



Policy: Sales and Solicitation Activities

Issued: September, 2010

Revised: April, 2011

I. Purpose

The policy outlines procedures related to sales and solicitation activities. This policy applies to university funded departments, employees and employee organizations.

Separate policies and procedures govern sales and solicitation activities by athletic teams, athletic groups, student organizations, and student clubs. Refer to the *Sales and Solicitation Activities – Intercollegiate Athletics Policy* and the *Policies and Procedures for the Allocation and Expenditure of Student Activity Funds* for more specific sales and solicitation guidelines.

II. Definitions

Monetary and/or sponsorship event: Event requests or collects funds; an individual or group pledges monetary support for using their name in the promotion of the event.

Non-monetary event: Event promotes, requests, distributes, or collects tangible items (e.g. food, clothing, printed materials, etc.).

Non-affiliated organization: Organizations with no direct link to the University and that have not been officially recognized by the University (e.g. American Heart Association, Salvation Army, shelters, Relay for Life, etc.).

Sales and solicitations: (1) selling or promoting products, goods, or services; (2) use of student, faculty, or staff listings for the purpose of solicitation; (3) seeking contributions or pledges; and (4) conducting membership drives for non-affiliated organizations.

III. Policy-Activities by University Departments, Employees and/or Employee Organizations

Radford University restricts sales and solicitation activities to minimize interference with the operations of the University, to protect the privacy of students, faculty, staff, and visitors and to avoid the situation, either in fact or appearance, that state resources are being used for the benefit of non-affiliated organizations or individuals.

Establishment of this policy documents the university's compliance with language contained in the State Appropriations Act (Section 4-2.01), regulations as published by the Virginia Department of Human Resource Management¹, and guidance received from the Virginia Attorney 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** approval. See chart below for required approvals.
2. Decisions regarding approval/disapproval of a proposed event may take into consideration existing University Advancement solicitation priorities, other scheduled university activities and the burden such a proposed event may place on university resources.
3. If sales and solicitation activities involve establishing, waiving or modifying a university fee, the Vice President for Finance and Administration must approve the fee structure **prior** to the event.

B.) Sales and Solicitations to Benefit Non-Affiliated Organizations:

1. The University does not permit RU departments, employees and/or employee organizations to sell, solicit, collect, or distribute products or services of any kind on university property for non-affiliated organizations, charities or individuals.
2. University departments, employees, and/or employee organizations are prohibited from distributing university phone numbers, office addresses, or email addresses for use in solicitations.
3. University websites, departmental mailboxes, email, and bulletin boards are not to be used to distribute information or catalogs. Information may be posted following specific guidelines only on bulletin boards maintained by Student Activities (e.g., Hurlburt, Heth, Dalton, and Peters Halls). See Printed Material Regulations at www.radford.edu/stuact/policies.html for more detailed instructions. Information may not be posted in university buildings, on external fixtures as signs, light poles, or any other location that is not appropriate.
4. Non-affiliated organizations and individuals are prohibited from visiting campus to seek contributions or distribute printed materials unless authorized through the Event Planning/Information Desk located in Hurlburt Hall. Guidelines can be found under Off-campus Organization Space Use at www.radford.edu/stuact/policies.html.
5. Sales and solicitation activities to benefit non-affiliated organizations that are sponsored by the University (approved by the President) or State are considered authorized functions and are permitted. Examples include the Commonwealth of Virginia Campaign (CVC) and special relief efforts.
6. This policy is not intended to restrict employees' activities conducted on their own time and which do not use university resources.

Revisions to this policy were approved by the Radford University Cabinet on April 14, 2011.

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:

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