

## Fundraising Guidelines

RSOs may raise money for their organizations through fundraisers. A “fundraiser” is defined as any money other than dues coming through the hands of your RSO, whether intended to be used for a specific event (such as a conference), donated to a philanthropy of your choice, or just held in your account for future use.

Fundraisers are meant to help your organization accomplish its objectives. Please remember that all fundraisers must benefit the organization, not an individual or individuals.

**ALL** money coming through the hands of your RSO must be deposited into your RSO checking account. You may then use this account to write checks for events, give the money to your chosen philanthropy, etc. (See Checkwriting Policies on the OSA website for more information on account guidelines.)

Fundraisers often take the form of selling items or services, selling tickets to an event, accepting donations, or asking for sponsorships from local businesses. We encourage you to get creative with your fundraising ideas! RSOs cannot participate in fundraising for individual student gain; all fundraisers must benefit the organization as a whole. All marketing should make it clear that the RSO is fundraising to benefit itself.

*Philanthropies:* RSOs cannot directly raise funds for a philanthropy. However, once funds for the RSO are raised the group can choose how to spend the funds, including donations to philanthropies of their choice, as long as the donation is to a nonprofit, charitable entity in good standing and recognized by the Internal Revenue Service (as required by Board Policy 515.1).

### **To conduct a fundraiser:**

1. Complete the Notification of Fundraiser Form on HogSync at least 2 weeks prior to your fundraiser. This form notifies us that you will be collecting money, and provides accountability to your RSO that the officers will handle that money according to guidelines.
2. If it is on campus, reserve your space. If you’re not sure how to do that, consult the Event Planning Portal for links to reserve various spaces on campus.
3. Hold your fundraiser.
4. Deposit ALL funds raised into your account in the Treasurer’s Office within 2 weeks. When depositing funds into an RSO account from a fundraiser your organization has held, you must allocate those funds as being from a “FUNDRAISER”. Please specify in the Deposit Description at the bottom of the deposit form the source of the funds being deposited. For instance, write “Bake Sale Fundraiser, \$50” in the space provided on the form. This information will help the Treasurer’s Office keep better track of your organization’s funds.
5. All checks written from proceeds of this fundraiser must conform to all [RSO checkwriting policies](#).

### **RSO Fundraisers and campus departments**

- Departments cannot purchase anything for an RSO to sell in a fundraiser.
- Fundraised money cannot be put into a departmental account.
- Funds cannot be transferred from an RSO (1102) into an 0392 foundation account.
- RSO’s cannot “donate” to a department (from a fundraiser or otherwise) .

### **RSO Tax-Exempt Status, W-9s, and EINs**

RSO's often ask us about tax-exempt status or W-9 forms. Please note that your RSO cannot give tax-exempt receipts to donors, unless you have formed your own 501c3 (nonprofit) or have been granted that status by your national organization. **Because RSO's are separate from the University, you are unable to use the University's EIN number. This means that you cannot complete a W-9 or anything that requires an EIN, unless you have formed your own 501c3 (nonprofit) or have been granted that status by your national organization.**

### **Things to remember**

- All checks should be made out to "{ORGANIZATION NAME}". **Do not accept checks made out to "University of Arkansas" or to any department at the University of Arkansas.**
- The Student Accounts Office will accept cash, checks, and money orders.
- The Student Accounts Office will accept cash, checks, and money orders. Third party credit card systems (such as Square, Venmo, Paypal, etc.) are not allowed. If you plan to use credit cards, Please see below for CashNet instructions.
  - There is a 2.37% transaction fee associated with using CashNet which gets taken out of your RSO's account after the fact. So make sure that you keep that portion of any funds you receive in your RSO's account.
  - The CashNet team builds the payment pages for you. RSO's are pre-approved to have a dues page, but all other pages must be approved through the Fundraiser approval process through HogSync. The Cashnet site will only be active for the approved period of the fundraiser.
  - You will run your own reports for payments you receive in CashNet. Before you can have access to CashNet to run these reports, you will have to complete a PCI Data Security Basics course on [Blackboard](#) and submit a security request form through the [Cardops website](#). The CashNet team can provide more information about these requirements.
  - When you're ready for the CashNet team to begin building your dues page, please open a case in [AskCommerce](#) under the category "CASHNet Item Code/GL Change/Add." In the body of the case, please include your dues amount, what information you want to collect from members (name, student ID, email, etc.), and your RSO's worktag.
- You are responsible for reserving the space for your fundraiser.
- Door-to-door sales on campus property are prohibited.
- Animals are not allowed on campus, including for RSO fundraisers.
- If you intend to sell food items on the Union Mall, you must email [catering@uark.edu](mailto:catering@uark.edu) to request permission from Chartwell's. No food sales are allowed inside the Union.
- Please keep accounting records and deposit all funds into your RSO checking account within 2 weeks.
- Please note that your RSO cannot give tax-exempt receipts to donors, unless you have formed your own 501c3 (nonprofit) or have been granted that status by your national organization. (Please see above for more details if you are being asked for a W-9 or EIN/EID number.).
- Auctions (including silent) are not allowed even if the event is being hosted off campus.
- Raffles/gambling/games of chance in which a person pays money for a chance at winning a prize are generally illegal in the State of Arkansas.
- Your RSO must be in Active status to reserve space and hold a fundraiser

- Any items that you have printed, such as t-shirts and hats, must be printed by merchants who are officially licensed and listed on the Approved Vendors List. You must also submit a Trademark/Licensing form, available on HogSync.
- If you approach businesses/alumni/non-university entities requesting sponsorships or donations, you may use your RSO's logo in the letterhead. However, to avoid confusion, the use of University logos in your letterhead is not allowed. Please submit a copy of any solicitation documents (letters, brochures, etc.) with your fundraiser notification form.
- Please notify the Office of Student Activities, [osa@uark.edu](mailto:osa@uark.edu), of any change to your fundraiser dates.

If you have any questions please feel free to contact the Office of Student Activities at [osa@uark.edu](mailto:osa@uark.edu).