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Responsible Department: Advancement

Last Update: 2nd version (Initial version approved December 1, 2024)

Permanent or Temporary/Interim Policy: Permanent

Policies and Procedures Related to Fundraising Solicitations

Purpose

This Policies and Procedures document relating to fundraising solicitations aims to establish guidelines for the appropriate terms and conditions under which Roanoke College (the “College” or “RC”) will allow faculty, staff and third parties to fundraise using Roanoke College images. The purpose of this policy is to make sure we have a consistent policy and procedure for all potential fundraising activities outside of the College’s Advancement Department, including any projects supporting RC’s athletic teams.

Policy

All requests to solicit funds directly or using third party platforms, vendors, consultants or the signing of outside contracts on behalf of Roanoke College, including any Roanoke College programs to benefit faculty and staff, athletic teams, club sports or student organizations, must be approved by the Vice President of Advancement or their designee. Under no circumstances, without express written permission, may any Roanoke College image, name or likeness be used to solicit funds on behalf of any group or organization.

Any individual, group or organization wishing to represent Roanoke College to solicit funds on behalf of a Roanoke College program or athletic team must first contact the Director of the Roanoke Fund in the Advancement Division of Roanoke College to obtain permission for solicitation. If any such solicitation includes the use of a third party website, the information posted on such website must also be approved by the Advancement Office.

Procedure

Any individual, group or organization interested in fundraising on behalf of Roanoke College should contact the Advancement Department, specifically the Director of the Roanoke Fund. The Director of the Roanoke Fund will obtain details of the solicitation project and will seek approval from the Vice President of Advancement. If approval is granted, the approval will be granted in writing to generate the written consent for soliciting funds and using the Roanoke College image, name, or likeness. The Advancement Department should be contacted at least 30 days prior to the event or commencement of fundraising activities, including the usage of

online third party websites. If solicitation is approved, a member of the Advancement staff will work with each approved solicitation to guide the fundraising campaign, including the production of marketing materials and the production of alumni, parents, and friends of the college data lists.

Implementation

Any questions about the implementation of this policy or its interpretation should be directed to the Vice President of Advancement.