

Text-to-Give Campaign Guidelines

Before a campaign is activated, it is the fundraising party's responsibility to review and understand the following Text-to-Give Campaign Guidelines, communicate and enforce them among their fundraising teams. University Advancement, in its sole discretion, will determine the eligibility of participating campaigns using the Text-to-Give tool. University Advancement may discontinue an active fundraiser at any time because failure to comply with these guidelines. CSUN reserves the right to revise these guidelines at any time.

Overview

The CSUN Office of Annual Giving offers the University a "Text-to-Give" tool for use during specific campus fundraising campaigns and events.

Text-to-Give is a convenient tool to promote specific fundraising campaigns by providing CSUN campus partners (colleges, departments, programs, centers, student clubs/orgs) with a keyword, which, when sent via text to **243725**, returns a text message response with a link to a custom CSUN donation page. Prospective donors can click the link in the response to access the donation page and give to the specific fund designation from their smartphone.

Text-to-Give campaigns typically have short timelines, and are ideally established as a fundraising component for a specific event. Once a campus partner has been approved to launch a text-to-give campaign and the office of Annual Giving has established, tested and provided their keyword and text response, the campus partner may promote the keyword for up to two weeks, after which their campaign will end and their keyword will be deactivated. Special exceptions may apply, and should be discussed with the Annual Giving office on a case-by-case basis.

Using Text-to-Give to Fundraise on Campus

- Text-to-Give campaigns must support CSUN's programs and initiatives. Funds cannot be redirected to a third-party, external charity or other non-profit.
- The minimum gift transaction amount is \$5 through a Text-to-Give campaign.
- To ensure compliance with CSUN Text-to-Give Guidelines, all projects must have an approved philanthropic gift fund set up through the CSUN Foundation to which donations can be accepted and then distributed for use by the respective campus unit. Officially recognized CSUN student clubs and organizations can utilize the Associated Students as their sponsoring unit. If an appropriate sponsoring unit gift fund isn't available, the CSUN Foundation and the Director of Finance and Operations for the respective campus area will determine whether or not the project qualifies for its own gift fund, so long as there is a finance officer available to manage the account.
- All CSUN policies and procedures are applicable to campaigns utilizing the Text-to-Give tool. This includes, but is not limited to, policies on intellectual property, conflict of interest, research integrity, finances, etc. University Advancement is responsible for ensuring that project leaders have met all applicable requirements prior to the launch of each project.

Text-to-Give Campaign Guidelines

Applying for a Text-to-Give Campaign

- CSUN campus partners may request the use of the Text-to-Give tool to fundraise for their cause. Requests for Text-to-Give initiatives must be submitted with at least four weeks of notice prior to the launch of the intended campaign.
- Go to csun.edu/advancement/fundraising-forms and then select the Text-to-Give Application form.
- The Text-to-Give application will require the following information:
 - The date, time, format and location of the fundraising campaign/event that they plan to promote their Text-to-Give campaign
 - The name and fund number of the CSUN Foundation fund they are fundraising for
 - The keyword and text response that they wish to use for the event/campaign.

Launching a Text-to-Give Campaign

- Upon approval of use, the CSUN Office of Annual Giving will connect with the applicant to establish a campaign keyword and text response.
- In the weeks before launch, Annual Giving will request and provide a specific CSUN donation form and donation page URL in the content of the text response.
- One week before the Text-to-Give campaign launch, Annual Giving will confirm the keyword, text response and donation page with the campus partner for testing and publishing purposes.

Gift Acknowledgement

- After donating via a CSUN Text-to-Give campaign, the donor will automatically receive an email confirmation from CSUN thanking them for their gift.
- The CSUN Foundation will issue official tax receipts via mail to all donors who contribute via a Text-to-Give campaign.
- Incentives, premiums and perks or other quid pro quo's that have a fair-market value or otherwise, are not permitted to be used to induce or incentivize gifts. Such items as t-shirt giveaways or other promotional items may affect a donor's right to a tax deduction and must be approved. Permissible, non-value perks can include social media shout-outs, thank you phone calls, or personalized project updates, and should not carry any monetary value. All perks must be approved by the CSUN Office of Alumni Relations and Annual Giving.
- Receipts are typically sent to the donor's provided address within 2 weeks of their donation date.

Reporting

- Upon request, the office of Annual Giving will provide campus partners with a donation report outlining the total donors and dollars received through a Text-to-Give campaign. Additional metrics (click-rate etc.) will be provided as necessary.

Administrative Fee

- The standard 5% administrative fee charged by the CSUN Foundation on funds held within Foundation accounts will also apply to Text-to-Give revenues. The CSUN administrative fee is waived for officially recognized student clubs/organizations using an account through the Associated Students Inc.



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Eligibility

The California State University, Northridge Foundation is a nonprofit, 501(c)(3) public benefit California corporation that serves as an auxiliary organization to California State University, Northridge. The corporation is organized exclusively for scientific, literary and educational purposes within the meaning of a university auxiliary under Section 89901(d) of the California Education Code. All Text-to-Give campaigns must comply with CSUN's mission, vision and values. Campaigns cannot violate any laws. CSUN reserves the right to decline any campaign based on content or discontinue an active campaign at any time due to changes in the fundraising team's eligibility status.