**Procedure: Affiliated, Non-Affiliated, and Student Organizations**

Authority for Procedure granted by UWG Policy 3005, Solicitation, Advertising, and Sales

Organizations play a pivotal role in fulfilling the financial and service needs of the University of West Georgia (UWG). The procedures outlined herein are crucial for ensuring the smooth operation of UWG Affiliated, Non-Affiliated, and registered Student Organizations to encompass their activities on campus and during University Events.

These procedures follow the Board of Regents (BOR) Business Procedures Manual (BPR) and the BOR Policy Manual guidance, which defines and outlines the requirements for such organizations.

**A. On-Campus Sales Requirements**

The Sales activities requirements on the UWG Campus vary depending on the organizational type:

1. **Affiliated Organizations, Employees, or Units:**

   UWG Affiliated Organizations (e.g., Cooperative Organizations such as UWG Foundation, UWG Real Estate Foundation, UWG Athletic Foundation, etc.), employees, and Units can conduct Sales on the UWG Campus where the generated revenue benefits the University's mission. Prior approval from the Chief Advancement Officer and the Chief Business Officer is mandatory.

   For Sales activities tied to educational purposes: Academic and Administrative Units, student academic projects, or other University Units should coordinate with the Provost's Office. All financial transactions related to Sponsorship, goods, or services shall be accurately accounted for through the Office of the Controller as State revenue.

   i. **Student-run organizations:** The West Georgian, Wolf Radio, and WUTV, are expressly allowed to sell Advertising space within their established guidelines.

   ii. **Athletics:** For intercollegiate and/or special athletic events on campus, the Chief Auxiliary Services Officer decides whether to authorize Athletics personnel, the West Georgia UWG Athletics Foundation, a UWG-recognized student organization, or a non-profit civic or Charitable Organization to sell food, beverages, and other goods. Beverage Sales through concessions must be the same brand as the University’s contracted beverage provider. Concessions are managed through the Auxiliary Services Director for Campus Dining Office.

2. **Non-Affiliated and Commercial Organizations:**

   Non-Affiliated individuals, organizations, and Commercial businesses seeking to sell or solicit funds for goods or services must submit a request to reserve the desired sales location through ReserveWest to obtain sales approval from the Office of Campus Services. Commercial Sales activities must align with the University System of Georgia's (USG) policies and UWG requirements.
i. Non-Affiliated individuals, organizations, or Commercial businesses are allowed a maximum of two days for Sales or Solicitations per semester (Monday - Friday, 9:00 AM and 4:30 PM), excluding the first two weeks of each semester.

ii. Applicants (i.e., vendor or authorized representative) must present a valid State of Georgia Occupational Tax Certificate (i.e. business license) and driver's license.

iii. A fee of $50 per day or 10% of gross Sales, whichever is greater, payable to UWG, is required after the conclusion of Sales activities. Fees must be paid on or before the date of the Authorized Event in the Office of Auxiliary Services.

iv. Commercial Sales activities are limited to the University Community Center (UCC) and are subject to space availability. Vendors must only set up after written approval.

v. Vendors are responsible for providing their table(s), chair(s), and extension cords for displaying their products. At its discretion, UWG may deny using specific equipment or provide limited set-up assistance for safety reasons.

vi. Newspapers and magazines may be given away through approved readership programs in consultation with the appropriate Division Vice President(s) and using newspaper racks in designated areas with approval by the Chief Auxiliary Officer or their designee.

Note: Any exceptions must be reviewed and/or approved by the Chief Auxiliary Officer.

Additional Requirements

Auxiliary Services is the authorized institutional Unit for conducting Sales of goods and services (i.e., textbooks, University merchandise, food services, printing, etc.) on the UWG Campus. Most Sales will be authorized through Contractual arrangements with vendors, while other Sales (including those benefiting Charitable Organizations) must be submitted to and approved by the Chief Auxiliary Officer or their designee. (See BOR BPR, Section 15.0 Auxiliary Enterprise Funds. And UWG PL 1007 associated procedure, Contract Administration)

The following Sales may require additional approvals:

- **Raffle Tickets for Cash Awards or Prizes:**
  Raffle tickets for cash awards or prizes require approval from the Carroll County Sheriff’s Office and either the Advisor (for students or Student Organizations), the Chief Advancement Officer, or their designee (for employees).

- **All Faculty, All Staff, or other Electronic Mail Distribution Lists:**
  Sales or Solicitation through Electronic Mail Distribution Lists for personal goods or services involving money exchange or cash donations is prohibited unless approved in advance by the Chief Advancement Officer or their designee in consultation with the Chief Business Officer.

3. Student Organizations and Students:

Student Organizations and Students engaged in Sales activities must adhere to any additional Office of Auxiliary Services requirements regarding Sales and Fundraising. Fundraising events not involving Sales are permitted on UWG Campus under certain circumstances, with approval from designated University authorities.

i. Student Organizations must contact the Office of Auxiliary Services for Sales authorization and submit a completed Fundraiser Approval Form before initiating any Sales or set up on campus.

ii. Sales conducted by Student Organizations receiving Student Activity Fee Budget
Allocation (SAFBA) funding must be entirely through a registered Student Organization, using the organization’s student account for collecting funds. Funds raised must be deposited and accounted for through the Student Organization’s University revenue account. Student Organizations without SAFBA funding may have an external bank account without reference to the UWG name or derivative.

iii. Food Sales, other than bake sale-type items, must be approved by Auxiliary Services' Dine West, the University's exclusive food service provider.

iv. Student Organizations and/or students may raise funds for a Charitable Organization with a valid tax exemption letter from the U.S. Internal Revenue System or a UWG academic department, program, or registered Student Organization. Co-Sponsorship with a Non-Affiliated University organization is strictly prohibited.

v. Students participating in a practicum or class-related event must adhere to these requirements for Academic Units.

B. On-Campus Advertising Requirements

The following procedures address the Advertising guidelines of each organizational category:

1. Affiliated Organizations:

Affiliated Organizations can advertise (either directly or indirectly) for Authorized Events, subject to University Communications and Marketing (UCM) review to ensure consistency and compliance with the University brand. Advertising for non-Authorized Events is strictly prohibited.

For graphic design services of promotional materials or to request a review, complete the online Website CMS Account Request (Wrike) Form.

2. Non-Affiliated Individuals, Organizations, and Commercial Businesses:

Direct and Indirect Advertising of goods or services and distribution of Non-Commercial Written Materials are allowed with approval.

i. Direct Advertising of goods or services is allowed through direct U.S. Mail, by approved Contractual agreement, and in campus publications such as Athletics Programs, newspapers, magazines, radio, television, etc. Contractual arrangements must be approved by the Chief Business Officer or their designee and reviewed by the Office of Legal Affairs (See UWG PL 1007 associated procedure, Contract Administration).

ii. Indirect Advertising of goods or services may be purchased through University Units or programs as ad space or for use in program guides or ticketing materials related to Authorized Events, with approval by the Chief Business Officer or their designee. Indirect Advertising must also adhere to approved guidelines.

iii. Non-Commercial Written Materials, including petitions for signature, may be distributed person-to-person in front of the University Campus Center (UCC), provided the Chief Auxiliary Officer approves the distribution and it does not block access to University buildings or disrupt classes or educational activities.

Usage of the UWG name, logos, trademarks, or brands in a way that suggests University support or endorsement is strictly prohibited without express written consent from the Chief Advancement Officer.
3. Student Organizations and/or Students:

Advertising for Authorized Events is permitted by Student Organizations and/or Students that adhere to the following criteria. Commercial business Advertising by or through Student Organizations and/or Students must be coordinated and approved through the Office of Auxiliary Services.

i. The Chief Auxiliary Officer must approve the location of the Advertising.
ii. Drop (bulk) delivery or unattended distribution is not permitted.
iii. Non-Commercial Written Materials, including petitions for signature, may be distributed person-to-person in open areas (i.e., the Quad, outside the University Community Center (UCC), Library, and Food Service Buildings). The distribution must be at least 20 feet from the building entrances and does not block access to University buildings or disrupt classes or educational activities.
iv. Upon departure, distributees must remove discarded or undistributed written materials, trash, etc.

Distribution of Advertising or Non-Commercial Written Materials failing to meet these requirements may result in a Student Conduct Code violation or referral to the University Police for violating Georgia’s Criminal Code (O.C.G.A § 16-9-4) regarding posting materials without consent.

University Police reserves the right to move or stop distribution if significant safety concerns arise, such as threats of violence or significant traffic impediments. For safety purposes, the University highly recommends that the persons distributing materials seek advice from the Center for Student Involvement & Inclusion (csii@westga.edu).

C. Solicitation/Sponsorship/Fundraising

Each University Cooperative Organization (i.e., Foundation) will develop Fundraising policies and/or procedures for internal Fundraising activities benefiting the University, particularly for donation events with donations exceeding $250 in cash or item value.

See UWG PL 3005 Associated Procedure, External Fundraising.

For all other Events, approval is required for campus-wide Solicitation for Charitable Organizations from the Chief Advancement Officer or their designee, who can establish additional requirements for this procedure.

1. Affiliated Organizations, Employees, or Units:

i. Solicitation for corporate Sponsorships shall be in consultation with Chief Functional Officers of Business, Advancement, and, where appropriate, Academic Affairs/Provost, Student Affairs, and Strategic Enrollment Management. The Office of Legal Affairs will review Corporate Sponsorships requiring Contractual arrangements before acceptance. (See UWG PL 1007 associated procedure, Contract Administration)

The following University Units are permitted to solicit corporate Sponsorships:

- Intercollegiate Athletics or the UWG Athletic Foundation
- UWG Foundations or other Affiliated Organizations
- All UWG divisions
ii. UWG actively engages in the Georgia State Charitable Contributions Program, the Annual Fund Drive (A-Day), and multiple approved Charitable events throughout the year. Employees planning to solicit or raise funds on behalf of a Charitable Organization while on the UWG Campus must follow established guidelines set forth by the Office of University Advancement. Employee participation in Fundraising activities must be entirely voluntary.

2. Non-Affiliated and Commercial Organizations:

Solicitation and Fundraising by Non-Affiliated Individuals, organizations, or Commercial Businesses are generally prohibited unless stated otherwise. Corporate Sponsorship by private enterprises is allowed under certain conditions. The University retains the right to accept or reject any Sponsorship activities.

Corporate Sponsorship of University activities by private business enterprises must be approved by the Chief Advancement Officer or the President, except for companies:

i. Involved in promoting alcohol or tobacco usage or Advertising sexually explicit products;
ii. Whose products compete with business enterprises Contracted through Auxiliary Services; or
iii. Whose mission is adverse to the mission of the University.

3. Students Organizations or Students:

i. Cash Solicitations through Sales activities are permitted; see sections A and B above.

ii. UWG Campus Fundraising events not involving the Sale of goods or services are allowed in limited circumstances as approved by the Advisor, Provost, or UWG’s Cooperative Organizations.

iii. Sponsorships for student activities (e.g., Intramurals, SGA, registered student organizations, etc.) may include long- or short-term print opportunities, signage, game and event promotions, and apparel Advertising.

D. Additional Requirements and Guidelines

University Units may publish guidelines that address these issues as they apply to their Unit. If any Unit-specific guideline conflicts with UWG Policy or associated procedures, the latter will control.

Definitions

Advertising – announcements or messages intended to persuade members of a target market or audience to purchase or use products, services, organizations, or ideas, including First Amendment-protected speech. All forms of Advertising used on campus must be approved by the Chief Business Officer or their designee, including

Direct Advertising – documented information that promotes a service or product (e.g., Postcards, Newspapers, Magazines, flyers, electronic distributions, etc.)

Indirect Advertising – an unwritten methodology that promotes a service or product (e.g., distribution of product samples, human billboards, open-air preaching, etc.)
Advisor – faculty, staff, or alums assigned to a student or student organization to mentor and assist the student or organization with requirements related to academic programs or university events.

Affiliated Organization – as defined by the BOR BPR, Section 17.1, Affiliated Organization Definition includes the UWG Foundation, UWG Real Estate Foundation, and the UWG Athletic Foundation.

Authorized Events - activities approved by the appropriate University officials and characterized by the rental of University facilities or space and the congregation of students, faculty, staff, or guests for student services events, including, but not limited to, University athletic or academic purposes. NOTE: Transactions conducted by Academic, Student, or University Units for purposes directly related to academic or athletic instruction are not considered Auxiliary Services but would be regarded as Authorized Events and, therefore, are not subject to these requirements. However, recurring transactions of similar nature MUST be approved by the President or designee as required by the BOR Policy Manual, Section 8.2.18.2, Conflicts of Interest, Conflicts of Commitment, and Outside Activities. Please refer to the Dean of the College or the Provost for any requirements related to such transactions.

Auxiliary Services – provides service directly or indirectly to students, faculty, or staff – includes housing, food services, stores, health services, transportation, parking, etc. See BOR BPR, Section 15, Introduction.

Charitable Organization – a non-profit, tax-exempt organization that devotes resources to philanthropic and social goals serving the public interest or common good; for students and student organizations, the Advisor will review the Charitable Organization’s documentation to determine if it meets this definition for purposes of these Procedures; in all other situations, the Chief Advancement Officer or their designee will make the final decision as to whether an organization meets the definition for these procedures.

Commercial – related to the buying or selling of goods and services for profit

Contractual - approved Contracts or agreements submitted through the UWG Contract Management Portal and include all required signatures.

Cooperative Organization – Is organized or operated primarily:

- To solicit gifts or assist the USG or a USG institution in soliciting gifts from third persons in the name of the USG institution or any of the institution’s programs; or,
- For soliciting grants and contracts, accepting grants, or entering into contracts for research or services to be performed by or in conjunction with a USG institution or using the institution’s facilities;

Electronic Mail Distribution List - any list service or application that distributes electronic messages to UWG employees or students (using the “westga.edu” extension, including but not limited to “All Faculty” and “All Staff.”

Foundation – see definitions of Affiliated Organization and Cooperative Organization.

Fundraising – the Solicitation or collection of contributions (cash or of other value)

Newspapers/Magazines – a publication issued at regular intervals and commonly containing news, comment, features, and Advertising; for these procedures, UWG reserves the right to limit the placement or sale of publications that do not advance its educational mission.

Non-Affiliated – any individual, business, or organization not authorized by the BOR or UWG policies for purposes related to the mission of the University.
Non-Commercial Written Materials - pamphlets, handbills, circulars, Newspapers, Magazines, and other materials that support University events or are otherwise protected by the First Amendment.

Raffles/Prizes – as defined by O.C.G.A. § 16-12-22.1, “any scheme or procedure whereby one or more prizes are distributed by chance among persons who have paid or promised consideration for a chance to win such a prize. Such terms shall also include door prizes which are awarded to persons attending meetings or activities provided that the cost of admission to such meetings or activities does not exceed the usual cost of similar activities where such prizes are not awarded.”

Sales – an exchange of mutual benefit among parties; for this procedure, Sales means exchanging money for goods or services.

Solicitation – the act of seeking an exchange of mutual benefit among parties; includes, but is not limited to, actions seeking attendance at venues, cash contributions, purchase of goods or services, including First Amendment protected speech.

Sponsorship is the payment of costs or benefits for the right to conduct business.

Student Conduct Code (aka the Wolf Code) – a set of rules outlining the norms, rules, and responsibilities or proper practices for students of the University. The UWG Student Conduct Code is published by the Chief Student Affairs Officer and is carried out by the Dean of Students.

Unit – includes any UWG academic department, class-related events (e.g., practicum), staff organizations, and similarly organized University groups.

UWG Campus – refers to all University of West Georgia (UWG) facilities, grounds, equipment, instructional sites, centers, and real estate owned by or under the control of the University.

Appendices/ Other Resources

- Auxiliary Services webpage
- University Advancement - Development webpage
- Board of Regents Business Manual Section 17
- UWG PL #1001 Associated Procedure Chief Functional Officers
  ○ Chief Functional Officers Listing
- UWG PL #1007 Associated Policy Contract Management
  ○ Contract Administration