

Faculty & Staff Fundraising Policy and Process

Like all higher education organizations, Cornell College increasingly relies on philanthropy to enhance its academic programs, faculty and student research initiatives, student scholarships and internships, student activities, facilities, and a host of other projects. The college's policy for the cultivation and solicitation of grants and gifts has been designed to promote an environment in which fundraising is encouraged, supported, and strategic. The purpose of this policy is to facilitate and maximize Cornell's fundraising potential by ensuring that solicitations are:

- broadly aligned with the mission and goals of the college
- targeted to donors in ways that ensure the most appropriate match of donor interests and college priorities
- coordinated to prevent competing or multiple proposals or solicitations

As the college seeks to fulfill its strategic plan and embarks on (a) major fundraising initiative(s) to raise our national visibility, we must continually upgrade and coordinate our fundraising efforts. Coordinated fundraising efforts will strengthen Cornell's ability to support a community of scholars that strives for excellence in teaching, learning, and research. Furthermore, the policy will provide a systematic and transparent process by which to review proposals that call for a commitment of college resources.

Scope

This policy is intended to cover solicitations to both private individuals (alumni, parents, friends, faculty, staff) and corporations and foundations (National Endowment of the Arts, the National Institutes of Health, the National Science Foundation, the Mellon Foundation, the Arthur Vining Davis Foundations, the Kresge Foundation, etc.), even those with whom you or your programs have had long-standing relationships .

Procedure

Faculty and staff should complete the applicable form depending on the intended audience for their proposal. The forms ask you to consider broader departmental or institutional implications and benefits and alignment with the college's goals. Among other things, the forms also require disclosure of any resources requested from Cornell College, including faculty or staff release time, use of Cornell space and facilities, and any operating budget needed.

We request that you vet your form through the channels outlined in the remainder of this document at least eight weeks before the due date or intended date of solicitation. This should help keep the process moving and, in the case of grantmaking organizations, avoid unnecessary effort on the part of multiple parties when only one proposal can ultimately be submitted.

In most cases, you will receive a response from the Vice President for Alumni & College Advancement within two weeks of submission.

Approval and Review Process for Soliciting Alumni, Parents, or Friends

Faculty and staff seeking funding should complete the appropriate form and gain approval from their department chair/department head. The department chair/head should route through their Division's vice president for approval who will then consult with the Vice President for Alumni & College Advancement before there is any outreach or solicitation of donors.

The Vice President for Alumni & College Advancement will determine whether and when the fundraising activity will be scheduled in accordance with the established fundraising priorities of the institution, granting clearance for specified projects, donors, and periods of time. If the proposal is approved, the Division of Alumni & College Advancement will approve, coordinate, and otherwise support all fundraising communications, activities, events, and programs for the express purpose of raising and acknowledging voluntary support from individuals to benefit Cornell College. If there are any changes in the nature or scope of the project, the list of potential donors, or the period of time for which clearance is sought, the Vice President for Alumni & College Advancement needs to be notified of the change in writing for approval.

Brochures, mass mailings, newsletters, mass emails, and any mass calling programs seeking contributions from alumni, parents, and friends require completion of the attached form and approval by a department chair/head, divisional VP, and Vice President for Alumni & College Advancement. A draft of the solicitation letter, brochure, or any other materials must accompany the request.

The Office of Marketing and Communications must review all materials, whether or not they include solicitations, to ensure consistency with the college's marketing and branding guidelines.

Exceptions to this policy may be considered by the President of Cornell College upon the advice and consent of the Vice President for Alumni & College Advancement.

Who is responsible for the cost? The cost of any fundraising activity that has not been established as an institutional priority will be considered ancillary and, therefore, must be funded by the sponsoring organization unless the Vice President for Alumni & College Advancement indicates otherwise. *Please indicate the account where expenses should be billed on the attached form.*

Who should be the recipient of gifts? If someone gives me a gift, where do I send it? The Division of Alumni & College Advancement is the central repository for the receipt, recording, and acknowledgement of all gifts to Cornell College irrespective of designation or purpose. The Division of Alumni & College Advancement must be immediately notified upon receipt by any individual, department, student club or organization, or athletic team of any contributions of cash, securities, tangible personal property, gifts-in-kind, or any other form of voluntary support that is covered by this policy.

Should I use a third-party vendor or service? Cornell generally discourages the use of third-party vendors for solicitations. Consideration of the use of a third-party vendor for the purpose of soliciting gifts to Cornell College and/or the transmission of any constituent information such as names, addresses, e-mail addresses, and telephone numbers for such purposes must be approved by the Vice President for Alumni & College Advancement.



Faculty & Staff Fundraising Request Form

Date: _____ Solicitation date/deadline:
 _____ (if applicable)
 Name: _____ Department: _____
 Phone number: _____ Email Address: _____

A project description including the amount of funding sought, proposed schedule for fundraising, and anticipated expenses. Please include budget account for billing. Attach separate sheet if needed.

Briefly explain any broader departmental or institutional implications and benefits and alignment with the college's goals.

Audience (alumni, parents, friends, faculty & staff) or list of prospects to be solicited for gifts including individual solicitation amounts where appropriate.

Please attach all applicable materials to this form.

Department Head approval:

Signature _____ Date _____

VP approval:

Signature _____ Date _____

Alumni & College Advancement Approval:

Signature _____ Date _____

Approval and Review Process for Soliciting Grant Funding

Faculty and staff seeking grant funding should complete the appropriate form and gain approval from their department chair/department head. The department chair/head should route through their Division's vice president for approval who will then consult with the Vice President for Alumni & College Advancement for approval before working on a grant proposal or soliciting the help of the Director of Grant Programs.

If the proposal is approved by their department chair and Dean of the College, the Assistant Dean of the College will work in conjunction with the submitting individual/group, and, in collaboration with the Director of Grant Programs, to assist in writing the proposal, creating the proposed budget, generating needed letters of support, and completing institutional profiles, etc.

When applicable, the Assistant Dean of the College will provide information concerning the current Indirect Rate, benefits calculations, and other institutional costs that must be included in grant proposals.

Submitting faculty and staff will work with the Assistant Dean of the College (or the appropriate divisional representative in other divisions) to ensure compliance with all conditions of grant funds, including, but not limited to, use of funds, reporting requirements, accounting requirements, use of the foundation or government agency's name or logo, etc.

In most cases, you will receive a response from the Vice President for Alumni & College Advancement within two weeks of submission.

What if I haven't identified a funding source for my proposal? Faculty and staff who have not been able to identify an appropriate funding source for their project/program should complete the following form with details related to the project/equipment for which they are seeking funds and submit it to their divisional vice president. If approved, their divisional vice president will share the information with the Director of Grant Programs who will work to identify possible funding sources. If a funding source is identified, the form should be updated to include the specific grant, deadlines, etc., and final approval requested specific to that foundation's grant request guidelines.

If I have been awarded grant funding, who should I tell? The Division of Alumni & College Advancement and the Office of Academic Affairs must be immediately notified upon receipt by any individual or department of a grant award. All grants are agreements entered into by the grantee and the College.



**Request to Pursue Funding
From Federal Agency or Other Grantmaking Organization**

Date:

Name:

Department:

Phone number:

Email Address:

Brief Description of Proposed Project:

Briefly explain any broader departmental or institutional implications and benefits and alignment with the college's goals.

Proposed Funding Source(s):

Amount of Funding Sought:

Institutional Match Required:

Submission Deadline:

Beginning Date:

Duration:

Personnel Involved:

Release Time Requested:

Student Involvement (summer/academic year):

IRB approval necessary:

Institutional Expenses (Please indicate details of what college resources will be utilized through the research/project)

Facilities utilized:

Technology utilized:

Department budget/resources utilized:

College staff utilized:

Other College resources utilized:

Impact on Teaching and Research:

Principal Investigator/Project Director

Signature _____

Date _____



Cornell College

Department Head approval:

Signature _____

Date _____

VP approval:

Signature _____

Date _____

Alumni & College Advancement Approval:

Signature _____

Date _____