

Doane University

Student Fundraising Policy

Definition

Fundraising includes collecting money through voluntary contributions, sales, and/or events to support charitable causes or recognized student clubs. This also includes **in-kind donations** (gift cards, goods, or services).

Purpose

Doane University values the generosity of alumni, parents, and local businesses that support student initiatives. To maintain positive relationships and coordinate outreach, **all student fundraising must be approved and coordinated** through the **Offices of Advancement and Student Affairs**.

Students and organizations must submit a fundraising request **before** any fundraising activity.

Fundraising Options

1. General Fundraising

- May support external **charitable causes** or **Doane-recognized clubs/organizations**
- **External charitable gifts** must go **directly** to the outside entity (e.g. via their website or an onsite representative). Student clubs may **not hold or distribute** these funds
- All funds raised for Doane-related purposes must be processed by the **Office of Advancement** and deposited in the club's **Business Office account**
- University funds **may not** be used for events solely focused on fundraising, though events with a secondary fundraising element are permitted
- **Charging admission** for fundraising is **not allowed**

2. Crowdfunding

Doane provides an official crowdfunding platform through GiveCampus, with campaigns launched each year on **Giving Tuesday** and running through the week. The Advancement Office manages the platform and provides training, resources, and ongoing support. **Students are responsible** for leading and carrying out their fundraising campaigns, including promotion and outreach, with guidance from Advancement staff.

To participate, student groups must:

- Submit a **proposal**
- Be a **recognized club** or **university-affiliated group** with a designated account

- Prepare a short video, summary, photos, and stewardship plan
- Follow recommended guidelines:
 - **Goal:** \$500–\$2,500
 - **Duration:** 3–5 weeks prep, 3–5 days live
 - **Team:** 5–10 active members
 - **Updates:** 2–4 during campaign

External crowdfunding platforms (e.g. GoFundMe, Kickstarter) are not permitted.

Using the University’s platform ensures:

- Tax-deductible gifts
- Proper donor recognition
- No individual tax liability
- 100% of donations go directly to the project

Apply through the [Doane Crowdfunding Form](#).

Guidelines and Requirements

- Reserve spaces for events and tabling via [25Live](#)
- Obtain approval for **marketing materials** using Doane name or marks from **Office of Strategic Marketing (OSM)**
- Sales should happen through **tabling in Perry Campus Center, through approved online sales, or at events/programs** with permission from event/program planners. This (excluding standard concession stands) includes sales at sporting events, concerts, dances, theatre performances, etc.
- All **external communications** (letters, emails, proposals) must be reviewed by **Advancement** before distribution
- Funds raised are subject to review by **Campus Engagement**
- The University may **prohibit or revoke** fundraising privileges at any time

Prohibited Activities

- Soliciting by **credit card** (unless approved by Advancement)
- Charitable donations cannot be accepted using **personal payment apps (such as Venmo, Zelle, Cash App, PayPal, etc.)**
- Using **external crowdfunding** platforms
- Soliciting **alumni, parents, faculty, or staff** without Advancement approval
- Door-to-door fundraising

- Raffles requiring licensing (only small raffles under state exemption are allowed; apply using [Nebraska's form](#))
 - NOTE: Queen of Hearts, 50/50, progressive raffles/lotteries are not an approved method of winner determination in Nebraska. This style of raffle/lottery does not meet the regulatory (REG-35-400 through REG-35-410 and REG-35-500 through REG-35-504) and statutory (§9-401 through §9-437 and §9-501 through §9-513) requirements to be permissible.
 - Fundraising for political campaigns or candidates
 - Selling items violating trademark or contract agreements
 - Organizers may not personally benefit from funds raised
-

Donations from Businesses

All requests to **local businesses or vendors** must go through **Advancement** and **Student Affairs** to avoid overwhelming community partners.

Requests to **national corporations or foundations** require a **Fundraising Application**.

Contact **Jess Pulte** in the Advancement Office at jess.pulte@doane.edu for assistance.

Alumni and Parent Solicitations

- Students and clubs **may not** independently solicit alumni or parents
 - Any outreach must be coordinated with **Advancement**
 - Broad parent fundraising appeals or use of crowdfunding platforms require **written consent** from **Advancement**
-

Sanctions for Violations

Violations may result in:

- **Fines or restitution**
 - **Loss of club funding** or **recognized status**
 - **Loss of facility use**
 - **Other disciplinary or educational sanctions**
-

Questions?

Contact Jess Pulte (jess.pulte@doane.edu) in the **Office of Advancement** for assistance.