

 <b>Policies and Procedures</b>		Number <b>2010</b>		Title <b>Development and Approval of a Fund-Raising Campaign</b>		
		Replaces	New			
		Effective	February 17, 2011	Next review :	February 17, 2016	
Executive Responsibility	Administrative Responsibility	Recommended by Policy Review Committee		February 17, 2011		
President	Director of Human Resources & Community Relations	Recommended/Approved by Education Council		N/A		
		Approved by President		February 25, 2011		

## 1 PURPOSE / RATIONALE

From time to time, the College makes the decision to launch a fund-raising campaign. Because these campaigns can require a large expenditure of College resources, both human and material, it is important that there is a thorough discussion concerning the impact of a campaign. Through this discussion, the College will justify the expenditure of the resources required to achieve the campaign goal and become satisfied that the campaign is aligned with the priorities of the College.

This policy concerns the process through which a campaign is developed and approved.

## 2 SCOPE / LIMITS

A fund-raising campaign can be initiated by any Selkirk College employee. However, all campaigns must be developed through or by the Communications and Development Division.

## 3 PRINCIPLES

- A. In order to receive approval for implementation:
  - i. the campaign must be in alignment with the mission, strategic directions/priorities and goals of Selkirk College, and
  - ii. there must be a demonstration that human and financial resources are available to effectively execute the campaign.
- B. Approval will come first from Management Committee and finally, the President.
- C. The development and approval or disapproval of a campaign must be transparent to the College community.

## 4 DEFINITIONS

### A. Fund-Raising Campaign

A fund-raising campaign is a plan of action to raise a predetermined amount of money over a given period of time in order to fund a project which is strategic in nature.

### B. Campaign Goal

The campaign goal is the predetermined amount of money which the campaign hopes to raise.

## **5 PROCEDURES**

- A. All fund-raising campaigns must be brought through the approval process by or with the Communications and Development Division.
- B. In order to receive first-level approval, a Case Statement must be prepared and presented to Management Committee (see guidelines).
- C. Upon approval of the Case Statement, a full Campaign Strategy document, including detailed cost/benefit analysis, must be completed.
- D. The Campaign Strategy must now be presented to Management Committee for second-level approval.
- E. Final approval must come from the President.
- F. With approval, the campaign is initiated and communicated to the College community.

## **6 SUPPORTING FORMS (IF ANY)**

Guidelines for Development of Case Statement

Guidelines for Development of a Full Campaign Strategy

## **7 OTHER RELEVANT POLICIES**

2000 Fund-Raising Activities: Donations and Sponsorship

2501 Publications and Promotional Materials