



THE JOHN CARROLL SCHOOL

Fundraising Policy for School Departments, Groups, Organizations, and Teams

Policy Rationale

The John Carroll School seeks unrestricted and restricted charitable gifts through an Annual Fundraising Campaign, *The Fund for John Carroll*, to support its operating budget and provide improvements that help the School effectively fulfill its mission and purpose. Additionally, John Carroll regularly seeks philanthropic support for specific school priorities. At present, *The Fund for John Carroll* and capital campaigns administered by the Advancement Office are the primary fundraising initiatives at the school. The school supports fundraising for specific/restricted purposes by parents and alumni through active involvement with the Parent Association (PA), the Alumni Association, or directly with the Advancement Office. These volunteer groups work with John Carroll administration to identify budgeted needs and hold fundraising activities and events to support those needs.

At various times alumni groups, parent groups, faculty, coaches, students, and others have identified a funding need for their special interest, and held fundraising activities and events to support this need outside of *The Fund for John Carroll* campaign, the PA, and the Alumni Association. The policy and procedures below will ensure that these special fundraising efforts do not impede important goals established by school administration for the Advancement Office and will help to encourage philanthropic participation by John Carroll constituents. In short, The John Carroll School's Fundraising Policy will maximize fundraising efforts in the Advancement Office, which in turn, will benefit the school as a whole for our many generous and enthusiastic constituents.

Fundraising Policy for The John Carroll School

1. All fundraising activities must be approved by the school's Executive Committee. All individuals and groups must submit a *Fundraising Request Form* to Susan Butcher Roarty, Director of Development, and receive prior written approval of fundraising activities and intended use before proceeding with the event/activity. Request must be submitted at least 30 days prior to activity or event.
2. All charitable gifts, whether in kind or monetary, made by a donor to John Carroll as a part of a fundraising activity or event must be processed through and acknowledged by the Advancement Office as outlined in the Implementation section.
3. Third party fundraisers (seeking financial donations for other causes) are not permitted at this time. Fundraising projects and events must directly benefit John Carroll, which is itself a non-profit organization and certified 501c3 with annual fundraising goals and priorities to meet.

4. Individual teams, clubs, and programs are permitted to hold camps, clinics, workshops, tournaments, with the purpose of engaging prospective students and fundraising for their team, club or program. For any additional fundraising requests outside of camps, clinics, workshops, tournaments, etc., there is a limit of two fundraising events per year (per team, club, or program).

Implementation

1. Approval process
 - a. All John Carroll School faculty, staff, students, alumni, groups, parent organizations, and teams wishing to conduct fundraising activities must submit a [Fundraising Request Form](#) 30 days in advance of the proposed date.
 - i. Form can be obtained through SharePoint.
 - b. Approval will be based on three major criteria:
 - i. The request is for a school-approved use of funds.
 - ii. The request is to solicit a donor, donor base, or organization that is not being actively solicited.
 - iii. The request scheduled is at a time that is not close to an existing fundraising activity or other major school event. Fundraising events are not permitted to be scheduled within 2 weeks of a school fundraising event.
 - c. The requestor will be notified in writing within one week, if more information is needed or not. Approval will follow in writing.
2. Scheduling
 - a. All fundraising activities will be scheduled through Advancement and kept on the Advancement fundraising and Main School master calendar.
 - b. Requests submitted after the deadline will be deferred unless deemed necessary and critical to the operations of the School.
3. Prospect Lists
 - a. Detailed lists of individual and corporate prospects must be submitted to Advancement for approval with the [Fundraising Request Form](#) prior to any communications with the constituent.
 - i. Fundraising and contact with potential donors/supporters may not proceed until written approval has been received.
4. Gift Processing
 - a. Charitable gifts made as the result of a fundraising activity or event should be submitted to Advancement, so funds may be directed to the appropriate account and gift acknowledgement letters (thank you letters) may be prepared for the donor.
 - i. Upon approval of your fundraiser, a meeting with Advancement staff should be scheduled to review fundraising activity and determine what IA will need in order to provide proper acknowledgement to the donor. Contact Director of Development Susan Roarty to schedule a meeting.
 - ii. All in-kind donations must be submitted to Advancement, including goods, services, and auction donations.

- iii. For ticket sales to events, the tax-deductible portion of the ticket must be calculated and approved.
5. Marketing and Communications
- a. After receiving approval for the fundraising event or activity, printed materials and logo designs, including merchandise and clothing designs, must be submitted to and approved by Karen Everett, Director of Creative Services.
 - b. For logo usage and brand adherence, follow John Carroll's [Branding Guidelines](#).
6. Other Considerations
- a. Facility use is contingent on approval of event.
 - b. A fundraising activity or event will be denied if the concept and theme of the fundraiser conflicts with an existing fundraising event (for example: a holiday bazaar which conflicts with the Parent Association bazaar).
 - c. Preference will be given to small scale fundraisers with a targeted audience and fundraisers that will benefit the most students.

The **Fundraising Request Form** can be found on SharePoint by [clicking here](#). This form must be submitted 30 days in advance and approved PRIOR to any solicitation of funds. The requestor will be notified in writing within one week, if more information is needed or not. Approval for the fundraiser will follow in writing.