

**POLICY ON SOLICITING DONATIONS AT EVENTS ON IAIA PROPERTY**

**1. Reason for Policy**

The mission of the Institute of American Indian Arts (IAIA) is “To empower creativity and leadership in Native Arts and cultures through higher education, life-long learning and outreach.” Its vision is to be the premier educational institution for Native arts and cultures. IAIA is primarily an educational institution and as such is committed to serving the general community as a resource. Therefore, IAIA offers opportunities for the community to attend events where the principal focus is on an educational experience free of fundraising solicitations.

**2. Oversight of Policy**

Notwithstanding the public service primacy of IAIA’s educational activities, generating private financial support for IAIA is a high institutional priority. The IAIA Office of Institutional Advancement (OIA) is tasked by the President and Board of Trustees with the responsibility for planning, implementing, managing, assessing, and coordinating all activities related to the cultivation, solicitation, and stewardship of donors for IAIA and its departments, centers, programs, projects, operations, and other institutional priorities. It is essential that IAIA approaches its fundraising efforts in a planned and coordinated manner that fosters trust, engagement, and strong ongoing relationships with its various contributors. Therefore, the OIA oversees all fundraising activities, and solicitations to any IAIA constituents, including alumni, students, parents, faculty, staff, friends, businesses, and corporations. Additionally, the OIA oversees the development and implementation of policies governing all fundraising and solicitation activities.

**3. Policy**

Direct or indirect solicitation of donations is permitted at an event on IAIA property only when the invited audience has an explicit understanding that the purpose of the event is to raise donations for IAIA.

Other organizations or groups using IAIA facilities must adhere to this policy: they may not solicit donations where the invited audience does not have an explicit understanding that the purpose of the event is to raise donations. In the case of fundraising events conducted by other groups on IAIA property, the groups must inform their audiences that the donated funds will not benefit IAIA.

IAIA events held at properties not owned or administered by IAIA are subject to the facility use and fundraising guidelines of those properties.

Examples of events that are include or not included in this policy are listed in section 5 below.

**4. Definitions (for the purposes of this policy)**

Solicitation: the act of approaching an individual, business, corporation, group, or foundation with a request for a financial donation. A direct solicitation would take the verbal or written form of something such as “please make a donation to IAIA for . . .” An indirect solicitation would take the verbal or written form of something such as “We rely on contributions to help IAIA . . .”

Event: any gathering to which an audience has been invited. The event may be free (no paid admission) or ticketed (paid admission). Examples of such events may include: lectures, symposia, performances, screenings, dances, etc.

Audience: alumni, parents, IAIA friends, Tribal communities, businesses, corporations, foundations, government entities, and the general public.

IAIA Property: the IAIA campus at 83 Avan Nu Po Road (Santa Fe), the IAIA Museum at 108 Cathedral Place (Santa Fe), and any other physical or virtual facility where IAIA conducts programming.

**5. Examples**

The following examples are types of events that are included in this policy. This is by no means a comprehensive list. The Office of Institutional Advancement should be consulted if there is a question about a proposed event.

* A free lecture in the Auditorium sponsored by the Indigenous Liberal Studies Department to which the community has been invited. No solicitations at the event are permitted.
* A screening of a new film in the Digital Dome for which there is a $5.00 admission fee to the general public. Aside from the admission fee, no other solicitations are permitted.
* A free symposium of artists in the Museum’s Allan Houser Art Park that is open to the public. Other than Museum admission fee (if applicable), no other solicitations are permitted.
* A reading at a Canyon Road gallery presented by the Creative Writing Department to which the public has been invited. No solicitations are permitted.
* A roundtable discussion of sustainable farming trends sponsored by the Land Grant Programs department to which NM Tribes have been invited. No solicitations are permitted.
* If an audience member at any event or activity included in this policy expresses the wish to make a donation to IAIA, the event host must either direct the audience member to remittance envelopes (if available) or to the Advancement Office.

The following examples are types of events or activities that are exempt from this policy. This is by no means a comprehensive list. The Office of Institutional Advancement should be consulted if there is a question about the exemption of a proposed event.

* Fundraising events to which the audience is invited with the express understanding that the admission price or any amount given during the course of the event will be considered a donation to IAIA.
* Events at which items may be available for voluntary purchase by the invited audience. Examples may include art sales, food sales, the Pow Wow, etc.
* The placement of general IAIA solicitation remittance envelopes included with event information within close proximity to the event.
* The collection of audience contact information for subsequent communication (from the Marketing and Communications Office) and for possible fundraising (from the Advancement Office).

*Policy Approved by the staff Institutional Advancement Committee: March 9, 2016*