As a private university, Brown depends on the financial support of alumni, parents, and other members of the Brown community to achieve its mission. We recognize the importance of maintaining good relationships with those in the Brown family and desire to have a fundraising policy that helps us achieve this goal. In addition, we seek to ensure that all contacts between the University and these important constituents reflect Brown’s high quality and excellence.

Student groups have expressed an interest in soliciting philanthropic support from members of the Brown community, and a policy has been in place since 1992 governing these solicitations.

SECTION I: PLANNING FOR FUNDRAISING

When fundraising is an appropriate option when:

- Your group has a developed budget and objectives
- Your project is important to the group, tied to a group’s priorities/mission, and approved by Student Activities and the Development Office.
- Your group has been established for 5 years or more and has a pool of alumni from which to seek support
- Other funding avenues have been exhausted (see page 2)
- Profits from fundraising will outweigh the costs

How does my group qualify?
There are certain criteria that must be met for a student group to be able to utilize the University’s professional fundraising services.

1. The student group is a recognized student group by the office of Student Activities and has a category II ranking or higher.
2. Student Activities has determined that the resources requested are not available to the student organization through other channels.
3. The student group request for fundraising has been reviewed and approved by Student Activities Office, Development Office, and either the Graduate School Council or the Undergraduate Finance Board as an appropriate activity or cause for funding.
4. The group has provided the Development Office with a list of all current members and any former members. These individuals have been identified by first name, last name, and class year. If the group is maintaining contact information (addresses, phone numbers, and or email addresses) for alumni and/or information on past gifts to the group, that information has also been provided. Ann Roe (x3-1946) Anne_Roe@brown.edu in Alumni Relations can assist you in developing a list of your alumni and reconnecting you with them via non-fundraising communications and events.

Once an organization has met all of the above criteria, they must set up a meeting with Amy Laprey, Director, Direct Marketing and Participation, Amy_Laprey@brown.edu (x3-3358) the liaison between student groups and the Development Office.
If we don’t solicit gifts from alumni and parents, where else can we get funding?

- Undergraduate Finance Board or Graduate Student Council (as appropriate)
- Fundraisers (sale of T-shirts, magazines, candy bars, etc.)
- Donations from local businesses (food, gift certificates, etc.)
- Admission fee to an event or gathering (dinners, dances, etc.)
- Profits from donated goods (community yard sale)

The Student Activities Office can provide more information and advice on pursuing these opportunities.

When can we fundraise?
There are windows of opportunity when student fundraising can occur. The Office of Development will work with each student group to coordinate its solicitation schedule with the appeal calendar for the University; this will ensure that alumni are not being contacted multiple times within the same timeframe. The windows of opportunity are January, February, July and August. Each student group has the opportunity to fundraise once per fiscal year (July 1 to June 30). To fundraise during these times, you must submit a Student Group Fundraising Request form, available online at http://www.brown.edu/Administration/Student_Activities/finances/budget.html#raised, from the Student Activities Office (3x2341) or from Amy Laprey (x3-112) in the Office of Development.

Submission deadlines are as follows:

- November 1 for fundraising in January and February
- May 1 for fundraising in July
- June 1 for fundraising in August

What solicitation methods can we use?
The Office of Development can assist student groups with fundraising via telemarketing, direct mail and email. The Development Office will work with student groups to discuss the most cost effective method, since only one method of contact is permitted. **Personal solicitations are not permitted.** Submitting grant proposals to corporations and foundations also requires the pre-approval of the Development Office.

Once approved who can we contact?
Student groups can contact **alumni who were members of their group and parents of current and past members.** Alumni who participated in your student group while at Brown are likely to have a level of interest in your activities today. It is helpful if your group has maintained contact with alumni providing information and opportunities for connection before beginning fundraising efforts, and Anne Roe (x3-1946) can provide assistance to you in developing a list of your alumni and reconnecting with them via non-fundraising communications and events.

Student groups may contact corporations and foundations only with prior approval of the Office of Development. This does not include restaurants and other local merchants from whom in-kind gifts are sought (e.g., food for an event, a gift certificate as a raffle prize, etc.)

**The office of Development retains the right exclude certain alumni/ae and corporations/foundations from a solicitation list**, based on a number of considerations. Student groups may **not** contact:

- Members of the Brown Corporation (current and emeriti trustees and fellows of the University) and their spouses
- People who have requested absolutely no solicitation from Brown or no solicitation of the type being planned (phone, mail, email)

*All lists will be reviewed by the Office of Development prior to solicitation.*
People or corporations/foundations who are considered to be in sensitive negotiations with the University regarding a donation

What happens if our student group doesn’t follow these guidelines?
Unfortunately, one of the outcomes of groups fundraising at times other than those approved is that alumni and parents can become annoyed at the University for barraging them with requests. The likelihood that these alumni and parents will contribute to your student group or the University as a whole is significantly lessened. Similarly, if your student group approaches individuals or corporations without the approval of the Development Office, you may interrupt or confuse solicitation conversations already underway which could result in a loss of income for Brown University.

If you do not adhere to these fundraising guidelines, the Development Office will prohibit your organization from fundraising for 18 months following the unauthorized solicitation. As an individual, you may receive additional sanctions through the non-academic disciplinary system, administered by the Office of Student Life, for violations of the operational rules of an office of the University.

SECTION II: MAKING THE SOLICITATION HAPPEN

How much can we expect to raise?

- Audience (parents, young alumni, older alumni, etc.)
- Giving capacity/history of those being solicited
- Strength and relevance of your case for support
- Strength of connection between your student group and the prospects
- Solicitation method (phone, mail, email, etc.)
- Number of alumni who participated in your student group (groups that have been established for a longer period of time will have a broader base of alumni from which to solicit)
- Age of audience (younger alumni have less resources than older alumni)
- Alumni or parents may already be giving to other areas of Brown or other philanthropic priorities

Telemarketing
Telemarketing pledge rates can vary between 20 to 30 percent. It is important to keep in mind that the amount pledged over the phone will vary from the amount that you receive because not everyone will complete payment on his/her pledge. Fulfillment rates can vary between 65 to 75 percent on average.

Direct Mail
For direct mail the average return rate can vary anywhere between 2 to 5 percent depending on the size of your mailing and the makeup of the audience. Past donors to your group, for example, are more likely to contribute than those who have not given before.

Email
Both email and web are emerging methods of solicitation, and their effectiveness has been more difficult to track. Currently the average return rate on an email solicitation is low, somewhere around 1 to 2 percent.

What assistance does the Development Office provide?

Telemarketing
- Identify alumni who were members of the student group using the Development database (limited to the information that has been forwarded to Development as part of the application process).
• Assist with the creation of a script, identification of objectives, design of ask amounts, and development of the case for support.
• Give student groups access to the University’s automated telemarketing center, located in the basement of Maddock Alumni Center (38 Brown Street)
• Help create a thank-you letter to follow the call and to ensure the accurate and timely processing of gifts
• Send pledge reminders to those who have not paid their pledges every 30 days
• Provide tax receipts to donors

Direct Mail

• Identify alumni who were members of the student group using the Development database (limited to the information that has been forwarded to Development as part of the application process).
• Help identify objectives, design ask amounts, and develop the case for support
• Help to create the text for a letter and remit piece (the form that is returned to the University with gifts)
• Provide mailing data (names, addresses, salutations)
  o Biographic information will not be transmitted to anyone electronically. Any materials containing confidential, personal information will be managed by the Office of Development. Student groups using this method will be required to sign and seal all materials in the departmental office.
• Provide tax receipts to donors
• Provide list of donors for stewardship purposes and reports that show how much was raised

Email

• Use the Development database to identify alumni who were members of the student group (limited to the information that has been forwarded to Development as part of the application process)
• Help identify objectives, design ask amounts, and develop the case for support
• Create the email text and subject line
• Provide the data (names, email addresses, salutations) for email only
  o Biographic information will not be transmitted to anyone electronically. Any materials containing confidential, personal information will be managed by the Office of Development.
• Provide tax receipts to donors
• Allow group to link to the Development’s online giving page to ensure secure processing of credit card gifts at www.gifts.brown.edu

What are our responsibilities as a student group?

Telemarketing

• Cover all costs associated with calling (an estimate can be provided upon request).
• Recruit up to 5-10 callers from your organization (a minimum of 5 callers each night of calling is strongly recommended)
• Ensure that callers attend both required sessions (day 1-training & calling, day 2-follow-up), for a total of 8 hours

Direct Mail

• Create and submit letterhead for approval
• Write the letter, fold, insert, seal, and mail the letters (all letters must include an appeal code and account number (assigned by the Development Office) as well as instructions for mailing checks to Box 1877)
• Ensure that all gifts are directly returned to the Gift Cashier (Box 1877)
• Track responses and feedback and report it back to Development, including address updates and requests to be removed from the solicitation list
• Send thank-you notes (by mail or email) to each alumnus/a or parent who has made a gift to your organization. The Development Office does not distribute any confidential information (donation history, email, addresses, etc). All thank-you notes will need to be reproduced in the Development Office.

Email

• Create and send the email
• Track responses and feedback and report it back to Development, including bounced emails, email address updates, and requests to be removed from the solicitation list
• Send thank-you notes (by mail or email) to each alumnus/a or parent who has made a gift to your organization. The Development Office does not distribute any confidential information (donation history, email, addresses, etc). All thank-you notes will need to be reproduced in the Development Office.

Who will pay for our solicitation? How much will it cost?
Students should be aware that their organization is responsible for some of the costs incurred in their fundraising efforts.

<table>
<thead>
<tr>
<th>Costs for Development Office</th>
<th>Costs for Student Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Consultation with Assistant Director, Student &amp; Recent Graduate Programs</td>
<td>• Postage on solicitation letters and phonathon pledge confirmation letters</td>
</tr>
<tr>
<td>• Website with secure credit-card processing to receive online gifts</td>
<td>• Stationary – ($1.08 – includes letter/envelope/business reply envelope)</td>
</tr>
<tr>
<td>• Data Maintenance (maintaining good address, phone, and email information on alumni and parents, as well as maintain a record of the alumni of your student group)</td>
<td>• Credit Card Fees (3% of the amount of the gift)</td>
</tr>
<tr>
<td>• Tax Receipts sent to donors</td>
<td>• Phone Charges (phone only) - local calls are $.05 per minute and long distance calls are $.10 per minute</td>
</tr>
<tr>
<td>• Training and Materials</td>
<td>• Salary for Student Phonathon Managers (phone only) $150</td>
</tr>
<tr>
<td>• Database Setup (phone only)</td>
<td></td>
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<tr>
<td>• Pledge Reminders sent every 30 days until the pledge is paid (phone only)</td>
<td></td>
</tr>
<tr>
<td>• Maintenance of a 20-Station Automated Call Center (phone only)</td>
<td></td>
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</tbody>
</table>

Whom should we contact if our group wants to fundraise?
Please contact Amy at Amy_Laprey@brown.edu or (401) 863-3358 the current liaison between student organizations and the Office of Development, if you have any questions.

SECTION III: YOU OUGHT TO KNOW

What is considered a gift?
Generally speaking, a gift is classified as a financial contribution in exchange for which a donor has received no goods or services (http://www.irs.gov/). Because Brown University is a qualified nonprofit organization, gifts to your student group that are received and receipted by Brown can be claimed by donors as charitable deductions with the IRS.
However, if your group asks alumni for gifts and promises to send them your latest CD, tickets to your next performance, or a subscription to your publication in return, then their “gifts” would no longer be considered charitable contributions by Brown or the IRS.

The following website will provide the IRS policy on gifts and charitable giving.  

Where should alumni and parents send their gifts?  
All gifts (checks, cash, and credit cards) must be sent directly to the Gift Cashier (Box 1877) to ensure proper recording. 

To whom should checks be made payable?  
All checks should be made payable to Brown University.

Can we accept credit card gifts?  
Gifts can be made on credit cards. Student groups must cover the processing fee for these gifts. The processing fee is 3% of the total gift.

Can we accept gifts online?  
Gifts can be made online. All gifts to your group must go through the University’s secure giving website only at www.gifts.brown.edu.

**SECTION IV: FINAL NOTES**

The Student Activities Office and the Department of Development are eager to assist student organizations in meeting their funding needs. Our goals are to educate students about philanthropy and the role that it plays at Brown University and to provide them with tools and training necessary to be successful in their fundraising efforts while ensuring that we are thoughtful and professional in the delivery of requests for support to the University’s alumni and parents.

Please feel free to contact Amy at Amy_Laprey@Brown.edu or (401) 863-3358, the current liaison between student organizations and the Office of Development, or Timothy Shiner, Director of the Stephen Robert ’62 Campus Center and Student Activities (Timothy_Shiner@brown.edu or x3-2341), if you have any questions.