



Policy: Sales and Solicitation Activities

Issued: September, 2011
Revised: April, 2011

I. Purpose

The policy outlines the procedures that govern sales and solicitation activities by students, employees and employee organizations, and student clubs. Separate policies govern sales and solicitation activities by intercollegiate athletic teams, at-large groups, student organizations, and student clubs. Refer to the *Sales and Solicitation Activities Policy* and the *Policies and Procedures for the Allocation and Disbursement of Activity Funds* for more specific solicitation guidelines.

II. Definitions

Monetary and/or pledges monetary: Event requests conducted by an individual or organization using their name in the event.

Non-monetary: Items that promote, request, distribute, or sell tangible products or services.

Non-affiliated: Organizations with no direct affiliation with the University (e.g. American Cancer Society, Relay for Life).

Sales and solicitation: Selling or promoting products or services for the purpose of solicitation or fundraising drives for non-affiliated organizations.

III. Policy-Activities

University Departments, Employee Organizations, and Student Organizations: To minimize interference with the operations of the University, staff, and student organizations, sales and solicitation activities should be conducted in a way that does not create a fact or appearance, that suggests that the University is endorsing or supporting the activity.

Radford University: The University's policies and procedures regarding sales and solicitation activities are established by the University's Board of Trustees, the Department of Human Resource Management¹, and the General's Office.

Specifically:

A.) Sales and Solicitations to benefit Radford University and Affiliated Organizations:

1. To avoid duplication of effort and to maximize resources, all sales and solicitation activities to benefit Radford University and affiliated organizations must be approved through University Advancement. No individual or group shall solicit funds in the name of or on behalf of Radford University or an affiliated organization until they have received approval from University Advancement. This approval includes all proposed solicitation materials (e.g. posters, brochures, advertisements, etc). The *Sales and Solicitation Activities Event Approval form* (attached) must be completed and submitted to the appropriate office(s) for **prior**

APPROVALS

Event Type: Monetary and/or Sponsorship
APPROVALS REQUIRED PRIOR TO EVENT
University Departments, Employees
Department Chair, Dean or Director
Provost or Vice President
Vice President for University Advancement
President

Event Type: Non-Monetary
APPROVALS REQUIRED PRIOR TO EVENT
University Departments, Employees
Department Chair, Dean or Director
Provost or Vice President

Event Type: Monetary, Sponsorship and Non-Monetary
APPROVALS REQUIRED PRIOR TO EVENT
Employee Organizations
Vice President for University Advancement
President

¹ Source:

- x Commonwealth of Virginia and Radford University Classified Employee Handbook 2005, Miscellaneous Topics, Section A (page 32).
- x Radford University Personnel Information Manual, Sections 3.2 (page 26) and 3.7 (page 31).