



McMURRY
UNIVERSITY

Fundraiser Application & Policy

How to Submit a Fundraiser Application

All fundraiser applications must be submitted at least **two (2) weeks** in advance.

- Late applications will incur a **\$20** late fee to the McMurry Fund.
- Fundraisers held without approval will incur a **\$50** fee to the McMurry Fund.

Steps to Submit

1. Complete the Campus Fundraising Application form. Include:

- Organization/Department name
- Current date
- Representative's name, email, and phone number
- Fundraiser name and date(s)
- Detailed description (number of people involved, fundraising method, etc.)
- Fundraising goal (expected revenue)
- Anticipated expenses (expected costs)
- Select 'Yes/No' if soliciting specific individuals. If so, please attach a list of donors (e.g., alumni).
- Attach poster, T-shirt, or promotional designs (if applicable).

2. Submit the form to the Director of Annual Giving.

What Happens Next

- The Director of Annual Giving receives the application.
- The application is forwarded to your advisor and department head for review.
- After review, the Director provides final confirmation.
- You will receive an automatic confirmation email, including a link to the marketing request form if applicable.

For questions, contact: peters.serayah@mcm.edu

Campus Fundraiser Policy

McMurry University follows a centralized fundraising process.

- All fundraising efforts must be approved by the Director of Annual Giving at least **two (2) weeks** in advance.
- Direct solicitation of university constituents is restricted to advancement staff or approved volunteers accompanied by staff.
- Solicitation of external prospects requires submission of names to the Development staff in advance.
- Projects must provide a legitimate product or service at a reasonable cost and must benefit McMurry University.

Approval Process

Applications must be signed by:

1. Representative of the organization
2. Sponsor (if applicable)
3. Vice President or Dean overseeing the area represented

Final approval rests with the Director of Annual Giving.

University Strategic Communications **must** approve all marketing materials (posters, T-shirts, etc.) before printing. Designs must be attached to the application.