

I. INTRODUCTION

The College of New Jersey ("TCNJ" or "the college") supports the fundraising endeavors of Recognized Student Organizations. Recognized Student Organizations (RSOs) may solicit donations, plan fundraising events and/or sell approved materials related to the purpose of those organizations; pending approval by the Division of Student Affairs in conjunction with the Division of College Advancement. This policy applies both to fundraising for Recognized Student Organization support, and philanthropic fundraising in support of a nonprofit organization (i.e. outside of the student organization and the college or its affiliates) or individual (for example, fundraising to support an individual student or family member in need.) Funds raised by a Recognized Student Organization may be solicited and expended only in a manner that is consistent with the purpose of Recognized Student Organization, the specific purpose for which the funds were raised, and in accordance with applicable local, state, and federal laws and College policy. Recognized Student Organizations will be responsible for maintaining financial documents for each fundraiser for up to 1 year.

II. DEFINITIONS

Business Days - The days of the week that an office is open and operational. During an academic semester, these are generally Monday - Friday with the exception of College holidays. Summer and Winter hours may vary.

College Brand - Any image, depiction, or reference that represents The College of New Jersey's identity, including the college name, seal, logo, or wordmark.

Events - Include but are not limited to gala fundraisers, dance-a-thons, restaurant nights (e.g. Piccolo's, Applebee's), fundraising work days where members of an organization receive a donation from a business for members working at that business (e.g., Great Adventure, Terhune Orchards, and stadiums/arenas), and direct mail, email, or similar solicitations.

Recognized Student Organizations - A student group recognized by the Student Government or Inter Greek Council; annually registered with the Division of Student Affairs; and in good standing in accordance with Student Organization Privileges and Responsibilities.

Third Party Donors - Non-college affiliated individuals, businesses, corporations, foundations and governmental entities who wish to support the college with a financial or in-kind contribution.

III. POLICY

A. Overall Guiding Principle

Permission from the Division of Student Affairs in conjunction with the Division of College Advancement, is required for any Recognized Student Organization to solicit funds or sponsorship from students, alumni, faculty, staff, and Third Party Donors. Solicitations include requests for cash or in-kind gifts of goods or services, support for the soliciting Recognized Student Organization, or to support a

non-college affiliated entity. This Policy applies for fundraising through events, sales of merchandise, donations received with or without the exchange of goods, and direct solicitation to local businesses and/or friends and family.

Any organization that wishes to utilize TCNJ's name for promotional purposes or has TCNJ's name included in any part of the fundraising activity must register their fundraiser. This includes all on-campus, off-campus, in-person, and virtual fundraising events. Any organization that does not utilize the TCNJ name for promotional purposes, and does not include TCNJ anywhere in the fundraising event or promotion of the event (including organizations that list TCNJ in social media profiles) **is not required** to register their fundraiser. If a fundraiser is occurring on-campus, it must be registered.

This policy was established to support fundraising activities of Recognized Student Organizations. All other individuals or groups looking to fundraise may contact the Department of College Advancement for more information about the appropriate process.

B. Fundraising Logistics

1. Use of TCNJ's College Brand in a Fundraiser

- a. The Office of Student Involvement has been designated by the Department of Communications, Marketing, and Brand Management to approve all requests for use of the College Brand in any RSO fundraising activity. All mock-ups of items using the College brand must be sent for approval via email to involvement@tcnj.edu with at least two weeks advance notice prior to the start of the fundraising activity. All requests will be approved on a rolling basis as fast as possible, but please allow at least 3 business days for a response.
- b. For merchandise using the college's name in any form, the context in which it is used must be consistent with the college's mission and values. If an official mark or logo is used, all College Brand standards outlined in the [TCNJ Graphic Identity Standards Guide](#) must be followed.
- c. Merchandise that may be related to conduct prohibited by the [Student Conduct Code](#), [Student Organization Privileges and Responsibilities](#), or other college policy will not be approved for sale. This includes, but is not limited to sale of items for utilization in alcohol consumption, drug use, or any other item prohibited on campus.
- d. Use of the College Brand in advertisements or correspondence for fundraising events must be approved by the Division of Student Affairs,

consistent with any applicable standards established by the Division of College Advancement, via email to studentlife@tcnj.edu.

2. TCNJ Space Reservation

- a. Student organizations wishing to utilize on-campus space for a fundraising event should submit their fundraising and space reservation requests concurrently through BookIt. Though assignment and approval of a space, venue, or vendor table is a separate process from approval of a fundraising event, using BookIt to submit them together will allow us to better track and support your event. Brower Student Center (BSC) staff approve all space/venue or vendor table requests for Recognized Student Organizations and require a minimum of ten business days to process. More complicated events may require 20 or even 30 business days to process. ([See BSC Event policy and BSC Vendor Table policy](#) for more information or email studentevents@tcnj.edu for BookIt and reservation support)
- b. Both on-campus and off campus fundraising locations must be denoted as part of the fundraising approval application process. Approval for the fundraising activity must be received and approved prior to space being approved on-campus. Failure to submit fundraising information or fundraisers that are not approved will result in cancellation of space, venue, or vendor table reservations.

3. Tax-Receipts

- a. RSOs may not advertise that contributions to their fundraising activities are “tax-deductible donations” to incentivize a donor to donate. However, if a donor is specifically requesting a tax-receipt for their donation, an RSO can ask the Office of Student Life (OSL) whether it would be possible to provide a tax-receipt to the donor for that specific fundraising activity. OSL will advance the request to the Division of College Advancement who will make that determination.
- b. If approved, an RSO can instruct the donor to write a check to the TCNJ Foundation with the RSO noted in the memo line. These checks can then be given to the Division of College Advancement (Green Hall 214) (not deposited into the RSO’s SFB account). After the Division of College Advancement records the gift in its system and provides a receipt to the donor, OSL can help navigate the process to move those funds to the Division of Student Affairs, and then to the RSO’s SFB account. From the time the funds are handed over to the Division of College Advancement, it will take approximately two (2) weeks to be processed and available for

transfer. Please note that all donations that go through the Foundation may be subject to a 5% fee, which means your organization will be presented with 5% less the total amount submitted to the Foundation from the fundraiser.

C. Fundraising Activities

Organizations may hold a variety of in-person and virtual fundraising activities on-campus, off-campus, or virtually. All components of any fundraising plan must be explicitly outlined in the [Fundraising Request Form](#). Fundraising request forms will be required to be submitted either 3 business days or 2 weeks prior to the fundraiser, depending upon the type of fundraising activity that is being requested.

1. Activities requiring at least 3 business days notice:

- a. **Restaurants:** RSOs that choose to fundraise at restaurants, where a percentage of the proceeds go back to the organization.
- b. **Third Party Venues:** RSOs sometimes choose to send members to an on-site location to raise funds, such as Terhune Orchards.
- c. **Online:** RSOs may use online commerce websites that designate a portion of sales to their group/cause, such as Amazon Smile.
- d. **Apparel/bracelet sales:** RSOs may sell any non-TCNJ branded apparel, bracelets, etc. This includes thrift-style sales of clothing, bags, jewelry, or other similar items.
- e. **Poster/artwork sales:** RSOs may utilize a company to bring posters to campus and host a sale where a percentage of the proceeds will go back to that organization or the organization's charity of choice. RSOs may also sell their own artwork.
- f. **Pre-Order Product Sales (not including perishable food):** RSOs can sell pre-order items, such as Gertrude Hawk, etc.

2. Activities requiring at least 2 weeks notice:

- a. **Challenges:** Organizations holding fundraising events that require members to participate in "challenges," must have every challenge listed and detailed for approval by the Office of Student Life. Challenges deemed to be high risk or generally considered to be unsafe by OSL, will not be approved. Consumption of food or beverages of any kind or quantity as a challenge will not be approved.
- b. **Food:** Any organization that wishes to use food to raise money through solicited donations must adhere to the [Food Guidelines](#).
 - Any fundraisers using food from recognizable companies, such as Krispy Kreme, Crumbl, or Chick fil A are only required to submit **3 business days** in advance.
- c. **Branded Apparel:** RSOs must submit mock-ups for any branded (using TCNJ's name, logo, marks, etc.) apparel to be sold. All mock-ups must be submitted within the Fundraising Request Form.
- d. **Business Solicitation:** RSOs seeking financial or in-kind donations from

any company or vendor should include as much detail as possible in this part of the form so that OSL and the Division of College Advancement can review and approve the requested activity. This would include activities such as canning outside of a storefront. (This does not include having a fundraiser at a restaurant, such as Mama Flora's.)

- e. **On-Campus 5K:** RSOs may hold on-campus 5K events utilizing the Loop. As long as the organization does not plan on blocking off space, the 5K can be held.

D. Handling of Funds

1. All RSOs are responsible for maintaining their fundraising monies (cash, Venmo, Zelle, PayPal, etc.) from their fundraising activities. All donors must be provided a receipt (paper or digital) for every donation received. RSOs that advertise to donate raised funds to third parties or charitable organizations must also maintain a record of all received donations. Additionally, RSOs must save and maintain a record or receipt for the RSOs donation to that third party or charitable organization. It is strongly recommended that screenshots, scanned checks, or the like be used as this record/receipt. All records/receipts should be saved in the RSO email for a minimum of one (1) year.
2. In the event that a group's use of the donated funds is challenged, it will be the RSOs responsibility to provide the saved records/receipts to clearly demonstrate its alignment with this policy.
3. RSOs are encouraged to utilize their SFB Fundraising Account for the safe handling and storage of all cash and check donations. All monies placed into an SFB Fundraising Account can be used as the organization wishes, per SFB's Fundraising Account protocols.

E. Accountability

1. Recognized Student Organizations or individual organization members that do not follow the policy may be referred to the following:

- a. Procedural standards outlined in Student Organization Privileges and Responsibilities, <https://policies.tcnj.edu/?p=436>
 - b. Procedural standards and relevant sanctions outlined in the Student Conduct Code, <https://policies.tcnj.edu/?p=870>
- 2. In addition, the following actions may be taken in response to policy violations by Recognized Student Organizations or individual organization members:
 - a. Division of Student Affairs via the Office of Student Life reserves the right to temporarily suspend or deny a Recognized Student Organization's ability to fundraise. Multiple violations of the Fundraising Policy may result in the organization going through the Student Conduct process.