



Category
SOLICITATION & ACCEPTANCE OF GIFTS – 4:01:04:00
Approval
Corresponding Policy: TBR Policy 4:01:04:00
Leadership Council Approved: October 28, 2016
Effective Date/Approved: October 28, 2016
Revised: February 20, 2007; October 28, 2016
Responsible Party: Director of the Foundation

I. PURPOSE

The President of Motlow State Community College, as Chief Executive Officer, is charged with the responsibility of establishing policies and procedures for institutional development and for promoting efforts to advance that development through private support in coordination with the Motlow College Foundation. To ensure effectiveness in the development function, coordination of efforts is essential.

II. POLICIES

Responsibility for coordinating all development programs and solicitations of private support from individuals, foundations, businesses, corporations and organizations rests with the President. Solicitations made by anyone for the benefit of Motlow State Community College or any agency thereof require approval through established channels. The Motlow College Foundation is the recognized receiving agent for private support to the College.

Within the authority granted by the President of the College, the Director the Foundation will serve as the executive officer responsible for the planning and coordination of all programs and activities designed to secure private sector support of the College. The Director of the Foundation will carry out this responsibility in cooperation with other individuals through the Motlow State Community College Foundation Office.

III. PROCEDURES

The following guidelines are intended to coordinate fundraising programs and the activities of various groups and individuals working in the name of Motlow State Community College for the benefit of the institution or any of its components:

A. Gift Solicitation

Faculty, staff, alumni, students, parents and friends are encouraged to assist in the development of support for Motlow State Community College from the private sector, but their efforts must conform to College policy and be coordinated with the efforts of the Motlow College Foundation. Coordination will ensure continuity of development efforts and prevent duplication of requests. Any individual or group wishing to undertake a fundraising program or solicitation of contributions in the name of the College or any of its components, from any private source, shall adhere to the following approved procedures.

B. Vice Presidential Approval

All requests for private-sector support must be approved by the appropriate Vice President and the President as appropriate.

A form for this purpose is available in the Foundation Office. All requests will be coordinated through the Director of the Foundation and, if warranted, submitted to the President for approval.

C. Proposal Submission

All proposals for support from the private sector shall be submitted in writing on a Request for Private Gift Support Form (Attachment 1) and will follow the procedures outlined above.

D. Facility Construction/Expansion Alterations

Requests involving the planning, construction or expansion of a College building or other physical facility in which sources of external funding may be involved will, after approval by the appropriate Vice President, be forwarded to the Director of the Foundation and the Vice President for Finance & Administration (who serves as the facilities coordinator for the college.) If the project is approved, it will then be presented to the Director of the Foundation for study of the feasibility of private funding. Projects approved by the President will be submitted in the annual Capital Budget to the Tennessee Board of Regents (hereinafter referred to as TBR) for approval. All projects must follow this routing regardless of source of funding.

E. Naming of Building and Facilities

The naming of buildings and facilities at Motlow State Community College is intended to honor individuals whose lives and work exemplify or have exemplified values which are important to the College. Historically, buildings have been named for individuals who not only exemplified these values but who also were connected with a major gift or service to the College.

Authority for naming College buildings, facilities, grounds, and organizational units is vested in the Tennessee Board of Regents as set forth in TBR Policy 4:02:05:01 (See Attachment 2).

1. All naming recommendations for buildings must be submitted to the Building Naming Committee appointed by the President. The Committee must comply with the guidelines contained in TBR Policy 4:02:05:01.
2. Names of buildings and facilities shall be appropriately displayed in keeping with the above TBR policy.
3. The naming of identifiable subunits or components of buildings and facilities is delegated to the institution President subject to the above TBR policy.

ESTABLISHED PROGRAMS FOR SOLICITATION
OF SUPPORT FROM THE PRIVATE SECTOR

The Development Program is conducted under the direction of the Director of the Foundation. The Development Program includes coordination, administration, and maintenance of records of the following:

- A. College, Organization and Annual Fundraising Programs
 1. Fundraising programs for restricted support of College programs and special events
 2. Fundraising campaigns and appeals for unrestricted support of the College, including direct-mail and telephone solicitations
 3. The internal campus campaign, an annual solicitation of College employees for support of the Motlow College Foundation
 4. The Planned Giving Program
- B. Endowed and Expendable Restricted Funds in the Motlow College Foundation
 1. An endowed fund is one which is invested, and only the income is used for fulfillment of the fund's purpose.
 2. An expendable restricted fund is one which may be expended as needed for the fulfillment of the fund's purpose. It is intended that subsequent contributions will replenish the fund and provide for its continued functioning.

Procedures for establishing endowed or expendable restricted funds are as follows:

1. Inquiries by a prospective donor should be referred to the Foundation Office. The Foundation staff will coordinate all subsequent activities with the donor and other College departments as appropriate.
 2. Each fund will have specific guidelines detailing its purpose. Guidelines must be approved by the Foundation Office.
- C. Scholarship Funds
 1. Guidelines for scholarship funds will include, but not be limited to, financial need (as determined by the College's Financial Aid Department), merit, geographic area, major discipline, and enrollment status, and may also include the requirement of an application form.
 2. Guidelines for the selection of scholarship recipients will be in accordance with College affirmative action/equal opportunity policies. The guidelines will not exclude potential recipients on the basis of race, color, sex, religion, creed, national origin, political persuasion, veteran status, marital status, disability, or age.
 3. Guidelines should be flexible to alleviate potential difficulties which would make it impossible to administer the fund.
 4. Administering units are encouraged to acknowledge gifts of donors and to report to the donor on recipients and/or use of the fund.
 - D. Other funds in addition to scholarships and awards may be used for ongoing support of a department, organization, or program; support of a particular project; or any other educational purpose which is in accordance with College regulations.
 - E. Athletic Fundraising Programs
 1. Coordination with the Director of Athletics and Athletic Coaches of all athletic events and promotional and marketing activities which relate to or affect private support of the College.
 2. Coordination of solicitations by athletic groups for private support.
 - F. Corporate/Business Solicitation
 1. A program of corporate visitations and corporate staff visits to the campus designed to promote better working relations between the corporate community and the College.
 2. An annual solicitation of selected corporations and businesses for unrestricted or special-purpose support.

3. Maintenance of a record of all corporate solicitations to prevent duplicate efforts and internal competition. All requests for corporate support must be registered in and authorized by the Foundation Office.

F. Types of Gifts

1. Cash gifts
2. Gifts of Public Stocks or Bonds
3. Gifts of Closely Held Stock
4. Personal Property Gifts
5. Real Estate Gifts
6. Gifts of Life Insurance
7. Gift Annuities
8. Bequests in Wills
9. Charitable Remainder Unitrust
10. Charitable Remainder Annuity Trust
11. Charitable Lead Trusts
12. Grantor Lead Trusts

ATTACHMENT 1

**MOTLOW STATE COMMUNITY COLLEGE
REQUEST FOR PRIVATE GIFT SUPPORT**

TO: Foundation Office

FROM: _____
Name Department

Potential Private Supporter (s): _____
(Attach list if multiple)

Title of Project: _____

Nature of Project: _____

Fundraising Goal: \$ _____

Is State/College/Foundation support available for this project? _____ **If yes, How much?** _____

Project Leader(s)

ADMINISTRATIVE ENDORSEMENTS

Endorsement indicates approval of the project and approval to approach listed potential supporters.

Primary Administrative Unit(s) _____

Dean/Director	Date
Vice President	Date
Vice President for Finance & Administration*	Date
Director of the Foundation	Date
President (as appropriate)	Date

Please attach a copy of the project proposal and cover letter, if appropriate, to this form and bring or send it to the Foundation Office.

*Approval necessary when project will require College financial/space/or facilities support.