

ADMINISTRATIVE DIVISION DEVL University Development		POLICY NUMBER DEVL 1.00
POLICY TITLE Fundraising		
SCOPE OF POLICY USC System		DATE OF REVISION November 7, 2024
RESPONSIBLE OFFICER Vice President for University Development		ADMINISTRATIVE OFFICE Division of Development

PURPOSE

The University of South Carolina designates the Division of Development as the sole authority responsible for all fundraising activities on behalf of the institution.

DEFINITIONS AND ACRONYMS

Constituent Colleges: individual colleges, schools, or institutions that are part of a larger university system.

POLICY STATEMENT

The Division of Development is responsible for leading and coordinating all fundraising activities for the University of South Carolina. This includes identifying, cultivating, soliciting, and stewarding donors to secure private support for the university's academic, research, and capital priorities. The division develops and implements comprehensive fundraising strategies, manages fundraising operations, and provides guidance and support to academic units and other campus partners. To ensure maximum efficiency and effectiveness, all fundraising efforts must align with the university's overall development goals and be coordinated through the Division of Development.

PROCEDURES

Constituent colleges, departments, campuses, foundations, individual faculty and staff members, and other entities within the University System must coordinate all private fundraising activities with the Division of Development

A. Prospect Development and Donor Stewardship

1. The Division of Development Manages the entire cycle of prospect development. These activities include:
 - a. Identification of prospective donors
 - b. Researching information about these prospective donors
 - c. Establishing relationships to discover or confirm prospective donors’ interests at the university

- d. Cultivation of these interests by involving prospective donors in related university programs with private support need
 - e. Solicitation of prospective donors to strengthen these programs
 - f. Proper recognition and stewardship to help ensure continued donor interest and involvement that may lead to future donations
2. Division of Development staff members should make prospective donors aware that private support gifts may be made to the University or its affiliated foundations.

B. Personnel

1. The Division of Development is responsible for initiating and approving all positions that include 20% or more of their job and responsibilities dedicated to fundraising.
 - a. On the Columbia campus, the Division of Development is responsible for partnering with the Division of Human Resources to ensure salary equity across campus. Development partially funds all director of development positions and partners with colleges/units to ensure fundraising staffing levels are addressed timely (Columbia campus only).
 - b. No academic titles will be assigned to frontline director of development positions. All director of development positions will be initially screened and reviewed by the Division of Development.
2. To ensure prospective donors understand that private support gifts may be made to the University or its affiliated foundations, all fundraising professionals of the University System's Development staff should sign and abide by the "Policy of Informed Choice for Donors," a portion of the confidentiality statement development employees sign as part of their employment.

C. Fundraising Coordination

1. Academic units on the **Columbia campus**, including those affiliated with Palmetto College, should contact the Division of Development to initiate fundraising efforts.
2. Academic units on **other system campuses** should direct fundraising inquiries to their respective campus' Vice Chancellor for Development or Advancement

Requests may involve deferred, corporate, or in-kind gifts, as well as major gifts from individuals or foundations, or annual giving campaigns.

D. Gift Acceptance and Coordination

1. Donors wishing to give to the University or its affiliated foundations should contact the Division of Development.
2. Donors must be informed that gifts can be made either to the University or its affiliated foundations. All solicitation materials, including pledge cards, letters of intent, remittance envelopes, and telemarketing scripts, should clearly outline this option. Acknowledgment letters should specify the gift recipient (University or foundation) and confirm that the appropriate entity will issue the tax receipt.
3. All gifts of real estate, deferred and life income gifts, naming opportunities, gifts-in-kind, stock gifts must be coordinated through the Division of Development.
4. All gift agreements, amendments and naming opportunities must be submitted to the Office of the Vice President for Development or their designee for review and approval.
5. All gifts of private support not channeled through one of the University affiliated foundations but received by constituent colleges, departments, campuses, individual faculty and staff members and other entities within the University System must be reported to the Division of Development.

E. Compliance and Reporting

1. To ensure compliance with applicable federal, state, and international laws and regulations, including but not limited to the General Data Protection Regulation (GDPR), State Solicitation Laws, CAN-SPAM Act, Patriot Act, and IRS guidelines, the Division of Development maintains an official alumni/donor database.

All units and campuses within the University System are required to submit contact reports and updates to this centralized database. This database serves as the official record of donor and alumni information, including communication preferences, event attendance, membership status, and volunteer activities. The Division of Development is responsible for managing the database and utilizing its information for accurate reporting to governing bodies.

2. The Division of Development is responsible for managing the database and utilizing its information for accurate reporting to US News & World Reporting for the University, Campaign Reporting, and CASE/VSE philanthropic reporting.
3. All gifts of private support not channeled through one of the University affiliated foundations but received by constituent colleges, departments, campuses, individual faculty and staff members and other entities within the University System, must be reported to the Division of Development

RELATED UNIVERSITY, STATE AND FEDERAL POLICIES
[CAN-SPAM Act](#)

[General Data Protection Regulation](#)
[Internal Revenue Service – Publication 526, Charitable Contributions](#)
[South Carolina Solicitation of Charitable Funds Act](#)
[USA Patriot Act](#)

HISTORY OF REVISIONS

DATE OF REVISION	REASON FOR REVISION
February 1, 1995	New policy approval
September 2, 2016	To confirm the policy of informed choice for prospective donors and to update division title.
November 7, 2024	Policy updated to standard template and revised to reflect current practices. Renumbered for consistency.