

# COMMUNITY APPEALS POLICY MANUAL

## PURPOSE

The purpose of the Community Appeals Committee is to qualify and provide orderly scheduling of capital fund drives.

## STANDARDS

The Standards contained herein have been adopted by the Sioux Falls Area Chamber of Commerce:

1. To assist the Sioux Falls business community and organizations by vetting capital fund drives to affirm the project is a sound community investment and worthy of donor consideration.
2. To help organizations plan their fundraising activities for maximum benefits.
3. To reasonably limit charitable capital donations requested from the business community.

To ensure the effectiveness of this program, we ask all Chamber of Commerce members to notify the Chamber of Commerce when solicited by individuals not adhering to the standard guidelines of the Community Appeals Committee.

It is the intent of the Chamber to encourage every business to carefully consider such requests. However, we also acknowledge that many businesses have limited resources for capital fund drives, both in an ability to properly evaluate them and a sufficient budget to contribute. Our Community Appeals process is intended to provide our members with assurance that a Community Appeals campaign is worthy of investment.

While Community Appeals scheduling does imply the Chamber's endorsement of a solicitation, each member must make their own decisions as to the support each will give the drive. The Chamber will support each approved drive with notification to Chamber members, marketing assistance, as well as feedback and suggestions throughout the application and campaign phases. By participating in the Community Appeals process, an organization is expected to demonstrate evidence of reliable leadership, sound business planning and augmentation to meet the needs of our community (see Section 3).

## SECTION 1

### APPLICATION PROCEDURE

- A. All requests for capital fund drives must be made in writing and supported by such documents as may be requested by the Community Appeals Committee. Application forms can be downloaded from the Chamber's website: [siouxfallschamber.com](http://siouxfallschamber.com). Applications will be considered in the following two areas: Social or Educational — for review by the entire committee (see Section 3A).
- B. Requests for a capital fund drive need to be scheduled. Applications will be accepted by the Committee until August 1 of any one year (see Section 3B) and the suggested solicitation amount and time slot (i.e. year and months) for approved drives will be determined and scheduled by the committee no later than calendar year-end.

## SECTION 2

### EXCLUSIONS

- A. The following types of general solicitations do not come under the jurisdiction of the Community Appeals Committee:
  1. Institutional campaigns for churches, K-12 schools, clubs and lodges when restricted to their own membership.
  2. Solicitations for membership in any regularly constituted organizations.
  3. Solicitations for political parties and candidates for public office.
  4. Appeals for special philanthropic purposes that are of interest or benefit to only a particular group or denomination. These should be responded to by that group or denomination rather than by the business community.
  5. When selling any article or service (tickets, advertisements, merchandise, etc.) and it is stated or implied that all or part of the proceeds from the sale will be used for a charitable purpose, such as:
    - a. Membership drives that ask for amounts in excess of the regular membership fee.
    - b. Advertising that is partially or fully a contribution.
    - c. Sale of merchandise or services in excess of the actual commercial value.

## SECTION 3

### REVIEW PROCEDURES AND EVALUATION CRITERIA

- A. Social is defined as non-profit and educational is defined as accredited, non-profit post-secondary institutions.
- B. Those applications with complete documentation will be reviewed two years in advance of the intended solicitation.
- C. A representative(s) of the applying organization will be asked to appear before the committee to further explain the fund drive and financial plan. If at all possible this meeting will be held on-site of the applying organization.
- D. Approval of the application by the Community Appeals Committee will be based on the following standards and general rules:
  1. The cause to be served must be legal.
  2. An unmet need exists within the Sioux Falls community and environs whose cause enjoys broad public acceptance. Definite evidence must be submitted that the project does not duplicate the work of any existing governmental or nongovernmental agency.
  3. The proposed appeal should apply to a constituency that is in real need of a particular benefit and might otherwise be deprived of it. Favored constituencies will include, but not be limited to, youth, minorities, senior citizens, disabled, disadvantaged groups, and accredited, non-profit post-secondary institutions.
  4. The application should provide evidence that the solicitation plans have taken the private, public, and business sectors of the community into consideration when targeting available dollars for the capital fund drive.
  5. The project is administered by a local Board of Directors that is practical, well managed, financially responsible and accountable.
  6. Definite assurance must be given that the funds will be used for the purpose for which they are raised.

7. The support should be in relationship to the size and character of the activity or project.
  8. Soliciting personnel must be recruited solely on a voluntary, non-remunerative basis.
  9. Solicitation costs should be included in the requested solicitation amount.
  10. Telephone solicitations are discouraged.
  11. Solicitations to pay off debts are discouraged.
  12. Preference in scheduling will be given to an organization that has not been scheduled for a campaign within the past 10 years.
  13. Although technology expenses may be included in the application, fixed assets should be the primary focus of a campaign request.
- E. Should none of the submitted applications meet the established criteria as evaluated by the Community Appeals Committee, it is not mandatory that a capital campaign be scheduled for that particular year.

## SECTION 4 CONSEQUENCES OF THE REVIEW PROCESS

- A. Those institutions whose fund drives cannot be scheduled in the time period under review may reapply in subsequent years.
- B. When a fund drive is scheduled, a liaison from the Community Appeals Committee will be assigned to the organization.
- C. If the Community Appeals Committee recommends plan revision or limits dollar goals to be solicited from the Sioux Falls business community by an applicant, the committee may require the submission of a revised plan.
- D. All approved fund drives will be publicized in the Chamber of Commerce magazine, Chamber News. Information may also be released to local media.
- E. The Community Appeals Committee reserves the right to amend the schedule as approved by consent of the Community Appeals Committee with final approval by the Board of Directors of the Chamber of Commerce.
- F. When there is a change in the purpose, amount of the dollars to be raised or any other major part of a scheduled campaign, the organization must meet with the Community Appeals Committee to outline and seek approval of the change.

## SECTION 5 FINANCIAL RESPONSIBILITIES

The following general rules will be applied by the Community Appeals Committee:

- A. The Committee encourages all major fund drives and capital fundraising efforts conducted in Sioux Falls, whether approved by the committee or not, to advise the Community Appeals Committee of their fundraising efforts.
- B. Scheduled fund drives must be completed within the time period allotted by the Community Appeals Committee.
- C. All financial transactions for the petitioning organization should be subject to an annual audit and a complete financial statement, and both should be made available to the Community Appeals Committee upon request.
- D. After the scheduled fund drive is complete, a report will be filed with the Chamber of Commerce office showing results of the fund drive.

## SECTION 6 COMMITTEE MEMBERSHIP

A member of the Community Appeals Committee who is also a member, or has a spouse who is a member, of a Board of an organization, being considered for a fund drive will be allowed to serve on the Community Appeals Committee. The individual will abstain from voting on the selection of an organization to be scheduled. Participation of employees of non-profit organizations on the Community Appeals Committee is allowed; however, if the organization has a proposal before the committee, the employee will resign from the committee during the year that the solicitation proposal is being considered.

Participation by employees of non-profit organizations shall not exceed 20 percent of the total committee membership. Each committee member will be asked to annually submit a list of boards of directors on which he/she and his/her spouse serves. Committee members must attend at least 50 percent of all applicant presentations each year in order to be eligible to vote on which applicants will be scheduled for campaigns.

Committee members should be forward-thinking representatives of the community who are sensitive to a realistic hierarchy of needs within this community and who try to determine which requests most broadly serve the long-term interests of the community. The Committee Chair

and the Chamber of Commerce Board of Directors liaison are non-voting members. The Chair votes in case of a tie.

Only one person from any organization shall be allowed to serve at any given time.

Committee members must be an employee of an organization which is a current member of the Chamber. However, if a committee member retires and is currently serving on the Executive Committee, he/she may establish an associate membership to carry out the duration of the term.

If a committee member is serving at the end of his/her second term and is a member of the Executive Committee, the term may be extended in order to fulfill their respective duties of the Executive Committee.

Length of term shall be five years and capped at two, consecutive terms.

The Executive Committee of the Community Appeals Committee will consist of the Chair, the Vice-Chair, the two most recent past Chairs, the Chamber of Commerce Board of Directors liaison and Chamber staff representatives. The Executive Committee will be responsible for the following:

- A. Approve all new members of the Community Appeals Committee in order to maintain a diversified and appropriately-sized group of members.
- B. Recommend to the full committee the annual total campaign drive amount to be scheduled each year.
- C. Annually determine a voting process to select which applicants will be scheduled for campaigns in consideration of the number of applicants. All votes will be by written ballot.
- D. The Executive Committee will serve as the nominating body and consider approval for committee members who wish to serve a second term.



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