

Operating Policy 8 – Fundraising and Solicitations

1. Purpose

- 1.1 To provide guidelines for fundraising and solicitations on behalf of, or utilizing the name of, CFMU.

2. Fundraising

- 2.1 At least once annually, CFMU will conduct an on-air fundraising campaign for the sole purpose of soliciting funds for the day-to-day operations of the radio station;
- 2.2 Other fundraising initiatives may include external corporate sponsorship, benefit concerts, and events or telephone cash pledge drives;
- 2.3 A Fundraising Committee involving any interested staff and volunteers will organize and monitor the campaign under the guidance and direction of the Administrative Director, who shall normally act as Chair of the committee;
- 2.4 Fundraising will not be conducted to finance any one particular on-air program or division of CFMU;
- 2.5 Fundraising campaign outlines must be approved by the Board of Directors in advance of the campaign.

3. Solicitations

- 3.1 No CFMU employee or volunteer shall seek or accept a monetary or material donation without the prior approval of the Board of Directors;
- 3.2 All monetary donations must be submitted to, and administered by the MSU Accounting Department, which will ensure allocation of funds to the appropriate budget category;
- 3.3 Solicitation of prizes and incentives for the annual fundraising campaign must be coordinated by the Fundraising Committee, in consultation with the MSU Central Advertising Bureau.