

Fundraising Application

McMurry University

Policy:

1. McMurry University operates with a centralized fundraising philosophy. The Assistant Director of the McMurry Fund is to approve all fundraising efforts by McMurry faculty, staff, students, or organizations at least two (2) weeks in advance.
2. Direct solicitation of University constituents for contributions or pledges will be conducted by (1) a member of the advancement staff of the university, or (2) another university staff member or a volunteer accompanied by an advancement staff member. In most cases, solicitation of university donors without the involvement of the advancement staff is not permitted.
3. Solicitations of gifts from prospective donors who are not part of the University's current support base **may** be approved if the names of the prospects are submitted to the Annual Giving staff prior to solicitation. In doing so, the office of institutional advancement reserves the right to delete prospects from the solicitation list if they are prospects being solicited or cultivated by the advancement staff.
4. Fundraising projects (sales of products or services) are to be approved at least two (2) weeks in advance by the Assistant Director of the McMurry Fund. The project must provide a legitimate product or service of value at a reasonable cost and be for the benefit of McMurry University.
5. Applications must be submitted by **all** university organizations; completed and signed by a representative of the organization; signed by the organization's sponsor, if applicable; signed by the vice president or dean who would have authority over the area of the University which the organization represents; and submitted for final approval to the Assistant Director of the McMurry Fund.
6. This form must be approved by all related parties **before** any marketing materials may be posted around campus or in the community. Posters and T-shirts **must** be approved by the University Marketing and Communications Department before printing. Please attach T-shirt and/or poster design to this form upon submittal.

Name of Organization: _____ Date: _____

Representative: _____ Telephone: _____

Address: _____

Name of Fundraising Program: _____

Date(s) or Event/Program: _____

Fundraising Application (Continued)

Please describe the nature of the proposed event/program, number of people involved, number of people to be contacted, method of fundraising, etc.

Fundraising Goal: \$ _____

Anticipated Expense: \$ _____

If individuals are to be asked for contributions, a list of all those who will be contacted **must** be attached to this form.

Representative's Signature: _____ **Date:** _____

Sponsor's Signature: _____ **Date:** _____

(If Applicable)

Approval by the appropriate vice president or dean (student affairs, academic affairs, religious life, enrollment management, business affairs):

Vice President/Dean's Signature _____ **Date:** _____

Marketing Approval _____ **Date:** _____

(If Applicable)

FINAL APPROVAL

Assistant Director of the McMurry Fund

Approved

Disapproved

Signature: _____ **Date:** _____

Comments: _____

*If the Assistant Director is unavailable, please email the Assistant Director first in this case. For extended absence, the Director of Leadership Annual Giving or VP of Advancement can approve fundraisers.