

## 17.1 Advancement Office - General Guidelines and Policies

There are only two authorized repositories for gifts: the Snow College Foundation and Snow College. All gifts to Snow College and the Snow College Foundation must be first processed through the Cashier's Office and then recorded by the Office of Advancement in the Banner database.

1. The Snow College Foundation and Advancement Office administer the College's fundraising activities and to accept and manage all gifts. The Advancement Office shall have the authority through the College president to approve all fundraising activities undertaken by and on behalf of the College. The Snow College Foundation, a private, nonprofit Utah corporation, operates under a Memorandum of Understanding with the College to manage the Advancement Office.
2. The Advancement Office, as manager of the Snow College Foundation, oversees fundraising programs and activities through its components as follows:
  - a. Annual Giving: Includes various annual solicitations, including a telephone outreach program, to benefit the College and its various programs, departments and administrative units.
  - b. Corporate Relations: Gift solicitations to corporations; establishment and management of strategic partnerships with corporations to create mutually beneficial relationships between industry and Snow College.
  - c. Development Officers: Fundraising professionals, titled Development Officers, work with assigned to divisions, programs and/or other selected administrative units and collaborate to cultivate donors, solicit major gifts, and establish networks of private support.
  - d. Development Research: Research related to Advancement, utilizing a library of philanthropy-related resources including the internet, publications and periodicals; ensures proper assignment of prospects to Development Officers.
  - e. Donor Services: Includes the stewardship of donors and coordination of events to avoid unnecessary competition between different fundraising activities.
  - f. Fiduciary Compliance and Gift Transactions: Functions including the coordination of documentation to insure that donor intent is clearly expressed and followed; compliance with internal policies as well as federal and state statutes, including the Internal Revenue Code; processing of gift agreements for endowed and restricted gifts, whether funded with cash or noncash assets; (Noncash assets include marketable securities, real property, collections and archives, as well as intellectual property); validation for compliance with gift policies and IRS regulations; receipting of all gifts and maintenance of a historical database of all such gifts.
  - g. Foundation Relations: Coordination of solicitations to foundations; support services and expertise and guidance in grant writing including access to research, facilitation, training, review and editing services to support and enhance the priority efforts of Snow College community members to obtain non-governmental grants.
  - h. Alumni Records: Maintenance of accurate records concerning demographic information about donors and/or former students and historic information about student involvement while attending the College.
  - i. Planned Giving: Development and maintenance of relationships with prospects and persons who have made gifts to the College through wills, living trusts, charitable gift annuities, charitable remainder trusts, charitable lead trusts, and life insurance policies; collaboration with professional advisors of persons interested in making such gifts; receipting of all estate gifts; administration of charitable trusts and gifts of life insurance policies.

- j. Snow College Business Office: The Snow College Business Office provides accounting, finance, investment and administrative services.
- 3. The Advancement Office shall approve all contracts with outside development related consultants and vendors.
- 4. The Advancement Office is not responsible for student-run fundraising events, sponsored projects, or contractual grants.
- 5. The Snow College Foundation, through the Advancement Office, has the responsibility for officially accepting and receipting all contributions offered to the College.