

**Policy on Fundraising Activities by IAIA Community Individuals and Groups**

**INTRODUCTION**

Generating private financial support for the Institute of American Indian Arts (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. The Office of Sponsored Programs oversees the planning and management of public and private grants.

IAIA recognizes that individual departments, centers, teams, clubs, programs, or other IAIA-affiliated groups have a need for occasional fundraising to help benefit the group's activities. The OIA encourages and welcomes such activities and is committed to working with individuals and groups seeking to raise funds for their initiatives. The parameters and guidelines in this policy are designed to enhance overall fundraising at IAIA by promoting greater communication and collaboration, as well as to provide clear expectations about this process.

**DEFINITIONS**

Fundraising activities: any activity that seeks voluntary financial or in-kind support to benefit or help fund a specific program, department, center, team, club, or other IAIA-affiliated group or project, where the support will be considered a donation and be subject to IRS rules governing such contributions. Examples of such activities may include: raffles, auctions, ticketed events, sponsorships, grants, etc.

Solicitations: the act of approaching an individual, business, corporation, group, or foundation with a request for a financial or in-kind donation. Solicitation methods may include face-to-face requests, printed literature, grant requests, letter requests, phone appeals, email requests, appeals on social media, advertising, crowd-source funding, etc.

IAIA community: the current IAIA students, faculty, adjunct faculty, and staff.

Requesting individuals or groups: individuals include current IAIA students, faculty, adjunct faculty, and staff. Groups include IAIA departments, centers, teams, clubs, programs, or other IAIA-affiliated groups

Internal constituents: current students, faculty, adjunct faculty, and staff when solicited on or at an IAIA address, including mail, email, or in person.

External constituents: alumni, parents, IAIA friends, Tribal communities, businesses, corporations, foundations, government entities, the general community, and current students, faculty, adjunct faculty, and staff when solicited not on or at an IAIA address.

**REASONS FOR POLICY**

The purposes of this policy are to ensure the following:

* To coordinate all fundraising efforts and to ensure that communications with donors from IAIA are consistent with the school’s overall needs. All fundraising efforts must complement, and not compete with, IAIA's overall efforts to secure support for the priorities established by the President and Board of Trustees, such as annual operations, student scholarships, etc.
* To guard against multiple and/or overlapping solicitations to the same contributors, prospective donors, other IAIA constituents, and the general community, which may have unintended negative consequences.
* To ensure that IAIA completely and accurately records all constituent donations in accordance with accepted standards and in compliance with federal and state regulations, including IRS rules governing 501(c)(3) organizations.
* To ensure that IAIA maintains strong relationships with its donors by following best practices for the crediting, acknowledgement, and stewardship of all donated gifts.
* To give IAIA the ability to direct its resources and energies toward the institution’s most critical priorities, as established by the President and Board of Trustees.
* To provide a process that enhances communications about proposed and approved fundraising activities conducted by individual departments, centers, teams, clubs, programs, or other IAIA-affiliated groups. The policy will help to eliminate the potential for competing fundraising events.

**CRITERIA AND GUIDELINES**

The OIA has sole responsibility for planning, implementing, managing, assessing, and coordinating all activities related to the cultivation, solicitation, and stewardship of private donors for IAIA and its departments, centers, programs, projects, operations, and other institutional priorities. (The Office of Sponsored Programs oversees the management of public and private grants.) Except as noted in this policy, the solicitation of private financial and in-kind donations made by members of the IAIA community for the benefit of IAIA and/or its departments, centers, programs, projects, operations, and other institutional priorities requires prior written approval from the OIA.

I. This policy applies to:

* All individual departments, centers, teams, clubs, programs, or other IAIA-affiliated groups wishing to pursue fundraising activities that will solicit external constituents.
* The solicitation of new memberships to the IAIA Museum of Contemporary Native Arts by methods other than onsite.
* Activities that do not include a fundraising component, but do communicate with external audiences, and therefore will be subject to the portions of this policy that pertain to marketing, communications, and the IAIA branding guidelines.
* Individual members of the IAIA community who wish to pursue fundraising activities to support projects directly related to IAIA.

II. This policy does not apply to:

* Requesting individuals or groups seeking to engage in fundraising activities that will solicit internal constituents. Although this is not included in this policy, such activities are covered by guidelines in the Student Handbook.
* Individual members of the IAIA community who pursue fundraising activities to fund personal projects that are not affiliated with IAIA. In such cases, the individual may use the IAIA name only as part of the personal resume or CV. This includes students seeking support from their Tribal communities to attend IAIA.
* The renewal of memberships for the IAIA Museum, or the sale of new memberships onsite at the Museum.

III. This policy applies to the following types of fundraising activities: auctions, raffles, events, crowd-source funding, direct response campaigns, face-to-face solicitations, grant applications, online campaigns, social media campaigns, and other types as determined by the OIA.

IV. Proposed fundraising activities must meet the following minimum criteria for approval:

* Support at least one of the Institutional Priorities established by the current Strategic Plan
* Reflect positively on IAIA’s image, including review of all collateral material through the review and approval process in place and governed by the OIA
* Comply with appropriate federal, state, and local regulations
* Avoid exposure to undue risk or liabilities
* Are arranged and conducted in a manner that supports fulfillment of IAIA’s responsibility to donors
* Adhere to the OIA fundraising policy for requesting individuals and groups

V. The cost of any fundraising activity that has not already been established as an institutional priority as determined by the President or Board of Trustees, must be funded by the requesting individual or group or from the proceeds resulting from the fundraising activity.

VI. Except as noted, requesting individuals or groups must receive all the appropriate approvals as outlined in this policy before beginning any form of solicitations.

VII. IAIA encourages requesting individuals and groups to seek appropriate grant support. All proposals to government agencies or private organizations for grants in support of research, creative work, or educational purposes must be coordinated through the Office of Sponsored Programs.

VIII. Exceptions to this policy may be considered by the President with the advice and consent of the Director of the OIA.

**PROCEDURES**

Approval of Activity

I. Prior to any solicitation of funds, contractual commitments, sponsorships, literature distribution, spending, or other fundraising activities, the requesting individual or group must obtain **all** applicable approvals.

II. The requesting individual or group shall complete the Fundraising Activity Proposal Form and submit it to the applicable department head or chair for approval. Examples: an academic department will submit the form to the department chair; a student group will submit the form to the Associated Student Government President; etc.

III. Once approval from the appropriate department head, chair, or supervisor is obtained, the form must be submitted to the applicable Cabinet member overseeing the requesting individual’s or group’s division. Examples: proposals from the academic departments will forward the form to the Academic Dean; requests from student groups will submit the form to the Dean of Student Life; etc.

IV. After the proposal has been approved by the two individuals listed above, the form shall be submitted to the OIA at least three (3) weeks prior to any solicitations of funds, request for contractual commitments, sponsorships, literature distribution, spending, or other fundraising activities. If the assistance or participation of the OIA is requested in the proposal, the form must be submitted to the OIA at least three (3) months prior to the commencement of any solicitations.

V. The OIA will approve the proposal as submitted; make recommendations regarding its timing, method of solicitation, or other aspect of the proposal; or deny permission to proceed at that time. If the proposal is denied, the OIA Advancement will provide an explanation for why the proposal was turned down. Every effort will be made to respond promptly to inquiries; however, there may be times when the OIA will need to obtain additional information prior to reviewing the proposal.

VI. The OIA will obtain the additional approval of the President under two circumstances:

* If the proposed fundraising activity plans to solicit $5,000 or more in financial or in-kind gifts.
* If the OIA, at its sole discretion, believes the proposal merits the President’s review.

VII. The OIA review of the proposal may include examination of the list of prospective donors to be invited and/or solicited, the budget, and consideration of the intended beneficiary of the event.

VIII. The OIA will provide a written determination of the fundraising activity proposal to the requesting individual or group. If the determination is an approval, this will serve as the authorization to proceed with the fundraising activity.

IX. A proposal form must be submitted by requesting individuals or groups for each fundraising activity, even if the same type of activity was conducted previously.

Approval of Fundraising Literature and Use of the IAIA Brand

I. Once a fundraising activity is approved by the OIA, a copy of the artwork for all proposed materials using IAIA’s name, logo, or trademark must be submitted to the Marketing and Communications Director for approval no later than three (3) weeks prior to the deadline for producing the materials (please note, this is not three weeks prior to the activity). The Marketing and Communications Director, a member of the OIA, is tasked by the President and Board of Trustees to ensure that the IAIA brand guidelines – including logos, trademarks, wordmarks, design elements, and core messaging – are consistently followed by the IAIA community and all departments, centers, teams, clubs, programs, or other IAIA-affiliated groups.

II. Any literature – including brochures, booklets, letters, emails, and social media – used to solicit funds for IAIA shall be reviewed and approved through the OIA to ensure the appropriate and applicable information is accurate and adheres to IAIA’s branding guidelines. If changes to the text or design of the literature are required, the Marketing and Communications Director will promptly notify the requesting individual or group of such changes.

III. If the requesting individual or group seeks publicity for the approved fundraising activity, the pertinent information must be submitted to the Marketing and Communications Director at least four (4) months prior to the activity for monthly media, and at least one (1) month prior to the activity for weekly or daily media. For social media, the information must be submitted to the Marketing and Communications Director at least one (1) week prior to the activity. These are minimum deadlines; earlier submission of information will always be appreciated.

Implementation of Fundraising Activity

I. Once a fundraising activity is approved, it is the sole responsibility of the requesting individual or group to plan and execute the activity, unless the participation of the OIA has been approved by the OIA. In that latter case, the staff of the OIA will collaborate with the requesting individual or group on the implementation of the activity, with roles and responsibilities clearly outlined at the outset of the planning process.

II. It is recommended that requesting individuals or groups consult with the OIA on activities such as raffles and auctions, to ensure the activities comply with local laws and best practices that ensure ethical interactions with external constituents.

III. The OIA is ultimately responsible for the receipt, recording, and acknowledgement of all financial and in-kind donations to IAIA, regardless of the donations’ designation or purpose. Therefore, when an activity is approved, the OIA will provide to the requesting individual or group guidelines and procedures for the collection of donations and donor information, as appropriate to the specific needs of the approved activity.

IV. Upon completion of the fundraising activity, the requesting individual or group must submit a completed final report form to the OIA no later than two weeks after the completion date.