

# INSTITUTIONAL DIRECTIVE 7-10

December 3, 2007

## Title: Solicitation of Institutional Gifts and Fund Raising

### I. Purpose

This directive states the institutional policy concerning the solicitation of gifts and funds for Piedmont Technical College from private sources and sets forth the responsibilities and procedures for securing such gifts and funds.

### II. Policy

It is the policy of Piedmont Technical College to actively seek in a responsible manner through the Piedmont Technical College Foundation sustaining funds and gifts from corporate entities, friends of the college and alumni which will support the needs of the institution and its students.

### III. Philosophy

Piedmont Technical College, as a tax-assisted rather than as a fully tax-supported institution, seeks through a responsible program of resource development to encourage and sustain gift support from interested friends, alumni, foundations, and corporations. Gift support as a supplement to the resources the institution obtains from public sources has become an increasingly vital necessity to the college in the fulfillment of its mission and the accomplishment of its goals.

To ensure that the institution's program of resource development is effective, it is necessary that it be conducted in a coordinated and efficient manner through the Piedmont Technical College Foundation. By administrative authority, all resource development and fund-raising activities of the college and its departments are under the administrative supervision of the Executive Director of the Piedmont Technical College Foundation. Piedmont Technical College Foundation is the duly designated fund-raising arm for the college.

All solicitation of gifts of funds or property from private sources shall be made by members of the college's staff, Foundation Board members, or other designated representatives in the name of the Piedmont Technical College Foundation for the benefit of Piedmont Technical College. Such solicitations shall be done only with the prior approval of the President or his designated representative, the Director of the Piedmont Technical College Foundation. Any dean, director, faculty or staff member who wishes to undertake any type of fund-raising program or solicitation of contributions for eventual use by Piedmont Technical College from alumni, businesses, corporations, foundations or friends or who seeks to establish a scholarship program shall follow the guidelines presented in this directive.

Office of Responsibility: President

#### **IV. Responsibilities**

- A. Staff Members - Every staff member of Piedmont Technical College should be constantly vigilant as to possible gifts of funds, equipment or property from private sources. This is best done by knowing the needs of the institution for such gifts and being alert for possible donors who may be interested in providing support for the college's programs and activities. Prospective donors can be identified by a staff member through community contacts, work-related contacts, discussion with colleagues at other institutions and professional journals. Staff members having identified a prospective donor should inform the Executive Director of the Piedmont Technical College Foundation so that an appropriate gift solicitation strategy may be developed and coordinated with the other fund-raising activities of the college. Staff members are encouraged to take an active part in the solicitation of potential donors. Prospective donors can be best informed regarding a specific need of a division or area of the college by a staff member personally familiar with that need.
- B. Executive Director of the Piedmont Technical College Foundation - The Executive Director of the Piedmont Technical College Foundation is the administrative head of all resource development and fund-raising activities of the institution. As such, he/she provides 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.

#### **V. Procedures**

- A. Approval of Solicitation Plan  
All solicitation of funds or property from interested friends, alumni, foundations or corporations should be undertaken only after such plans have been approved in writing by the Executive Director of the Piedmont Technical College Foundation. The approval to solicit by mail, telephone or personal contact shall be received by the Executive Director of the Piedmont Technical College Foundation well in advance of the proposed solicitation date.
- B. Receiving Gifts
  1. The Office of Development will serve as the receiving, acknowledging, recording and reporting unit for all gifts from alumni, friends, corporations, foundations and others to the college and/or the Piedmont Technical College Foundation. Therefore, all gifts must either be deposited in or reported to this office in a timely manner. When an item is no longer being used, it is the responsibility of the person/department who accepted the equipment to notify the Foundation office so it can be removed from the inventory.
  2. A record of the donor's gift will be established on file in the Office of Development. This file shall also contain all correspondence between the donor and the Piedmont Technical College Foundation and the college.

3. Acknowledgment of the receipt of gifts will be made by the Executive Director of the Piedmont Technical College Foundation to the donor in a timely manner on behalf of the Foundation. The acknowledgment should express the appreciation of the college and the Foundation for the gift as well as contain a description of the gift and the value of it as determined by the donor.

Original on File                      12/3/07  
**Approved for Publication**        **Date**

## EDUCATIONAL GIFT DONATION FORM

The Piedmont Technical College Foundation has been established as the processing agency for the acceptance of all gifts to the college. Please complete the following form and return it to Piedmont Technical College Foundation, P.O. Box 1467, Greenwood, South Carolina 29648.

I wish to donate the following equipment/supplies to Piedmont Technical College:

Item(s):

Description:

Condition: (circle one)    Excellent    Good    Fair    N/A

Restrictions (if any)

\*Approximate value:

Donor's Signature: \_\_\_\_\_ Date:

Address:

Phone:

\*As used herein, this figure represents the approximate value as provided by the donor. Neither the college nor the foundation assumes responsibility for the value as provided on this form.

\_\_\_\_\_, 20\_\_

Mrs. Fran Wiley  
Executive Director  
Piedmont Technical College Foundation  
Post Office Drawer 1467  
Greenwood, South Carolina 29648-1467

Dear Mrs. Wiley:

This letter is to inform you that

\_\_\_\_\_ wishes to donate the attached list of equipment to the Piedmont Technical College Foundation. We have placed a current market value of \_\_\_\_\_ on this equipment. In addition, we understand that the Foundation will mail us an acknowledgement letter, stating the equipment and its value in the near future.

Sincerely,

(Signature, Position,  
Corporation/Association)

FOR FOUNDATION'S/COLLEGE'S USE ONLY:

\_\_\_\_\_ (Received By)

\_\_\_\_\_ (Inspected By)

\_\_\_\_\_ (Approved By)