



## Fundraising Event Guidelines

The following guidelines are offered to assist people in setting up fundraising events (such as sponsored educational events, scholarship benefit dinners, golf tournaments, etc.) that will benefit East Carolina University Foundation, Inc. (the "Foundation"). Please talk with Foundation staff or Special Funds staff several months ahead of time to ensure your interests, the Foundation's, and the University's interests are protected.

1. We strongly encourage the use of **U-stores** for event collections. They better facilitate the collection of revenue, provide a method for a full internal review of disclosures, remove PCI Compliance concerns, and eliminate cash management concerns for protection and depositing cash or checks.
2. **All solicitations (flyers, postcards, letters, emails, etc.) must be approved by Foundation Financial Services** prior to being submitted to donors, to ensure that they conform with IRS requirements, have proper sales tax disclosures (if required), have Stark and Anti-Kickback disclosures (if required), and do not cause vendor relationship concerns for the University.
3. **Never state that contributions are tax deductible. Instead, donors should be advised to consult their tax advisor about the deductibility of their contribution.** If the donor is getting something in return for their money, such as a round of golf or meal, their gift is reduced by the value of what they received to determine the amount for which they MAY receive a tax deduction. And, we should always clearly state the value of any service or items that will be received on the solicitation sent to the donor.
4. **Keep revenues and expenses together.** In other words, you cannot pay your expenses for an event from one source of funds (such as the State) and put the revenues in another place (such as the Foundation). State appropriated funds should not be used for fundraising events.
5. **Checks are to be made payable to the Foundation or the university, with the event written on the memo line.** For instance, if the revenues and expenses are to be deposited into the Foundation, all checks should be made out to the ECU Foundation Inc. This determination should be made prior to any solicitations going out to donors. Please consult with the Foundation or Special Funds for assistance with this determination.
6. **Never have checks made out to you personally.**
7. **Do not open a bank account** to handle the transactions:
  - a. Your personal interests are best protected by using the University's internal controls. If you open an account, you open yourself to personal liability for the event and activity.
  - b. We must report all "outside" bank accounts to the State Auditor's office.
  - c. The ECU Cash Management Plan must be followed for all fundraising events which requires daily deposits of funds.

8. **All event revenues should be turned into Gift Records daily.** The fund number or event name should be indicated on each check.
9. **Cash and checks should be deposited within one day.** All revenue should be safeguarded at all times. Two people should be responsible for monitoring and receipting cash during an event. Adequate control over cash and the receipting process is imperative.
10. **No one should collect credit card numbers** unless they have completed a PCI Banner Security Request and the required PCI training. Any credit card numbers collected should be transported in a secure, locked bag and delivered to Gift Records by the next business day. Anyone collecting credit card information **MUST** comply with all PCI compliance guidelines. Credit card information should **NEVER** be emailed.
11. **No 3<sup>rd</sup> party credit card processing** is to be used without prior approval of cash management and PCI Compliance offices. Both ECU and the Foundation have wireless credit card machines that can be used for events.
12. **Use pre-numbered receipts** for all events. Receipt books can be purchased through Staples or other PORT office supply vendors. Receipts given should agree to the total amount of money collected.
13. **Gift in Kind Forms** must be completed by the department if tangible items are donated, including auction items. Gift in Kind forms should contain adequate documentation to support the donation being awarded credit for. In general, the same support requirements apply to Gift in Kind as regular expenses when applicable (i.e., receipts, list of meal participants, and proof of payment if a donor paid an expense on behalf of the University)
14. You should **report to the funding source** (Foundation, Special Funds) which **individuals received door prizes over \$50.00**. The department should provide name, phone number, and address of each winner.
15. **Raffles must be pre-approved by the Foundation President.** NC laws govern the use of raffles as a fundraiser for the non-profits. To remain compliant with this law any raffle must be pre-approved.
16. Please notify us if you plan to host an **auction (live or silent)** – there are special accounting rules and IRS reporting requirements around how to properly record the gifts and payments and we need to ensure that we have adequate information of what was given, who gave it, who purchased it and how much. We will need a full inventory of gifted items, their fair market value, what they sold for, and what happened to unsold items. There are also disclosure requirements for bid sheets/auction descriptions that should be followed to ensure fair market value of the items are properly disclosed.
17. Active events such as 5ks or stadium runs require an **extensive amount of compliance steps** to ensure participant safety, ADA compliance, and reduce potential liabilities. Please contact our office during the planning stages of these events to ensure proper steps are taken to comply with multiple different campus office requirements.

18. **Communicate this information to your staff**, especially those who will be communicating with donors or accepting contributions from them. Those hosting the fundraisers are expected to maintain compliance with these guidelines. The Foundation will not provide staff for any events. Organizers are also expected to collect any required information to work with vendors.

DEPARTMENT OF \_\_\_\_\_  
EVENT PAYMENT TRANSMITTAL FORM

EVENT TITLE: \_\_\_\_\_

EVENT DATE: \_\_\_\_\_

BENEFIT #1 FMV (Ex. Golf) \_\_\_\_\_

BENEFIT #2 FMV (Ex. Meal) \_\_\_\_\_

DONOR	DONATION	BENEFIT #1? Y/N	BENEFIT #2? Y/N