

## I. INTRODUCTION

The College of New Jersey (“TCNJ” or “the college”) supports the fundraising endeavors of Recognized Student Organizations. Recognized Student Organizations 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. All student organization fundraising is subject to the Division of Student Affairs for financial accountability.

## II. DEFINITIONS

**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 (Link to Student Organization Privileges and Responsibilities).

**TCNJ Crowdfunding Platform** - Crowdfunding is the practice of funding a project or venture by raising many small amounts of money from a large number of people, typically via the Internet. The Division of College Advancement has a crowdfunding platform in place that may be utilized by student organizations for fundraising, once permission is granted.

**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 or food, and in-person solicitation to local businesses and/or friends and family.

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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 submit their fundraiser for approval. This includes all on-campus 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 submit the fundraiser for approval.

#### B. Process for Fundraising Approval

The Division of Student Affairs, in conjunction with the Division of College Advancement, must approve all requests for fundraising and approve all requests for use of the College Brand. A single, online application process coordinated by the Division of Student Affairs will be used to request approval for fundraising and, if necessary, obtaining approval for use of the College Brand using the following online form: Student Organization Fundraising Approval Form. Requests for approval must be submitted a minimum of ten business days in advance of the proposed date of the event. Requests will be responded to as they are received on a rolling basis, with no more than 5 business days turnaround time.

Requests for space/venue or a vendor table are a separate process from the request for approval of a fundraising 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: <http://bsc.tcnj.edu/reservations/events-101/>.) Student organizations wishing to utilize on-campus space for a fundraising event must submit their fundraising request concurrently with their space reservation request.

#### C. Fundraising Activities

All fundraising activities must be approved not less than ten business days in advance by the Division of Student Affairs, in conjunction with the Division of College Advancement using the following online form: Fundraising Approval Form.

Student organizations that are not considered Recognized Student Organizations through Student Government and the Office of Student Involvement, departments, and other campus partners wishing to hold fundraising events will be required to obtain approval solely from the Division of College Advancement. The Division of Student Affairs will only be responsible for providing approval to Recognized Student Organizations (RSOs) per Student Government and Office of Student Involvement's recognition process.

##### 1. Types of Fundraising Activities

Organizations may hold a variety of in-person and virtual fundraising events. All components of any fundraising plan must be explicitly outlined in the Fundraising Approval Form.

- A. Raffles, 50/50, Bingo, and other pay-to-play requests must also include proof of registration in compliance with New Jersey Game of Chance Legislation: <https://www.njconsumeraffairs.gov/lgccc> Failure to provide proof of registration will result in the fundraiser being denied. Groups that do not comply will be referred to the Office of Student Conduct, and fundraising privileges may be suspended by the Office of Student Involvement until the matter is resolved.
- B. Organizations holding fundraising events that require members to participate in “challenges” either in-person or virtually, including but not limited to consumption of any food or beverage, pies of any kind in the face, and actions that may or may not be deemed physically harmful or mentally degrading must have every action listed and individually approved by the Office of Student Involvement. Challenge activities deemed to be high risk or generally considered to be unsafe by OSI, will not be approved.
- C. Any organization that wishes to use food for fundraising purposes must adhere to the *Food Policy*.

#### D. Use of College Brand

##### 1. Merchandise Sales

All items sold for fundraising purposes must first be approved by the Office of Student Involvement, not less than ten business days prior to the items being ordered using the following online form: Student Organization Fundraising Approval Form. 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 TCNJ graphic standards must be followed. Brand standards are outlined in the TCNJ Graphic Identity Standards Guide, found here: <http://brand.tcnj.edu>. 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. [policies.pages.tcnj.edu](http://policies.pages.tcnj.edu) 4

##### 2. Advertising and Correspondence

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, not less than ten business days prior to use using the following online form: Student Organization Fundraising Approval Form

#### E. Location

Recognized Student Organizations must arrange the location of their event or reserve a table on campus through the scheduling service provided to Recognized Student Organizations by the Brower Student Center staff. Both on-campus and off campus fundraising locations must be denoted as part of the fundraising approval application process using the following online form: Student Organization Fundraising Approval Form. Approval for the fundraising event must be received prior to space being reserved on-campus.

#### F. Handling of Funds

1. If an organization receives cash from a fundraiser, it is encouraged that they deposit the cash into their fundraising account with the Student Finance Board (SFB). Additionally, if an organization is raising funds for a Third Party cause (charity, outside organization, etc.):

All Recognized Student Organizations must deposit the cash received from approved fundraising activities in an account with the SFB. The SFB will create and maintain a fundraising account for any Recognized Student Organization requesting one. All cash raised through approved fundraising events must be deposited the next business day after they are received by the student organization in that organization's SFB account.

2. If an organization utilizes Venmo, PayPal, or other virtual fund exchange platform:

When an organization chooses to use any virtual fund exchange platform, they must submit a Final Fundraising Report form within 14 days of their fundraiser's conclusion. This form will ask that organizations show where the funds came in, and where they went out. Screenshots from either desktop or app via cell phone are acceptable. This is only required if an organization is raising funds for a Third Party entity or cause. If the organization is raising funds for their own needs, they are not required to submit a Final Fundraising Report form.

- Off campus fundraisers with venues - 14 days. Virtual fundraisers, 7 days
3. When funds must be given to the Division of College Advancement before being transferred to SFB:

Note that the one exception to this rule is if a donor wishes to receive a tax-receipt. In this case, the donor should make the check out to TCNJ Foundation with the Recognized Student Organization noted in the memo line. These funds must first be given to the Division of College Advancement (Green Hall 214) and not deposited into the Recognized Student Organization's SFB account, or any other account, initially. After the Division of College Advancement records the gift in its system and provides a receipt to the donor, the Division of Student Affairs will request a fund transfer from the Foundation (from the Student Affairs Holding Fund) to the student organization's SFB account. From the time the funds are handed over to the Division of College Advancement, it will take approximately one to two weeks to be processed and available for transfer.

The Recognized Student Organizations may not advertise that contributions to their student organization or other nonprofit organizations are "charitable donations" or "tax-deductible donations" for incentive purposes. If the contribution is intended to support a TCNJ student organization, the determination of whether or not the contribution is tax-deductible will be made by the Division of College Advancement.

#### G. Accountability

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

1. Procedural standards outlined in Student Organization Privileges and Responsibilities, <http://conduct.pages.tcnj.edu/files/2011/11/Student-Organization-Privileges-and-Responsibilities-2014.pdf>
2. Procedural standards and relevant sanctions outlined in the Student Conduct Code, <http://conduct.tcnj.edu/student-conduct-code/>

In addition, the following actions may be taken in response to policy violations by Recognized Student Organizations or individual organization members:

1. Division of Student Affairs reserves the right to temporarily suspend or deny a Recognized Student Organization's registration status, and therefore privileges, prior to determination of any College action or non-action;  
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2. The Student Government and Inter Greek Council may temporarily suspend privileges, recognition, or de-recognize any student organization independent of any College action or non-action; and/or
3. The Student Finance Board may deny or suspend current or future funding, independent of any College action or non-action within the parameters of existing policies and procedures.