



40. FINANCE
4013 - Fund Raising

Operating Policies

Effective: March 16, 1995
Revised: May 09, 2001

To ensure that fundraising efforts are conducted in a manner which

maximizes the benefit to The Salvation Army in general,
safeguards our integrity in the handling of funds,
presents to the public a coherent and consistent image of The Salvation Army,

this minute sets forth guidelines which are to be strictly adhered to.

Reference is made to:

Minute 2807 - Family Services:

Section 3; Sources of Funding for Family Services

Section 5 and 6; Christmas Kettle Appeals

In addition to this the following is reiterated:

1. In metropolitan areas the Christmas kettle appeal is to be directed by the Divisional Commander in cooperation with all officers in the city.
2. In cities where there is a Development Office, letter appeals are to be conducted by the THQ Development Department. The only exception to this rule are letter appeals made by Hospital Foundations, which occur at prescribed times of the year in accordance with a clearly stated and understood convention. No other exceptions will be allowed. See Section 6. regarding the handling of cheques.
3. If a Kettle effort and/or Serenading is conducted in such centres, it is important that the rules set forth in sections 6 and 7 of Minute 2807 be strictly adhered to, especially with regard to the distribution of the proceeds of these efforts.
4. Care must be taken that the proceeds of fund raising efforts, sponsored by community groups or local media, are used to support the particular work which the sponsors and donors had in mind.
5. **Apart from the Red Shield Appeal, no other financial appeals may take place during the month of May.**
6. **THE HANDLING OF UNSOLICITED CHEQUES**

- a. It is conceivable that responses to letter appeals (See Paragraph 2.) could appear in the Christmas kettle, or be forwarded to any Salvation Army Centre or officer in the city, or even beyond. If these responses are in the mailing envelopes and/or accompanied by the remittance slip provided by the Development Office, there is no doubt that these are to be forwarded to the Development Director.
- b. Recognizing the need for all Salvation Army personnel to support the ongoing fundraising responsibilities of the Development Department, it is expected that every Salvation Army centre will assist the Development Director's effort to develop and expand the mailing list data base, by adhering to the procedure outlined in paragraphs 6c. and 6d. following.
- c. Before any (unspecified) cheque received in the kettles, or at any Salvation Army centre (i.e. corps, institution, DHQ), are deposited in the bank, it is expected that contact will be made with the appropriate Development Director to ascertain if the cheque is from a donor whose name is already on the Development departments computerized mailing list. This also applies to any unsolicited cheques received throughout the year.

NOTE: The method of contact is to be **predetermined and documented** between the appropriate Development Director and the other Salvation Army centre (i.e. corps, institution, DHQ). It is the responsibility of the Divisional Commander to ensure that such agreement is reached.

- e. If the donor's name is on the Development donor list, the cheque will be deposited by the Development Director to the Development department fundraising account and the receiving Salvation Army centre will promptly be so notified
- f. If the donor's name is not on the Development' list, the name will be noted by the Development Director for inclusion in the donor data base record and the cheque will promptly be returned to the submitting Salvation Army centre for deposit to their account. (It is suggested for record-keeping purposes that photocopied records of all cheques thus transferred between Salvation Army offices be kept on file until the transactions are completed.)
- g. In centres where there is no Development Office, and where a letter appeal is conducted by a corps, it is imperative that proceeds of such appeals be used for family services only and not for the maintenance of the corps.

Clyde Moore

**Colonel
CHIEF SECRETARY**