



**Oregon Tech Foundation
Comprehensive Campaign
Policies and Procedures Manual**
Approved: August 12, 2025

I. Length of Campaign

- A. Preplanning for this campaign began in Fall 2023.
- B. The campaign officially began on July 1, 2024.
- C. The Quiet Phase will begin on October 1, 2025.
- D. Ending date of campaign is December 31, 2029.

II. Campaign Counting

- A. From the beginning of the campaign on October 1, 2025 – December 31, 2029, all gifts will be counted in this campaign.
- B. After analysis it was decided to include gifts that demonstrate momentum and support already received for the priorities identified in this campaign. Therefore, the following gifts will be counted in this campaign:
 - a. Gifts received during the planning phase July 1, 2024, through September 30, 2025.
 - b. Gifts for the Athletics Field House.
 - c. Gifts for the Construction Management Program.
 - d. Gifts for fully endowed scholarships (\$75,000) not included in prior campaigns after January 1, 2020 – June 30, 2024.
 - e. Fulfillment of existing pledges during the period of the campaign not otherwise counted in any previous campaign.
 - f. All giving by the Board of Trustees and Foundation Board members after January 1, 2024, when the campaign readiness assessment took place, will be counted.
- C. No gifts will be counted that were included in a previous campaign.

II. Campaign Leadership

- A. Campaign leadership will be provided by the volunteer Chairperson.
- B. The President will work closely with the Campaign Chairperson to provide leadership for the campaign.

- C. The Chairperson and President will be responsible for recruiting persons to serve on the Campaign Steering Committee.
- D. The Campaign Steering Committee will be responsible for overseeing and actively leading a successful campaign effort.
- E. The Campaign Steering Committee will affirm the structure by which the campaign will be organized. Members of the Steering Committee may be asked to provide leadership to Campaign Sub-Committees (i.e., Major Gifts, Special Gifts, Planned Gifts, Business and Corporate Gifts, Marketing and Communications, etc.).
- F. The Assistant Vice President for Development will support the efforts of campaign leadership and provide direction to the campaign process.
- G. Volunteer leadership positions will be added to the campaign as the campaign progresses and as appropriate.
- H. Honorary Campaign Chairpersons and committee members may be secured for the campaign as appropriate.
- I. The Assistant Vice President for Development will be responsible for developing, monitoring and reporting gift income and budget activity to the Campaign Steering Committee.

III. Guidelines for Solicitation of Gifts

- A. Each solicitor will make his or her own commitment before soliciting gifts from others.
- B. Each solicitor will review the case for support and will be trained in cultivation, solicitation and presentation techniques before making contacts with prospective donors.
- C. Only volunteers who are involved in campaign leadership positions or who are approved by campaign leadership, the President, or the Assistant Vice President for Development will participate in solicitation.
- D. All donor prospects with giving potential of \$100,000 or more will be solicited personally by a campaign volunteer, the President, a member of the advancement staff or a team of the above mentioned.
- E. A cultivation and solicitation plan will be developed for each gift prospect by those persons involved prior to any actual solicitation.

- F. Donor research and giving histories are confidential. This information will be shared only with key campaign leaders and the specific solicitor for a specific prospect.
- G. All gifts received by the university and its volunteers during the campaign will be received in accordance with all IRS regulations governing charitable gifts.
- H. All donor information will be held in strict confidence by campaign volunteers and advancement staff.
- I. At no time during the campaign will any staff member or volunteer act as legal counsel or financial advisor to donors. All potential conflicts of interest will be avoided. Donors will be referred to their advisors in finalizing complex campaign gifts.

IV. Campaign Goal and Priorities

- A. The campaign goal is \$35,000,000 with up to 25% in deferred gifts.
- B. The priorities to be funded by this campaign are listed in the campaign case statement and include:

Comprehensive Projects \$20,700,000

- Student Success Center - \$2,000,000
- Center for Teaching and Learning - \$500,000
- Capital Projects: Renovations – \$2,000,000
- Athletic Fieldhouse – \$3,700,000
- Medical School – \$3,000,000
- Expanding Rural Healthcare Initiative - \$1,000,000
- Integrated Health Clinic - \$2,000,000
- Dental Hygiene Mobile Clinic - \$500,000
- Center for Innovation and Entrepreneurship - \$1,000,000
- Center for Leadership - \$1,000,000
- Center for Artificial Intelligence - \$1,000,000
- Advancing Construction Management - \$1,000,000
- Research and Innovation Fund – \$1,000,000
- Center for Water and Environmental Issues - \$1,000,000

Endowment \$9,500,000

- Scholarships and Fellowships - \$3,000,000
- Endowed Professorships - \$4,000,000
- Student Recruitment and Retention - \$500,000
- Expanding Rural Healthcare Initiative - \$2,000,000

Annual Fund \$4,800,000

- Scholarships and Fellowships - \$1,000,000
- Equipment and Technology - \$1,300,000
- Student Recruitment and Retention - \$500,000
- Fund for Oregon Tech - \$2,000,000

- C. The campaign goal and priorities will be listed in a formal written campaign case statement before general campaign solicitations begin.
- D. Goals and priorities may be expanded after the beginning of the campaign depending on how quickly the projects are funded.
- E. Goals and priorities may be reduced after the beginning of the campaign if the plans are forced to change because of unforeseen circumstances.

V. Naming Gift Opportunities

- A. Naming gift opportunities for comprehensive campaign projects will be developed in accordance with the Foundation Gift Acceptance and Naming Recognition Policy. Final approval of naming opportunities rests with the President of the University, or Board of Trustees, as outlined in Oregon Tech's Property Naming Policy OIT-50-050. The Foundation may recommend naming opportunities, but all such recognition must comply with University naming standards.
- B. Naming gift opportunities for endowment projects will be listed in the case statement or related printed materials. Naming gifts must be funded in keeping with Foundation and University policies regarding endowment minimums required. In general, suggested gift levels for naming opportunities are as follows:
 - a. Comprehensive Projects: Naming gifts should be at least 50% or more of the total cost of the project.
 - b. Endowed positions: The minimum annual spendable from an endowed academic position should represent at least 25% of salary and other payroll expenses at the time of the gift.
 - c. Endowed Scholarships: Fully endowed scholarship funds annual spendable should equate to approximately 25% of in-state tuition and fees for full-time students at the time of the gift.

VI. Policies and Procedures for Receiving and Counting Campaign Gifts

- A. Gifts of cash or check
 - 1. Gifts of cash, check, and payments by credit/debit received during the

campaign will be credited at face value.

2. Unrestricted gifts of cash or check received during the campaign will be counted toward the campaign goal. Such gifts will be used for campaign priorities as the institution deems appropriate.
3. Gifts of cash or check received during the campaign and restricted for specific campaign priorities will be used for the stated restricted purpose solely.
4. Note: If a campaign project is partially funded and cannot move forward, contingency language will be included in gift agreement or memorandum of agreement to allow for reallocation of funds.

B. Pledges to the campaign

1. Pledges shall be counted toward the campaign at the full face value of the pledge.
2. All pledges must be documented in writing by the donor or donors either in the form of a pledge card or written correspondence from the donor. No verbal pledges will be counted toward the campaign.
3. For pledges to be counted in full they must be made within the pre-established campaign period or within an agreed upon pledge period.
4. For pledges to be counted in full they must indicate that pledge payments will be fulfilled within a period of (not more than five) years or as otherwise determined by the University.
5. Pledges from individuals who qualify for matching gifts should be counted in the amount the individual plans to contribute, not including the anticipated matching amount. The matching amount will be credited toward the gift record of the matching gift company and counted toward the campaign.

C. Gifts of publicly traded securities

1. Gifts of securities will be accepted and encouraged during the campaign if they are securities listed on a stock exchange or securities traded over-the-counter.
2. These gifts will be counted as outright campaign gifts or payments toward pledges.
3. Such gifts shall be valued at the mean of the high and low quoted

selling prices and recorded on the date the donor relinquishes dominion and control, which shall be determined as the

- a) date the securities were transferred into the Foundation's brokerage account;
- b) postmarked date on the envelope in such instances where the securities are surrendered by mail; or the
- c) date the securities were physically surrendered to an official of the Foundation.

D. Gifts of closely held securities

1. Closely held or non-publicly traded securities, sole proprietorships, general or limited partnership interests, S-Corporation securities, and limited liability company interests may be accepted only with approval of the Gift Acceptance Committee.
2. The Gift Acceptance Committee will consider the marketability of closely held securities before accepting any such gift. It is the intention of the foundation to sell all securities as soon as possible after the stock transfer is received from the donor; if it appears that a gift of closely held securities will take longer than 18 months to sell, the Foundation Board has the authority to decline the gift.
3. Gifts of closely held securities valued at \$10,000 or less may be valued at the per share cash price of the most recent transaction. Normally, this most recent transaction will be the redemption of the stock by the corporation. If the value of the gift is estimated to be \$10,000 or more, the donor must provide an appraisal report prepared by a qualified independent appraiser, in accordance with the Internal Revenue Code.

E. Gifts of mutual fund shares

1. Mutual fund shares may also be accepted by the Foundation. Their fair market value is determined by the net asset value (NAV) of the shares on the gift's valuation date. If NAV is not readily available, valuation shall follow IRS Publication 561 for untraded securities.

F. Gifts of real estate

1. Gifts of real estate during the campaign will be valued at the fair market value of such gifts as determined by qualified appraisal (see Foundation Gift Acceptance Policy).
2. It shall be the responsibility of the donor to provide formal appraisals on all gifts of real estate in accordance with IRS regulations governing such gifts.

3. All gifts of real estate will be reviewed by the Gift Acceptance Committee and Foundation Board before such gifts are accepted and finalized.
4. Gifts of real estate with a retained life interest may be accepted, in which case the donor will be expected to bear the expenses of maintenance and real estate taxes during his or her lifetime. These gifts will be credited to the campaign at a rate equal to the charitable deduction value of such gifts.
5. Gifts of real estate with restriction on the eventual sale or other restrictions will be handled according to the Foundation Board Gift Acceptance Policy.
6. Gifts of real estate which have an outstanding mortgage or liens on the property must be reviewed by the Board of Trustees prior to accepting such a gift.

G. Gifts of tangible personal property

1. Gifts of tangible personal property will generally be accepted only if they enhance the University's mission or asset value, or are readily convertible to cash equivalents.
2. Gifts of tangible personal property with an estimated value of \$5,000 or more require an independent appraisal of fair market value before being credited toward the campaign goal.
3. Restrictions imposed by the donor regarding the sale, maintenance, administration, or display of tangible property are subject to review by the Gift Acceptance Committee. Such gifts will be accepted only if any additional expenses resulting from such restrictions are underwritten by the donor or are considered reasonable by the University.
4. For appraisal requirements, IRS compliance, and resale reporting obligations, refer to the Gift Acceptance Policy, Section E: Tangible Personal Property. This includes appraisal content standards, IRS timing requirements, and donor responsibilities regarding valuation. The Foundation cannot establish gift value or pay for donor appraisals

H. Bargain sales

1. Bargain sale gifts of property for the benefit of campaign purposes will be valued at the charitable value of such gifts.

2. Appraisal rules will parallel those for outright gifts of appreciated property as discussed in section F above.

I. Gifts of insurance

1. An actual gift must take place in which the Foundation becomes the owner and beneficiary of a new or existing policy.
2. The cash value of such policies will be counted towards the campaign.
3. The face value of the insurance gift, minus the cash value, will be counted toward the future value of the gift.

J. Grants from non-government sources

1. Gifts received in the form of grants from non-government sources may be counted toward the campaign goal.
2. Grant notifications received during the campaign, but not paid during the campaign period, will be credited to the campaign if paid within five years.

K. Corporate matching gifts

1. Matching gifts received from corporations, businesses or other organizations of cash or securities will be credited to the campaign as a gift from the entity from which the gift was given.
2. Matching gifts will follow the designation of the gift of the individual for whom the gift is being matched unless directed otherwise by the matching gift organization.
3. Campaign pledges made by individuals are considered a personal obligation and should not include the anticipated matching gift amount.
4. Should the institution wish to credit matching gifts to the individual for the purpose of donor recognition, it may do so as long as gifts are not counted twice for the purpose of actual gifts raised during the campaign.

L. Life income plans

1. Only irrevocable life-income gifts (with the charitable remainder earmarked for campaign purposes) made via the following instruments

will be counted toward the campaign goal:

- a) Charitable remainder unitrusts
 - b) Charitable remainder annuity trusts
 - c) Charitable gift annuities
 - d) Pooled income fund
 - e) Remainder interests in real estate
2. All such life-income gifts will be credited to the campaign in an amount equal to the allowable Federal Income Tax charitable deduction.
3. For purposes of campaign credit, gifts of remainder interest in real estate will be treated the same as life income gifts.

M. Charitable Lead Trusts

1. Gift income from Lead Trusts received during the campaign period may be counted toward the campaign goal.
2. Gift income from Lead Trusts projected after the campaign period should not be credited to the campaign, unless it is within the normal pledge period associated with other campaign gifts.

N. Bequests

1. Bequest provisions will be counted toward campaign goals.
2. In cases where the proceeds of bequests and other estate gifts earmarked for campaign purposes are actually received during the campaign for the campaign, or where the amount of assured future estate distribution is confirmed by the executors during that time period, the full amount of the bequest will be counted toward the current gifts and pledges portion of the campaign goal as long as such gifts have not been counted in previous campaigns.
3. Newly established or newly confirmed bequest provisions may also be counted toward the campaign goal. All properly documented bequest provisions for campaign purposes shall be credited to the campaign deferred giving goal in accordance with the deferred giving campaign guidelines.
4. Proper documentation must be secured before any future planned gifts can be counted to the campaign. Proper documentation will be constituted by formal and specific letters of intent or actual copies of bequest clauses and wills supported by accompanying statements that

stipulate the bequest's estimated amount and purpose.

5. The Foundation will provide the donor a standard bequest intention form for verification and certification of campaign bequests upon request.

O. Gifts of life insurance

1. To receive campaign gift credit, the Foundation must be named the full owner and irrevocable beneficiary of the life insurance policy. The policy must be free of any outstanding loans, and the donor must provide written documentation, such as a copy of the policy or a letter of intent.
2. Insurance policies naming the Foundation as irrevocable beneficiary will be recorded at their cash surrender value as provided by the insurance company at the time of transfer. For policies that are not paid in full, a pledge may be recorded for the remaining premium balance, valued at net present value.
3. Donors are expected to contribute funds for premium payments at least 30 days prior to the due date. Policies that do not include a transfer of ownership will not be recorded as gifts until the death of the insured.
4. For reporting purposes:
 - a) Paid-in-full policies will be recorded at the cash surrender value at the time of transfer.
 - b) Any change in the policy's value over time will be treated as an adjustment to the Foundation's assets.
 - c) For planned giving reports, the death benefit value or discounted present value of the death benefit may be used.
5. If the Foundation is listed as a revocable beneficiary only, and not as owner, the gift will be recorded only upon the donor's death, and the amount recorded will reflect the insurance company's net settlement amount.

P. Gifts of foreign currency

1. Gifts of foreign currency will be accepted only from countries that are not embargoed under the U.S. Patriot Act.
2. The conversion rate will be based on the rate on the day the gift is processed.

3. All currency conversion and bank processing fees will be deducted from the gift amount prior to receipting and recording the contribution for campaign purposes.

Q. Government grants

1. Government grants received for campaign priorities shall not be counted toward the campaign goal.
2. Government grants are not philanthropic contributions and as a result are not counted in campaigns.
3. Grants from sovereign Tribal Nations will be accepted and counted toward the campaign total. Tribal grants will be treated as philanthropic gifts and recognized accordingly, provided they are not part of a required service contract or entitlement program. The inclusion of Tribal funds reflects the sovereign status of Tribal Nations and honors their unique philanthropic role as community investors and partners.

R. Documentation of gifts

1. All gift, pledge, and bequest commitments to the campaign require written documentation before being recognized and counted toward the campaign goal.
2. For multi-year pledges, documentation will usually be in the form of a signed and dated pledge card or campaign letter of intent that has been adopted by the Foundation.
3. Other acceptable documentation can include: formal contracts and letters of agreement; electronic gift confirmation; instruments of transfer; copies of bequests and bequest clauses along with a standard statement of the estimated amount and purposes of the bequest; copies of insurance policies; or copies of trust instruments and supporting trust data.

S. Valuation of gifts

1. The Campaign Steering Committee and campaign staff shall be guided in placing a value upon any gift by the Internal Revenue Code or local tax laws.

T. General policies regarding gifts to be counted toward the campaign goal

1. Donors may direct their contributions, outright or deferred, toward any

of the campaign's specified purposes.

2. In so far as possible, the designated purposes for gifts should be described in as broad and flexible terms as possible. Very narrow restrictions should be avoided.
3. The language used in creating such a restricted gift or fund should contain provisions which would allow for the Foundation Board to apply the gift to some other related purpose, if and when the designated purpose is no longer feasible, practical, necessary or possible of performance. This should be discussed with and agreed to by the donor.

U. The following standard language may be used to provide this latitude:

"In the event the Foundation Board of Directors, in its sole discretion, determines that the use of [the income from] this fund for the above stated purposes is no longer appropriate, necessary, practical, or possible of performance, or for other good and lawful reason, said purpose should be changed, said Foundation Board of Directors may use [the income from] this fund for such other closely related purposes as said Board, in its sole discretion, determines will best promote and support the mission of the University."

V. All pledges which are voided by donors during the campaign will be deducted from campaign totals.

VII. The Public Announcement

- A. The public announcement, or kick off, should be timed to support and enhance the campaign effort.
- B. Before a campaign kickoff date is confirmed, consideration will be given to progress-to-date. A minimum of 70% of the campaign goal should be pledged before the public announcement is made. The institution must not become inflexible regarding the actual public announcement date -- it may be necessary to alter it.
- C. The announcement should include a listing of priorities, the dollar goal, campaign leadership, and a progress report of gifts and pledges secured as of announcement date.
- D. The public announcement should be a celebration -- a festive occasion, a time for renewal of commitment.

VIII. Campaign Management and Reporting Standards

- A. We will utilize and adhere to the most recent edition of the *CASE Global*

Reporting Standards, published by the Council for Advancement and Support of Education (CASE), for our campaign management and reporting. These standards, including the appendices, provide a comprehensive framework to ensure consistency, accuracy, and transparency in campaign reporting.