

Guidelines for Fundraising, Benefit Drives, and Sales within the CEU Community and on CEU premises

There is a thriving spirit of giving at CEU. This is evidenced by the many community-initiated drives for support benefiting a host of causes that have a positive impact at CEU, in Budapest, across Hungary, and beyond. From clothing and food drives for the homeless to fundraising for underserved schools and populations, CEU's students, faculty, staff, alumni and friends are actively making a difference in our local communities.

In keeping with CEU's strategic priorities for increasing civic engagement and strengthening our culture of giving, and in order to help our community make these initiatives even more successful by coordinating, building awareness for, and quantifying this vital work, we have formed the Community Giving Working Group (CGWG), comprised of representatives from Community Engagement Office, Development, Communications, Alumni Relations, ACRO, HRSI, and OLive. By working together, we aim to maximize the impact of these efforts.

As the decision making body of the CGWG, the Community Giving Working Group advisory team ensures that all units participating in community-initiated fundraising and other activities (including sales) at CEU, supporting both internal and external initiatives, are in communication with each other and their efforts are coordinated. The CGWG advisory team will be both the clearinghouse of information for community fundraising initiatives and the vetting body for new community-initiated fundraising and sales activities on campus. To receive approval to hold a fundraiser, benefit drive, or sale, projects must be vetted by the CGWG advisory team, which includes representatives from the following offices: Community Engagement Office, Development, Communications, Alumni Relations, and Event and Space Management teams.

I. Guidelines for fundraising and benefit drives:

1. All proposals to fundraise or hold a benefit drive for any cause on CEU premises or community-initiated efforts to seek funds from within the CEU community must be vetted by the Community Giving Working Group advisory team to ensure that they align with CEU's mission and values and/or support its activities.
2. **Who can be considered:** Approved projects may be either CEU projects (those benefiting CEU directly) or outside fundraising for mission-aligned causes approved by the CGWG committee (homeless shelter, etc.). Preference will be given to organizations that already have a partnership with CEU unit(s)/ department(s). No fundraising for or by political or religious organizations will be considered.
3. **Coordination:**
 - Approved groups must coordinate their fundraising appeals as guided by the CGWG advisory team and agree to have their appeals featured on CEU's web site and social media channels.
 - Students/student groups wishing to initiate fundraising activities are advised to first consult with the Student Leadership and Engagement Office, which will advise on overall guidelines for such activities and support the process for submitting a proposal to the CGWG advisory team. Additional coordination will be provided for student-initiated projects through either Student Leadership and Engagement Office or the Human Rights Initiative (HRSI).

- **Alumni:** Any effort involving alumni are advised to coordinate with the Alumni Relations Office, which has final approval over any appeals sent to alumni.
 - **CEU fundraising:** All projects raising funds for CEU projects or units are advised to involve the Development Office and adhere to **CEU's Policies and Procedures on Contributed Support** (<https://documents.ceu.edu/documents/p-1703>)
4. **Outside Organizations:**
- All outside fundraising projects must be facilitated by a CEU host unit or staff/faculty/student group. *Outside organizations may not fundraise on CEU premises more than twice in one academic year.*
 - It should be noted that **CEU's Space Usage Policy** (<https://documents.ceu.edu/documents/p-1902>) indicates that *as a rule, CEU, as a private institution which needs to raise significant funds for its own operations, does not provide space for fundraising activities of other organizations. Special considerations may be made for key organizational partners of CEU in coordination with the Development Office and the Space Advisory Committee.* The CGWG advisory team will vet such proposals and coordinate with the Development Office and Community Giving Committee, allowing approved outside organizations to raise funds at CEU a maximum of twice per academic year.
 - All fundraising messages and materials for outside projects must contain the following language: *[NAME OF INITIATIVE] is not benefiting or organized by Central European University, and CEU takes no responsibility for the contributions.*
5. **Reporting:** The CGWG advisory team requires brief reports on the outcomes of all projects, including total amount raised as well as testimonials, or other material (collected with the appropriate permissions) to be utilized to communicate this impact externally.

II. How to Submit Your Request:

1. Please read the above guidelines and ensure your project adheres with them before making a request.
2. If you wish to hold a fundraiser, benefit drive, or sale, please email your proposal to the Community Giving Working Group advisory team via CGWG_Advisory@ceu.edu with the following information or fill in the form:

<https://forms.office.com/Pages/DesignPage.aspx?origin=shell#FormId=E1nE2VN24kuSC72wOGOBhJqHp vGteKBCmL-3xJIH9idUOFRMRkY4QUFSOENJTk9XRDBYVVpDT1owVS4u>

- **Name** of the person or unit soliciting donations or sponsoring a sale.
- **Cause** for which donations are being solicited, including a summary description and link to the project's website, if available. For sales, please note the vendor and reason for holding the sale as well as the beneficiary(ies).
- **Target audience** (CEU faculty/staff, students, visitors, and/or alumni).
- **Timeframe** for collecting donations or holding a sale, including start date and end date and proposed dates for communication of the appeal (or advertising the sale), noting that, without special permission, no campaign can last longer than 30 days.
- **Means of fundraising** (e-mail, collection box) / **plan for sale**, and location if a physical space is required (please note if the space has been reserved/approved – this is especially important for sales).

- **Any planned follow-up** with donors.
3. Submit your proposal on a continuous bases. Approval will be granted within 10 working days following the CGWG advisory team decision. Should further clarification be required, or if it is not possible to grant approval, you will also be notified within this 10-day timeframe.

Please note that annually recurring fundraising initiatives and sales do not require subsequent approval from the committee if there are not significant changes to the project. However, CGWG advisory team should be informed of dates and communications plan. Please send these to: CGWG_Advisory@ceu.edu as early as possible, and at least 30 days prior to your activity.

III. Guidelines for sale of items at CEU:

1. Those wishing to sell items on the CEU premises must be vetted by the Community Giving Working Group advisory team, which will make recommendations to the Vice President for Administration for final approval.
2. **Who can be considered:** Preference will be given to CEU unit(s)/department(s) and organizations working in close partnership with CEU. The purpose of the organization or individuals selling the items must align with CEU's mission and values and/or support its activities. No political or religious organizations will be considered.
3. **General guidelines:**
 - a. Sales of products on CEU premises are generally restricted to the following annual activities. Dates for the below events must be submitted to the CGWG advisory team by the beginning of the academic year, and any additional sales must be approved by the CGWG advisory team.
 - Holiday Fair (organized by the Center for Arts and Culture)
 - Spring Fair (organized by the Center for Arts and Culture)
 - NGO Fair (organized by HRSI)
 - Philanthropy Week *Bake It Forward* event (organized by the Alumni Relations Office)
 - b. No logoed merchandise (other than music CDs and books, artisan made or handcrafted items, or food and beverage items) may be sold by outside organizations on CEU premises (facility rentals are excluded from this provision).
 - c. An organization may sell their items at CEU no more than twice in one academic year.
4. **Reporting:** The CGWG advisory team requires brief reports on the outcomes of all sales, including total amount sold as well as photos, videos, or other material (collected with the appropriate permissions) to be utilized to communicate this impact externally.

IV. Data Privacy Statement

Central European University is committed to ensuring that the privacy of your personal data is protected. We manage the data only for the purposes described in this guideline.

This data includes: Name, CEU/external affiliation, contact (phone, email) and event information.

CEU will not distribute to any third parties any of the personal data you provide to us, unless you explicitly authorize us to do so.

When you participate in a Community giving campaign as an individual, we collect your personal data exclusively upon your specific consent as granted by you at the beginning of your application.

In order to be able to contact organizations who submit their application, we collect and process personal details of their contact person. We rely on legitimate interest as the lawful basis for processing the contact person's data.

All information, that is gathered via the community giving application is recorded in Community Giving Advisory Group database and stored until your project has been implemented. The reports on the outcomes of all projects will be kept for 3 months after the completion of the project. If your application is unsuccessful, your personal data will be deleted once the selection process has been closed.

For more information please see CEU's Personal Data Protection Policy at <https://documents.ceu.edu/documents/p-1805> and CEU's privacy notice at <https://www.ceu.edu/privacy>.