giving Page URLs
A giving page URL is a basic online giving form pre-populated with a student organization's fund. This page can be hyperlinked on student organization websites for ongoing giving or utilized for active solicitation via email, personal messages, etc.

All gifts to the University via a giving page URL are tax deductible to the extent allowed by law, and donors will receive a tax receipt via mail after the gift is processed.

Please visit pi.tt/kdp2018 to see an example.

Please contact PAE with a request for a giving page URL. If necessary, a meeting will be arranged to discuss further details, including use and location of URL.

If approved, your student organization is responsible for:
- Communicating how the link will be used and purpose of funds
- Updating PAE should your organization begin actively soliciting donations through the giving page URL

Pitt Day of Giving (PDoG)
Pitt Day of Giving is a 24-hour online fundraising initiative, where alumni, students, staff, and faculty come together to support the University of Pittsburgh's founding. Donors may make a gift to whatever area means the most to them and help those areas win additional funds through pre-defined leaderboard competitions. Student organizations must apply

to participate, and due to site capacity limitations, not all organizations will be selected. PDoG will take place on the final Tuesday of February each year.

All gifts to the university via Pitt Day of Giving are tax deductible to the extent allowed by law, and donors will receive an electronic tax receipt via email from the PDoG site after the gift is processed. Please see here for PDoG Competition Rules.

Procedures:
1. Apply via link sent out through the SORC email near the end of the fall semester (late November/early December) or email dayofgiving@pitt.edu by **December 1** to be considered
    a. Organizations will be notified regarding selection

If selected, your student organization is responsible for:
● Submitting online campaign page materials (e.g., photos, video, text)
● Identifying potential donor network and collecting email addresses
● Writing and sending emails to donors
● Promoting PDoG and giving to your organization on social media
● Abiding by all PDoG Leaderboard Competition Rules
● Writing thank you notes to donors in March/April

EngagePitt^{TM}, letter-writing, giving page URLs, and Pitt Day of Giving may not be utilized to fundraise for third-party organizations, such as non-profits, national foundations, etc. Organizations also may not fundraise into their operational budget and then donate all or a portion of the fundraised money to a third-party organization. All funds raised must remain within the University of Pittsburgh and benefit Pitt students, staff, faculty, research, or programs.

APPROVALS
Fundraising events must be approved by the SORC, while fundraising via EngagePitt™, letter-writing, giving page URLs, and Pitt Day of Giving must be approved by PAE prior to proceeding. Additional approvals are required if fundraising projects involve:
● International travel
    ○ Student organizations will not be approved to utilize University fundraising resources if international travel is not sponsored by a Pitt department
● UPMC affiliation
● Minors
● Institutional Review Board approval
● Confidential or proprietary University information or technology

FUND DISTRIBUTION

All funds raised by registered student organizations must be deposited into a University of Pittsburgh account. Gift accounts created through EngagePitt™, giving page URL, letter-writing, and Pitt Day of Giving projects with the Division of Philanthropic & Alumni Engagement will be linked to the respective private fund account housed in the SORC. Funds will be distributed at the end of the month after which they are processed. For example, if a donor makes a gift on September 6, the funds are expected to be available to spend in the respective student organization's SORC account by October 31.

To ensure all funds will be available to spend at the appropriate time, we strongly advise that student organizations work to execute fundraising the semester prior to when the funds are needed.

GIFTS-IN-KIND

A gift-in-kind or in-kind donation is a good that is given to meet an anticipated need and does not require anything from the organization in return (i.e. advertising). Services are not tax-deductible and should not be sent to PAE. All registered student organizations may accept gifts-in-kind for which a tax deduction is required, so long as the gift can be assigned a monetary value.

For gifts-in-kind under $5,000, submit a letter from the donor with the following details:
- Description of the item
- Value of the item
- Donor's mailing address
- Contact name, telephone number, and email address

For gifts-in-kind $5,000 and above, the donor must provide a written appraisal by a qualified appraiser.

All gift-in-kind documentation must be forwarded to PAE (see contact information section below). PAE will provide the donor with a gift receipt and the appropriate tax forms.

SPONSORSHIPS

All registered student organizations may solicit funds from individuals and businesses in the form of sponsorships, which are not gifts to the University. No receipts will be issued for tax deduction.

- All corporate sponsorship requests of $25,000 and above must have approval by PAE's department of Corporate and Foundation Relations.
- All sponsorship revenue must be submitted to the SORC within 3 business days.

- All checks must be made payable to the University of Pittsburgh with the registered student organization's name in the memo line.
- Expenditure of funds must be used in the specific purpose for which the funds were intended (i.e., if you receive a sponsorship for new uniforms, you may not use the funds to purchase flights for a tournament).
- All spending of funds must be initiated through SORC.
- Student organizations are not permitted to place company logos or advertisements on university property unless permission is granted by PAE's Department of Corporate and Foundation Relations.

CONTACT INFORMATION

For additional questions regarding **fundraising events**, please contact:

Lynne Miller
Coordinator, SORC
sorc@pitt.edu
(412) 624-7115

833 William Pitt Union
3959 Fifth Avenue
Pittsburgh, PA 15260

For additional questions regarding **EngagePitt™, letter-writing, giving page URLs, and Pitt Day of Giving**, please contact:

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