

FUNDRAISING EVENT GUIDELINES

Purpose

All fundraising activity at Towson University is coordinated by the Development Office, with support from the Towson University Foundation (TUF) and in accordance with federal regulations, gift management and reporting standards. As such, fundraising events -- events that involve ticket sales, auctions, raffles and/or sponsorships with a gift component that benefits Towson University or the TUF -- must be coordinated with the Development Office.

Events are one way for departments to raise funds for programs and/or scholarships if you have the necessary resources and don't conflict with university priorities or scheduled fundraising activities. These guidelines are intended to ensure that

- the purpose of your event is consistent with university priorities and fundraising initiatives
- your department sets a realistic fundraising goal and timeline for planning
- your invitations and promotional materials include appropriate fundraising language
- gifts to your department/program are counted and reported accurately
- your donors are acknowledged and receipted appropriately for tax purposes
- you receive the maximum level of support available from the Development Office

Procedures

Prior to any fundraising or publicity for your event, approval by and coordination with the Development Office is required. To maximize the level of support available to you, please give careful consideration to each of the areas noted on the [Fundraising Event Plan](#) (provided at the end of this document) and contact the Development Office at your earliest opportunity.

Proposed fundraising events for any departmental/college initiatives should first have the approval of the appropriate department chair, dean or athletic director to ensure the purpose is consistent with college and university priorities.

Forms and templates referenced in this document are available by contacting the Development Office.

Budget

Your fundraising goal should take into account the cost of the event to your department. The hosting department is responsible for the expenses associated with your event, so it is important to set a realistic budget and verify your funding source before you begin. A [Fundraising Event Budget Template](#) is available for projecting your expenses, revenue and proceeds.

Invitations and Promotional Materials

Prior to printing or distribution, drafts of your invitation and other promotional materials (print and electronic) must be reviewed and approved by the Development Office to ensure compliance with tax receipting requirements and IRS regulations. The following components will be confirmed or provided.

- Beneficiary program
- Fair market value (FMV) -- the value of benefits provided to the donor. The remaining portion (the total payment less the FMV) is countable as a gift and is therefore tax-deductible. For example, if you charge \$50 per ticket for a dinner valued at \$35, the FMV is \$35, and \$15 is a gift. Your guest will receive a thank you letter and tax receipt for \$15.

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- Appropriate IRS statements and disclosures
- Appeal code -- a five-character identifier assigned to approved events that will assist with tracking and reporting your event revenue.

The Development Office may be able to assist in promoting your event by

- creating an on-line RSVP and/or giving webpage customized for your event
- sending electronic communications to targeted TU alumni and donors
- including your event information in development-related communications and publications

Mailings and Electronic Communications

The Development Office maintains the official TU alumni/donor database and can provide mailing labels for your targeted groups and/or send electronic communications by request. Address and other biographical changes received by the department (by return mail or otherwise) should be reported to the Development Office for updating.

Sponsorships

If you are seeking corporate sponsorship, the fair market value of the sponsorship must be determined and the tax-deductible amount should be included on your sponsorship marketing materials. All sponsorship solicitations should be coordinated with University Marketing.

Auctions

If your event includes a live or silent auction, the fair market value of each donated item must be determined by the donor of the item and included on the [Auction Donation Form](#).

Your auction staff and/or volunteers should be trained in advance by the Towson University Foundation (TUF) on procedures for collecting payments at auction close out. As an alternative, TUF staff may be employed to manage sales on-site and complete corresponding documentation at a minimal cost to the department.

In-kind Products/Services

An [Offer of Gift-in-Kind Contribution Form](#) should be submitted to the Towson University Foundation for approval before accepting any offers of in-kind **products** to ensure that the provider receives gift-in-kind acknowledgement from the TUF. For example, if a local restaurant offers to donate food/beverage to be served at your event, the fair market value of the food/beverage would be considered and acknowledged as a gift-in-kind.

In-kind **services** are not considered or acknowledged as gifts.

Managing Event Revenue

Outright gifts and monies received through ticket sales, sponsorships or auction sales that have a gift component should be made payable to the Towson University Foundation and are directed to and managed by the TUF. The Development Office works with the TUF to ensure proper reporting, receipting and acknowledging of all gifts in accordance with gift reporting standards and federal regulations.

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Other Support

Depending on the event, the Development Office may be able to provide additional support by

- providing pledge forms and other relevant fundraising materials for display at your event
- assisting in the development of the fundraising message for your speaking points
- having development staff on-site when appropriate

Contact

The Director of Presidential Events serves as the point person for fundraising events and will coordinate the participation of appropriate staff in Development, Alumni Relations, University Marketing and Foundation as appropriate.

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FUNDRAISING EVENT PLAN

Host Information

Host Department: _____
Department Organizer:
Name _____
Phone _____ E-mail _____

Event Information

Title: _____
Date/Time: _____
Location: _____
Format:

- Reception
- Sit-down
- Golf tournament
- Program: List
speakers/presenters/honorees: _____

- Entertainment
- Other:

Brief description of the event: _____

Target audience:

- TU alumni
- TU donors
- TU board members
- TU parents
- Political/business/community organizations:
- Other: _____

How many people are expected to attend? _____

How will the event be promoted?

- Save-the-Date (print/e-mail)
- Invitation (print/e-mail)
- Posters
- Department newsletter
- Social Networking
- Other

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Financial Information

How will funds be raised?

Silent/Live Auction? Yes No

Ticket Sales? Yes No

If yes, provide ticket price: \$_____

Donations? Yes No

Sponsorships? Yes No

If yes, list prospective sponsors:_____

Other:_____

What is your budget? Use Fundraising Event Budget Template to project:

Revenue: \$_____

Expenses: \$_____

Proceeds to benefit TU Foundation (revenue minus expenses): \$_____

Program or scholarship designated to receive funds (please provide account number if available):_____

Additional Comments