

## **Mid-Atlantic Christian University Institutional Advancement Policy 4**

SUBJECT: FUNDRAISING PHILOSOPHY

DATE: September 22, 1999

REVISED: September 2013

REVIEWED: APRIL 2020

NEXT SCHEDULED REVIEW: This policy will be reviewed by the Director for Institutional Advancement in February of even-numbered years (February 2022).

APPROVED BY BOARD OF TRUSTEES: October 18, 2013

Policy for: Institutional Advancement Division, Mid-Atlantic Christian University

Procedure for: DIA, Mid-Atlantic Christian University

Authorized by: DIA, Mid-Atlantic Christian University

Issued by: Board of Trustees

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### I. Purpose

The purpose of this policy statement is to establish a clear, written philosophy reflecting the biblical and ethical responsibility of the institution with regard to the solicitation of charitable contributions and the relationship of the institution to the donor.

### II. Policy

Donor relations shall be treated in the spirit of 2 Corinthians 8:21 "For we are taking pains to do what is right, not only in the eyes of the Lord, but also in the eyes of men." The university will seek truthfulness in all communication. All representations of fact, description of financial condition of the organization, or activities related to operations must be current, complete and accurate. Fundraising appeals must not create unrealistic donor expectations.

### III. Procedure to implement fundraising policy

- A. Compensation of fundraising staff, internally or externally, will never be based directly or indirectly on a percentage of charitable contributions raised.
- B. The university will provide a timely and accurate receipt of contributions to the donor, reflecting that portion of the gift that qualifies as tax-deductible.

- C. The university will encourage donors to seek the professional services of their attorneys, accountants, or other advisors when considering any major contributions having an effect on their tax liability or estate planning.
- D. Donor lists and mailing lists will not be sold to a third party.
- E. Any donor restrictions will be honored by the university, restricting such gifts to the activity or project as prescribed by the donor. The university reserves the right to decline any proposed restrictions and/or donors if they are deemed incompatible with the mission, reputation, or operation of MACU.
- F. Advancement office will invest in the maintenance and updated education of fundraising practices, tax implications concerning donors and higher education.
- G. Fundraising strategy will align with institutional strategy and values,
  - i. including messaging adopted July 2019 ; experience Christ, exceptional education, encounter community and engage culture.

IV. Published: Policy Manual; MACU public website, Gifts tab

V. Reason for Revision

VI. Appendices: None