

ANR Cooperative Extension Risk Assessment Best Practices

Funding -- Fundraising Concerns

A. ANR-wide Fund-Raising Strategies

1. Develop support groups to work with legislators
2. Involve/utilize senior academics and retirees to promote giving donations
3. Acknowledge contributors to encourage others to likewise give and invest in ANR/CE
4. Develop a newsletter or periodic flyer to highlight innovative fundraising
5. Redesign the "Giving to ANR" pamphlet that could include 4-5 different versions; e.g., CE, campus/AES, Natural Reserve System, 4-H
6. Hire staff person(s) to work with endowments and non-profit groups
7. Integrate development activities within ANR so that administrative and local efforts are coordinated
8. Develop system for sharing successful fund-raising strategies
9. Develop high levels of name recognition for UCCE and promote fund-raising within the structure of ANR
10. Develop UCCE fund-raising programs specific to UCCE needs
11. Ensure that all development entities within ANR (Development Services, Support Groups, 4-H Foundation, 501C3 groups, 4-H Units, MGAs, staff and volunteers) are working together and aware of the various authorities and responsibilities of each group; develop integrated strategic plan
12. Ensure safeguards for correct fiscal management at fund-raising events
13. Promote UCCE at local level and ANR at the statewide level; recognize that both are important and have their respective roles and supporters

B. Guidelines for Fund-Raising Events

1. Clarify the "do's" & "don'ts" of fundraising
2. Provide guidelines that encourage rather than discourage appropriate development activities
3. Facilitate ways for volunteers to raise necessary funding for educational programs/activities
4. Clarify appropriate use of alcohol at fundraising events, such as wine tasting or as part of meals
5. Clarify role of youth at fundraising events
6. Clarify use of proprietary names, logos, etc.
7. Comply with legislation that permits only private non-profit organizations to utilize lotteries and raffles for fundraising, recognizing that UC is a public non-profit organization that cannot conduct games of chance.