I. INTRODUCTION/PURPOSE OF THE OFFICE OF DEVELOPMENT
The purposes of the Office of Development are, in the broadest sense:
--To create awareness within the private sector of the financial needs of West Liberty State College that are not met by state or federal support. This includes the resources necessary to maintain vital existing programs as well as funds needed to enhance the college, furthering academic and institutional excellence.
--To implement a plan for meeting these needs through private gifts and support.
--To encourage and facilitate the active submission of grant requests by members of the staff and faculty, to keep record of those activities, and to comply with West Virginia State College System reporting regulations for grant writing activity.
To fulfill these purposes, it shall be the responsibility of the Office of Development to institute and administer an organized program for obtaining gift support from alumni, friends, faculty, staff, corporations, organizations and private foundations for both annual and capital purposes. In keeping with this policy, the college establishes the following policy statement and guidelines:
Solicitation of gifts made by anyone for the benefit of West Liberty State College, or any agency or organizational unit thereof, shall require the prior approval of the president of the College through the director of development operations & corporate/ foundation relations Vice President for Institutional Advancement.
The Office of Development in conjunction with the Office of Grants will provide broad support for grant writing by all divisions of the college, including applications to state, federal and private sources. Accordingly, the Office of Development must be informed of all grant funding proposals contemplated by College personnel.
II. COORDINATION OF FUND RAISING ACTIVITIES
A. Coordinating Appeals for Funds and Approaches to Donors
In order to avoid an excessive number of solicitations in the name of West Liberty State College, it is the responsibility of the Office of Development, in consultation with the president, to serve as the coordinator for all types of institutional fund-raising programs and for all solicitation of funds from alumni, private individuals, foundations, businesses, corporations and organizations. Any request to undertake a fund raising program or to solicit contributions from individuals, private foundations, businesses, corporations and organizations must first be reviewed by the appropriate department head and forwarded to the Office of Development on a completed "Fund Raising Activity Proposal" form. The department head must recommend whether the
proposal should or should not be considered for support. The proposal must not be submitted to any external agency until it has received the approval of the President of the College. Whenever possible, completed proposals must be submitted to the Office of Development at least 30 days prior to the date of the requested activity. Fund raising proposals from student groups must be submitted first to the Campus Life Coordinator, who may chose to forward proposals to the Office of Development for further review. Accordingly, the Office of Development shall be responsible for establishing and maintaining a master calendar that incorporates the schedule of all fund-raising mailings and solicitations.

B. Accepting, Recording and Acknowledging Gifts
The Office of Development is responsible for recording officially and acknowledging receipt of all gifts to the college or any agency thereof, including cash, pledges, securities, trusts, insurance policies, real estate, and other gifts-in-kind as outlined in Section III of this document. Therefore, all gifts and donations must be processed through the Office of Development before being deposited in an account within the West Liberty State College Foundation, Inc. A complete and accurate record of every donor to the college shall be maintained by the Office of Development and shall be kept confidential. Donor anonymity shall be protected whenever requested.

All gifts-in-kind or restricted gifts to the college Foundation shall be reviewed by the Office of Development in conjunction with the unit designated to receive the gift prior to the acceptance of the gift to determine that it is in the best interest of the college to accept this gift (This process is further outlined in Section III).

C. Preparing Fund Raising Literature
Any literature designed to attract funds to the college must be submitted for the review and approval of the Office of Development.

D. Maintaining Prospect Files
It shall be the responsibility of the Office of Development to establish and maintain prospect and resource files for the purpose of providing timely and relevant information about prospective individual donors, private foundations and corporations.

E. Involving Volunteers in Fund Raising
Whenever volunteers are to be involved in fund raising efforts, it shall be the responsibility of the Office of Development to assist in selecting and recruiting the volunteers and to provide them with the training and information required for effectiveness in soliciting funds.

F. Setting Minimum Funding Requirements
The Office of Development shall maintain up-to-date information as prescribed by the Board of Directors of the West Liberty State College Foundation, Inc., the West Liberty State College
Board of Advisors Governors, or the West Virginia State College Board of Directors West Virginia Higher Education Policy Commission pertaining to fund raising matters, including the percentage or amount of gifts expected or required to name buildings, endow professorships, endow chairs, establish named scholarship funds as outlined in the document titled "West Liberty State College Contributions and Gift Acceptance Policies".

G. Determining Budget for Fund Raising
The formulation of budgets for private fund-raising projects is the consultative responsibility of the Office of Development and the Foundation treasurer with the approval by the President. No budget may be submitted to any external agency without these approvals.

H. Preparing Public Statements on Gifts to the College
It shall be the responsibility of the Office of Public Relations College Relations and Marketing at the college, in coordination with the Office of Development, to initiate the preparation of all public statements about gifts to the institution or any units thereof. Coordination shall also include the unit designated in a restrictive gift. The wishes of anonymous donors shall be safeguarded, and their privacy and confidentiality preserved.

I. Identifying and Coordinating Appeals to Corporations and Foundations
It shall be the responsibility of the Office of Development to coordinate the cultivation and solicitation of corporations and private foundations. This coordination shall manage the number and type of solicitations to any single source of private corporate or foundation funds. In the case of contract proposals to corporations, the Office of Development shall be notified by the appropriate college department in advance so that the corporation's contracted involvement will be reflected in the Office of Development's prospect files.

III. GIFT PROCESSING PROCEDURES
A. Receiving Gifts
1. Cash Gifts
All gifts of cash received by any division or department, or administrative office are to be transmitted directly to the Office of Development. Gifts received must be transmitted no later than three working days after receipt, accompanied by all original correspondence pertaining to the gift and the following information:
a. donor's name and street address. If the gift is from an entity other than an individual (e.g. corporation, foundation, association, etc.) an individual's name and title should be reported in addition to the name of the firm.
b. amount of the gift
c. date of the receipt of the gift
d. account number or name of the fund within the Foundation in which the gift is to be deposited. (If a new fund is to be established, prior approval must be received from the
President Treasurer through the Development Office as outlined in Section IV, Establishment and Management of Funds in the Foundation.)

e. name of the department, school or activity the donor wishes to support
f. purpose of the gift (e.g. scholarship, research, general)
g. how the gift was obtained (e.g. unsolicited, solicited by faculty member, raffle)
h. if the gift can be matched through a corporate matching program, attach corporate matching gift form or provide relevant information
i. other comments or special instructions. (If no original correspondence accompanied the gift, this must be stated in writing when the gift is transmitted.)

2. Other Gifts to the College
Gifts-in-Kind (securities or other negotiable assets, real estate, equipment, books, works of art, etc.) require special handling. If the acceptance of a special gift is contemplated or an inquiry about a gift of this nature is received, the Office of Development must be contacted immediately. The need for independent appraisals and tax consequences resulting from non-monetary gifts are but two of the concerns that must be resolved prior to their acceptance. Planned Gifts such as gifts by bequest are highly desirable to the college, and are to be encouraged. The Director of Development staff is available for personal consultation on gifts by bequest or other planned gifts as desired. If staff or faculty members learn that a donor is planning to or interested in naming the college in a planned gift, the Office of Development must be informed immediately so that proper records and donor contacts can be established.
A complete record of every donor’s contribution and or planned gift shall be maintained by the Office of Development.

B. Acknowledging Gifts
Upon receipt of a gift and/or any gift-related documents, the Office of Development shall record the gift and acknowledge the donor with a letter and receipt.
In the case of gifts in memory or honor of an individual, a second acknowledgment letter will be sent to the family of the deceased or the individual being honored. Whenever practical, donor(s) to specific scholarship funds will be notified as to which students have received scholarships that year.
In the case of gifts being matched by a corporation, the Office of Development is responsible for working with the donor and the corporation to facilitate the fulfillment of the corporate match. In addition, when gifts received are designated to benefit a specific department or function of the college, the Office of Development will forward a duplicate of the acknowledgment letter to the appropriate department.
When securities are received, the Director of Development will sign a document Vice President for Institutional Advancement will sign a letter to the donor verifying the specific date of the
actual transfer. The donor’s tax deduction and the Foundation’s evaluation should be calculated as the average between the “high” and the “low” trade on the date of the receipt of the securities.

C. Processing/Depositing the Gift
Within one three working days, gifts shall be forwarded from the Office of Development to the Foundation bookkeeper with the name of the donor, amount of the gift, date received and an indication of the proper fund in which to deposit the gift. as well as a receipt for each gift. The treasurer will sign and return the receipt to the Office of Development within three working days of receipt for inclusion in the acknowledgment letter.
Cash donations shall be deposited by the Foundation bookkeeper into the appropriate account. The Foundation bookkeeper and the Office of Development will each produce a month-end summary report, which will be reconciled to ensure the accuracy. After reconciliation, a final monthly summary report will be produced by the Office of Development for distribution to the President of the College Treasurer of the Foundation.

IV. ESTABLISHMENT AND MANAGEMENT OF FUNDS IN THE FOUNDATION
A. Establishing a New Fund
If an individual or department of the college wishes to establish a new fund within the Foundation, a request shall be made on a "Request for Establishment of Fund" form, which will be submitted through the department chair, school dean and vice-president/academic dean to the Office of Development for review and subsequently forwarded to the treasurer of the Foundation for approval based on Foundation gift acceptance policies. If the fund is approved, the Office of Development will prepare an "Establishment of Fund" agreement to be signed by the founding donor(s) or appropriate department head, the president of the College, the treasurer of the Foundation and the Director of Development Vice President for Institutional Advancement.

B. Disbursing Funds from the Foundation
When monies are required for disbursement from the Foundation, those requesting funds will submit a completed "Request for Disbursement" form complete with an authorizing signature to the Foundation treasurer, who will approve the request as appropriate and have the check prepared. Disbursement checks will be signed by the President of the College Foundation treasurer or his/her authorized representative. Disbursements must match the stated uses and purposes for the fund and be verified with appropriate attached receipts, invoices, or similar support documents. The Director of Development executive director of the Foundation will receive copies of these transactions. Disbursement checks in the amount of $10,000 or more require the signature of the chairman of the Foundation and the Foundation treasurer.
V. GRANT REQUESTS ON BEHALF OF THE COLLEGE

A. Grant Request Procedures

It is the responsibility of the Office of Development to coordinate and keep thorough records of all grant requests issued on behalf of the college to non-government entities. This coordination fulfills a procedural rule of the State College System of West Virginia. All requests submitted on behalf of West Liberty State College must be reported to the State Board's Central Office monthly. Grant requests calling for either the development of a new academic program, the offering of an existing program out-of-state, or commitment of State College System's institutional resources beyond the scheduled completion of the project must be submitted in their entirety for approval by the Board institution PRIOR TO SUBMISSION to a funding agency.

Staff and faculty members who are considering submitting grant proposals to government entities, private foundations or other funding sources must advise the Office of Development Grants of these plans prior to actual writing or submission of the requests so that proper coordination can occur. The Office of Development will work with interested individuals the Office of Grants to ensure that the grant concept has preliminary approval of his or her department chair and school dean as well as the vice-president/academic dean before grant writing begins.

This process, which involves the completion of a Grant Proposal Processing Form, is as follows:

Step 1: Preliminary Concept Approval
- Use one copy of the “Grant Proposal Processing Form” for each grant. Complete the header section of the document by filling in the Name of Grant Writer, Project for which funds will be used, Proposed Funding Sources, and Amounts Being Requested.
- Submit to Office of Grants, Box # 159, where it will be checked by the Office of Grants and the Office of Development for private funding sources for possible conflicts with other West Liberty State College initiatives and returned to you with preliminary approval.
- This phase ensures the most positive outcome for grant-writing efforts, including discussing possible collaboration with other departments, utilizing established contacts and sharing additional information about particular funding sources.

Step 2: Rough Draft Approval
- Obtain approval of the rough draft from your department head/immediate supervisor and School Dean (if applicable) and submit it with a rough draft of the proposal and a copy of the grant guidelines (RFP) to the Office of Grants.
- The Office of Grants will secure approval of the rough draft from the Provost or appropriate V.P.
- Time permitting; the Office of Grants will perform a thorough evaluation of the document, providing comments and suggestions to help strengthen the proposal.
- The document and approval form will be returned to you for final changes/edits.

Steps 3: Final Draft Approval
- Obtain approval of the final draft from your Department Head/Immediate Supervisor and School Dean (if applicable).
- Prior to the date that the proposal needs to be mailed, submit your final draft to the Office of Grants, along with the completed approval form and the text for a letter of support to be signed by the president (we have samples, if needed).
- The Office of Grants will secure approval of the final draft from the provost or appropriate V.P.

Step 4: Final Proposal/President’s Letter of Support
The Office of Grants will type the letter of support and secure the president’s signature. We will return the materials to you with the signed letter of support.

Step 5: Notification of Status of Proposal
Please forward copies of correspondence regarding the approval or denial of each proposal to the Office of Grants as soon as it is received. This information is important as we strive to keep thorough records of the College’s grant writing activities. It also allows us to know when funding sources are available to pursue for other projects.
Final drafts of all grant proposals must be reviewed and approved by the President prior to their submission. Additionally, copies of all grant proposals issued on behalf of the college as well as notification received regarding funding or denial of any pending grant request must be provided to the Office of Development within the month they are submitted to or received from the funding entity.
When more than one entity of the College is interested in submitting a grant request to one particular funding source during the same funding cycle, the following procedure will be observed:
If the granting entity accepts and prefers multiple proposals from one institution, the proposals will be submitted with a letter from the College President (based on consultation with the Vice President and Academic Dean) ranking the proposals based on institutional priorities.
If only one proposal can be submitted to a granting entity, the President of the College will determine which proposal is submitted. Those interested must submit a preliminary proposal summary to the President through the Office of Development, which includes institutional matching funds expected.

B. Support Services Provided by the Office of Grants and Office of Development
The Office of Development, in conjunction with the Office of Grants, is responsible for assisting staff and faculty members in their efforts to write grants in the following ways:
--Review drafts of grant requests and make suggestions prior to their submission.
--Assist in the research of possible funding sources for particular projects or needs of the college.
--Assist in determining if matching funds are available for grants.
--Assist in locating institutional documents necessary for submission of the request.
--When needed and available, provide secretarial assistance in preparing the request for submission.
--Provide grant writing training and seminars based on interest of staff and faculty members.
--When archives are established, provide information about grant requests submitted on behalf of the college.

(Adopted 4/13/95, WLSC Foundation, Inc., 9/28/95, WLSC Advisory Board)(Revised 4/19/05)
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Approved by the WLSC Board of Governors on 12/11/06.