



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

May 17, 2013

Date Approved by President

Date of Last Review

Date of Last Revision

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 Assistant 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. This is best done by knowing the needs of the College 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 an employee through community contacts, work-related contacts, discussion with colleagues at other institutions and professional journals. Employees, having identified a prospective donor, inform the Assistant 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. Prospective donors can be best informed regarding a specific need of a division or area of the College by an employee personally familiar with that need.

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 Assistant Vice President for Development, in conjunction with the President.
2. The requests to solicit by mail, telephone or personal contact are undertaken only after such requests have been approved by Assistant Vice President for Development, 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, 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. Donations other than cash or securities easily converted to cash such as gifts-in-kind of real estate, equipment, or professional services rendered are accepted only if it benefits the programs and services of the College and only if it is approved by the Assistant Vice President for Development. If a gift-in-kind is accepted, the



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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. A record of the donor's gift is established on file in the Office of Development. This file also contains all correspondence between the donor, the Piedmont Technical College Foundation, and the College. [Educational Gift Donation Form](#)
4. Acknowledgment of the receipt of gifts is made by the Assistant Vice President for Development 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.