

**William Paterson University of New Jersey**  
**Office of Campus Activities, Service & Leadership**

**STUDENT ORGANIZATION FUNDRAISING POLICY**

The following are the policy and procedures for any club or organization conducting fundraising activities on or off campus.

**General fundraising activities and related policies:**

1. Any student group interested in fundraising must complete an Event Form and Fundraising Application in the *Pioneer Life* portal and have it approved by the Office of Campus Activities, Service & Leadership at least 2 weeks prior to the commencement of the activity. There are some types of fundraisers that will require additional approvals and lead time in order to move forward with the activity. Earlier submission and consultation with a CASL staff member will help facilitate this process.
2. All raffles and games of chance that involve an exchange of money require a license from the state and local communities. **As SGA currently does not have a raffle license, no student organization may conduct a raffle as a fundraiser.** Free raffles are still permitted. Please consult with Campus Activities, Service and Leadership for other options.
3. Recognized student organizations may conduct auctions for specific items (i.e. gift cards, tickets to an event, services provided by a qualified and insured vendor, etc.) at an event. Service and/or date auctions, or any type of event in which people are auctioned, are not permitted by any student group. Events like these pose a risk of injury and are/could be considered as sexual, racial, and /or affinity discrimination and/or hazing. Organizations that violate this policy will face university sanctions. Student groups planning an event in which an auction is requested must meet with a Campus Activities, Service and Leadership staff member to discuss the specific items being auctioned and the method in which the auction is being conducted. All University policies and procedures pertaining to raffles and auctions must be adhered to for the event.
4. Bake sales or other food sales must be approved by Hospitality Services (Catering) prior to commencing with the sales. Restrictions may apply. Keep in mind, that “home baked” foods should be used exclusively and no

store bought items should be sold. Bake sales must have a table reservation and may not be sold throughout the campus.

5. Semester long or annual candy sales, t-shirt sales, and other non-perishable items may be sold without a room or table reservation provided the fundraising event has been approved and daily deposits are made with the SGA Financial Manager.
6. Special solicitation of funds through direct mail or other means (email solicitation, etc.) must adhere to specific guidelines set by Campus Activities and the Office of Institutional Advancement.
7. Student groups will need to supply a full list of businesses they plan to approach for donations. Approved activities may require additional procedures and prior review of all written materials from both Campus Activities and the Office of Institutional Advancement before soliciting any funding.
8. Fundraising that may be ongoing for several days will need daily deposits into the operational accounts for those SGA Funded groups.
9. Fundraising activities may not include alcohol or be conducted at establishments that serve alcohol. If a group is looking to fundraise at an establishment that serves alcohol, they must get permission from the CASL Office or Student Development.
10. Co-sponsorships with local businesses including sales, promotion or any other fundraising activity **must** adhere to this policy.
11. Coin drives should be only conducted with “sealed cans” and not opened until the end. The seals must be broken in the presence of an organization advisor or a member of the CASL staff.

### **Raising funds to support charities or related groups:**

1. Student groups should seek clearance from the agency or benefactor permitting them to raise funds or non-monetary items on their behalf. A letter confirming their permission must be submitted to Campus Activities, Service & Leadership (CASL) along with the fundraising application.

2. If permission is granted, student groups must attach that letter to the fundraising application in *Pioneer Life* and seek final approval from Campus Activities, Service & Leadership. All fundraising must adhere to any outside organizational guidelines (if provided) and any University guidelines to avoid any impropriety.
3. When events are scheduled to raise funds for a charitable organization, the percentage of funds to be used to support the donation must be stipulated in writing. (Example: 50% of all proceeds will be donated to the Red Cross).
4. Upon completion of said fundraising, student group representatives must deposit any raised money into their clubs OP account through the SGA Financial Manager. The student group will also be required to submit a financial request in order to produce a check to send to the organization the fundraiser was designed to support.

**NOTE: Any impropriety or non-compliance to these policies may result in a variety of sanctions including, but not limited to cessation of future fundraising activities and events.**