NEIU | NORTHEASTERN ILLINOIS UNIVERSITY

University Policy

Volume A1: Advancement	**A1.3** **Collaborating on Engagement and Fundraising Events** **Effective Date:** 03/11/2026 **Last Revised:** 03/11/2026 **Date of Next Review:** 03/01/2031	**Responsible Office:** Development Office
Chapter:		**Responsible Officer:** Vice President for Institutional Advancement

POLICY STATEMENT

Across the University, colleges, departments, and units may seek to engage in fundraising efforts to meet a variety of funding needs. These may be events (parties, outings, etc.), sales (plants, food, candy), partnerships with external sources (special days or promotions), and/or fundraising campaigns or appeals (mailings, emails).

The Development Office and the Office of Alumni Relations, operating under the Division of Institutional Advancement, have expertise in fundraising and alumni engagement. Both offices can share expertise with University units to provide strategic guidance in support of fundraising and engagement efforts across the University, but are unable to lead, manage or execute events and activities initiated by other units.

PURPOSE OF THE POLICY

This policy provides information on how the Offices of Development and Alumni Relations (OAR) are able to provide direction to entities at the University seeking to raise funds for their programs, schools, colleges, and/or organizations.

WHO IS AFFECTED BY THIS POLICY

This policy applies to all units across the University and includes students, faculty and staff.

DEFINITIONS

Activity: For the purposes of this policy, "activity" refers to any function that is intended for solicitation and fundraising purposes including events (parties, receptions, dinners, outings, etc.), sales (plants, candy, bake sale), partnerships with external vendors (special sales days or promotions), producing electronic or written invitations or fliers, and/or written solicitations, mailings, or appeals.

Appeal: A strategic request for donations, often via mail, email, or social media.

Best Practices: Procedures that have been shown by research and experience to produce optimal results and are established as a standard. *See* Council on Nonprofits fundraising best practices.

Campaign: A time-limited effort to raise a specific amount of money for a particular project or goal.

Engagement: The process of connecting with and maintaining a positive relationship with constituents (in this case, alumni)

Event: A planned activity, like a gala, auction, concert, or run, specifically designed to gather financial support for a cause, charity, or organization

Execute: To carry out to completion

Fundraising: The process of seeking to generate financial support for a charity, cause, or other enterprise.

Organizations: Refers to University-Related Organizations as described in the Board's Regulations.

Unit: Unit refers to any college, school, division, project or program of the University

REGULATIONS

Board Regulations Section V. Administrative Affairs, Subsection H. University-Related Organizations
Board Regulations Section V. Administrative Affairs, Subsection I. Contributions

Office of Alumni Relations

If a Unit is planning an Event or Activity (party, happy hour, dinner, sports outing) the Director of Alumni Relations must be informed no later than **6 months** before the Event/Activity.

Development Office

If a Unit is planning a general fundraising activity (sales, promotions, written appeals, etc.) the Director of Development must be informed no later than **6 months** before the effort. *See* A1.2 Charitable Solicitation Policy

PROCEDURES

1. Contact the Office of Alumni Relations or the Director of Development; if unsure which office to contact, either office can direct you to the correct contact.
2. Begin planning your activity 6 months in advance.
3. Be prepared to lead all operational aspects of your Activity and to Execute your Event.

The Development Office and OAR serve in a consultative and advisory capacity only. Units planning fundraising or engagement Activities are responsible for all aspects of execution, including logistics, staffing, vendor management, and on-site coordination. The recommendations below detail how the two areas within Institutional Advancement can support these activities. Neither office has the capacity to own, manage, or execute any Event.

The Office of Alumni Relations can provide:

- Consultation and thought partnership
- Recommendations and guidance based on best practices for engagement, events (locations, activities), other fundraising efforts.
- Promotional support through existing channels (alumni social media, electronic alumni newsletter)
- Planning resources, templates, and checklists for event management.
- Contact lists of alumni (*See* A1.1 Request for Alumni Information).

The Development Office can provide:

- Consultation and thought partnership on fundraising efforts, approaches, and promotions, including vendor recommendations and other campus partners with which to work.
- Checklists and templates for planning.
- A dedicated donation/registration page to collect funds. This assures that donors are acknowledged and provided with relevant and appropriate tax documentation.
- Promotion of activities through e-communications.
- Updates and reports as gifts come in.

GUIDELINES

Units may use proprietary services like EventBrite and GoFundMe for their events, however, they need to be fully aware that these sites do not provide adequate record-keeping of donor information, and they charge fees that can diminish fundraising outcomes. The University recommends working with the Office of Institutional Advancement to host registration and donation pages.

AUTHOR REFERENCE

Association of Fundraising Professionals
Council for Advancement and Support of Education (CASE)

HISTORY

Draft created: 10/14/2025
03/11/2026 – completed public comment

RELATED POLICIES AND OTHER INFORMATIONAL MATERIAL

A1.1 Request for Alumni Information
A1.2 Charitable Solicitation by Internal Organizations and Employees

CONTACT INFORMATION

Please direct questions or concerns about this policy to:

Contact	Phone	Email
Office of Alumni Relations	(773) 442-4205	alumni@neiu.edu
Office of Development	(773) 442-4210	neiufoundation@neiu.edu

DISCLAIMER

The University reserves the right to modify or amend sections of this policy at any time at its sole discretion. This policy remains in effect until such time as the Responsible Officer calls for review. Requests for exception to any portion of this policy, but not to the policy statement, must be presented in writing to the Responsible Officer.