

Student Organizations Handbook 2020-2021



GARDNER-WEBB
UNIVERSITY

STUDENT ORGANIZATION REQUIREMENTS, EXPECTATIONS, AND RIGHTS

All Gardner-Webb student organizations, including clubs and Greek organizations, are subject to, and must uphold and facilitate, the Mission, Community Standards, Affirmation, and Non-Discrimination Statement set forth below, and comply with applicable laws, University rules, and regulations. Student organizations must meet specific requirements and follow the protocols outlined in this Handbook in order to achieve and maintain University recognition, assemble on campus and be eligible for other privileges granted to officially sanctioned student organizations. If a student organization condones or promotes prohibited conduct, the Dean of Students may initiate the appropriate sanctions against the organization and/or its members, which may include, but not be limited to, revoking University recognition of the organization.

The Gardner-Webb Mission

The mission of Gardner-Webb University is to prepare graduates for leadership and service in their professional careers and in their personal lives. Rigorous and innovative degree programs, combined with distinctive experiential learning opportunities, shape students into thinkers, doers, and world-changers. Forged within a supportive and diverse Christian community, our students emerge ready to impact their chosen professions, equipped with the skills to advance the frontiers of knowledge, and inspired to make a positive and lasting difference in the lives of others.

Community Standards

Gardner-Webb University is a community of students, faculty and staff who are dedicated to learning and personal development in a Christian environment. As in any community, certain standards of conduct are necessary to protect the safety, rights, health and general well-being of all members of the community. The University strives to promote concern for the good of the entire group as opposed to selfish individualism. Each person, whether student, faculty or staff, voluntarily joins the University community and thus is expected to abide by rules and regulations that have been adopted to ensure reasonable standards of conduct. The Code of Student Conduct describes conduct which the University does not tolerate. By enrolling in the University, each student agrees to abide by University rules, regulations and expectations. The Board of Trustees has approved minimum penalties for certain prohibited behaviors. The University assures fundamental fairness to any student accused of involvement in prohibited behavior. The Student Handbook describes the Code of Student Conduct and the judicial process used in the event that a student becomes involved in prohibited behavior. Gardner-Webb University's clubs and organizations require traditional undergraduate student status for membership. Therefore, all events, meetings, or actions by a club or organization are held to the Code of Student Conduct. If a club or organization participates in prohibited behaviors the Dean of Students will adjudicate the appropriate sanctions.

Pro Deo et Humanitate: An Affirmation:

"As members of the Gardner-Webb University community, we commit ourselves to uphold Christian compassion as our foundation for a peaceful and enriching experience for everyone on campus. All persons are made in the image of God and we are called to demonstrate the love of Christ in word and deed to everyone. We further declare that actions of harassment, abuse, and bullying, degrading actions/speech dishonor the message of Christ to love our neighbors as ourselves. Furthermore, as an institution of Christian higher education within our Baptist heritage, we value academic and intellectual freedom of conscience. We, therefore, acknowledge that theological differences of opinion will exist among us as we make our way through the richness of debate toward moral conviction. Even so, we commit ourselves to maintain a loving Christ-like environment in which we will treat those with whom we differ with

dignity and respect due the image of God.”

Notice of Nondiscrimination

Gardner-Webb University does not discriminate on the basis of race, color, national origin, sex, disability, or age in employment for any of its programs and activities.

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Starting A New Organization

Student organizations have a huge influence on campus culture and the college experience. At Gardner-Webb University, we strive to have the best student organizations possible. If you have an idea for a club or organization, we want to know about it.

The directions that follow outline the process for starting a new student organization including applying for official status, charter application, and directions for creating a constitution. Please contact the Center for Personal & Professional Development with any questions regarding starting a new student organization.

Follow these steps in the order:

1. Email leadership@gardner-webb.edu to make an appointment to discuss your idea with the Director of the Center for Personal & Professional Development (CPPD).
2. Discuss the idea with your proposed faculty/staff advisor for the organization, and confirm their support before proceeding.
3. Build awareness and assess campus interest for your idea by determining whether traditional undergraduates would be interested in being a part of this organization. You can do this by setting up a table outside the cafeteria or in Tucker Student Center, holding an interest meeting, or just sharing your idea with other students. The point is to build a “tribe” around your idea to help make a case for its validity on our campus. Is this something students want? How would our campus benefit from its existence? Who specifically will be involved?
4. Complete the charter application that follows this list.
5. Create an initial draft of your organization’s constitution. The organization must keep a current constitution/by-laws on file with the CPPD to maintain active status and eligibility to request funds.
6. Email a letter of intent/purpose, charter application, proposed constitution, **and list of at least ten specific students who will be involved** to the Director of the CPPD at leadership@gardner-webb.edu. Please cc your proposed faculty advisor in the email.
7. Following initial review, the CPPD staff may contact the leadership of the proposed student organization to provide suggestions designed to facilitate compliance with the criteria set forth in this Handbook for approval.
8. When the proposed student organization indicates it is ready to seek approval by the SGA Student Senate, a member of the CPPD staff will notify the appropriate member of the SGA so that the matter may be taken up at the next regularly scheduled meeting of the Student Senate.

Process for Approval by the SGA Student Senate

Proposals for new student organizations are reviewed by the SGA Student Senate during the **fall semester (only)** to help student organizations begin well in order to apply for funding during the spring semester.

The following criteria are considered by the SGA when reviewing proposals for new student organizations:

1. The proposed student organization must timely submit to the Director of the CPPD a completed charter application and constitution/bylaws in the form and manner required by this Handbook and taken all other required actions in order to be considered for recognition by the University;
2. The name of the proposed student organization must accurately identify the function of the group;
3. The proposed student organization must have a clearly articulated purpose, objectives, and goals;
4. The membership of the proposed student organization must consist solely of traditional currently enrolled traditional undergraduate Gardner-Webb University students;
5. The proposed student organization must complement and uphold the principles set forth above under the heading *STUDENT ORGANIZATION REQUIREMENTS, EXPECTATIONS, AND RIGHTS* (including the Mission, Community Standards, Affirmation, Notice of Non-Discrimination, and applicable laws, University rules, and regulations);
6. The proposed student organization must effectively address a broadly recognized need that is not currently being adequately addressed by an existing student organization, the University itself, or a third-party or company that is already filling this need;
7. The proposed student organization must demonstrate sufficient local autonomy and independence to allow it act in conformance with this Handbook, without conflict with requirements that may be imposed by an external third party, parent organization, national chapter, or charter;
8. The proposed student organization must demonstrate the ability to meet the requirements of this Handbook that apply to established student organizations;
9. The proposed student organization must be responsive and beneficial to traditional residential Gardner-Webb students and the University Community;
10. The proposed organization must not be of the kind or nature that will bring disrepute upon the University or members of the University Community; and
11. The proposed student organization must not engage in activities will not create an undue risk to members, other participants, or liability to the University.

The proposed student organization has received SGA approval if more than 50% of the voting members present at an officially called session of the SGA Senate vote in favor of approval.

Appeal if SGA Senate Denies Approval

If a proposal is denied by the SGA Senate, the proposed student organization may appeal as follows:

Submit a written appeal to the Dean of Students by email within seven business days of the SGA decision to deny recognition. The appeal must address why the leadership of the proposed student organization feel that the SGA incorrectly applied the criteria for approval. If the Dean determines that the SGA incorrectly denied recognition, the Dean may grant the appeal and extend University recognition to the organization, in which case the "Final Consideration" stage will have been satisfied. If the Dean determines that the SGA correctly applied the approval criteria, then the Dean will deny the appeal after consultation with senior University administrators. This denial is final.

Final Consideration

If the new student organization is approved by the SGA Senate, the organization application and constitution/by-laws will be sent to the Dean of Students for final consideration. If the Dean determines that the SGA correctly applied the approval criteria, the student organization will receive Final Approval. If the Dean determines that the SGA incorrectly approved the student organization, the Dean may deny recognition. The decision of the Dean will reflect consultation with senior University administrators and will be final.

A student organization that fails to achieve Final Approval may not re-apply until the following Fall semester.

Once a new organization is approved, the policies and procedures required of all campus organizations must be observed by the organization in order to maintain an active status.

Expectations for New Student Organizations

Once a new student organization is approved, the organization is expected to meet their Social-Spirit-Service Requirements (pg. 18) during the remainder of the school year to be eligible for funding for the following school year. New organizations will be able to apply for funds for the next school year during spring semester along with existing organizations.

Charter Application for New Organizations. Answer each question thoroughly.

Please provide the following information:

- 1) What is the proposed name of the organization?
- 2) Describe the purpose/mission of the proposed organization. Why should this organization exist, and whom does it serve? What makes it unique and beneficial?
- 3) Are there any similar organizations already in existence on or off campus?
- 4) Will there be any prerequisites to joining this organization such as dues, declared major, GPA requirements etc.? If yes, please list them.
- 5) What faculty/staff member has agreed to be your organization advisor?
- 6) Will this organization be a campus chapter for a regional or national organization? If yes, list name of organization.
- 7) Please provide a copy of your proposed constitution. (See the following for help with this.)

Guidelines for Creating a Constitution

All student organizations are required to submit a proposed constitution as part of their application to become an officially recognized active campus organization. Once approved, this constitution serves as the governing document for your organization.

It is recommended that each officer of your organization have an up-to-date copy of the

constitution. Additionally, all members of the organization should be familiar with the document. This information will help to ensure that all members are aware of how the organization functions.

The following information should be used to develop, maintain and use your organization's constitution.

Key Elements for an Organizational Constitution:

Preamble

We the members of (name of organization), and subscribing to mission and policies of Gardner- Webb University establish this Constitution to govern the matters within our organization.

ARTICLE I: Organization Name

-The name of this organization or association is: *please provide the full, official name of the organization, as well as any acronyms the organizations may use.*

-This is the appropriate place to list any national or local affiliations.

ARTICLE II: Organization Purpose/Mission

Enter a comprehensive, yet concise statement of purpose. This statement may have several ideas or objectives. Be as precise as possible, as this statement outlines the overarching objectives of your organization.

The purpose/mission of _____ shall be _____.

ARTICLE III: Membership

This article should include a sufficient number of sections to cover all information and requirements about membership including, but not limited to: **types** (active, associate, honorary, and others), **qualifications** (grade point average, areas of interest, etc.), **election or selection**, and **method of application**.

Included in an appropriate Article or Articles shall be information as follows:

Membership shall be limited to regularly enrolled fulltime traditional undergraduate students.

Any dues or payment necessary to be a member of the organization.

ARTICLE IV: Non-Discrimination

Membership and all privileges, including voting and officer positions, must be extended to all students without regard to age, ethnicity, gender, disability, color, national origin, race, religion, sexual orientation, or veteran status.

ARTICLE V: Officers (qualifications; terms; election and removal) (This section should contain the

officer positions and the duration of terms. Provisions should be made for election, removal, and vacancy of office (typically accomplished through voting). Note: *Names should never appear in the constitution, only the positions.*)

The officers of this organization shall consist of: (state the number of officers, their titles, and their general duties and responsibilities). (Qualifications for office, if any (GPA, previous experience, etc.)

Term limits (state the number of terms that an individual may be allowed to hold a particular office).

Election (state the method and frequency of electing officers, as well as vote required to take office).

Provisions for removal (state how an officer is removed, how the process is initiated, voting requirements, and what steps for an appeal).

Provisions for officer vacancies

ARTICLE VI: Meetings

This article should state the provisions for setting up a regular meeting time, any provisions to be made for calling a special meeting, and stipulations for quorum; the officer position which has the authority to call meetings should also be stated here. Note: *Locations and/or specific dates should not be listed here as they are typically subject to change.*

1. Meetings shall be held (weekly, bi-weekly, monthly, etc.; specify person responsible for notifying members of upcoming meetings and method of notification).

Stipulations for quorum (A quorum is defined as the number or percentage of total membership to be present at a meeting in order to conduct the business of the organization (elections, amendments, fiscal decisions, etc.). **A quorum shall consist of (x) voting members or a percentage of voting members present at any meeting).**

ARTICLE VII: Amendments

Amending the constitution should not be too simple a process for the sake of the stability of the organization. All amendments must be decided on carefully; it is recommended that all amendments are subject for final approval by the general membership of the organization.

The constitution may be amended by a vote of (be specific—majority, 2/3, etc. be sure to include any requirements for the form/manner in which the amendment is written, process for presenting and/or ratifying an amendment, and what margin of votes an amendment shall be required to receive for passage).

ARTICLE VIII: Advisors

Describe the role of your advisor using the suggestions below.

1. There shall be (1, 2, etc.) faculty/staff/community member advisor who shall be the members' ex-officio with no voting privileges.

2. Method of selection of advisors

3. Duties and responsibilities of advisor (include expectations for involvement)

4. Method of removing advisors

[END OF CONSTITUTION]

BY-LAWS:

Bylaws are not a necessary requirement for your constitution; however, they do provide the opportunity to be more specific regarding constitutional requirements. Typically, bylaws are intended to establish rules or procedures necessary to carry out the constitution. It is important to note that your bylaws must not change, amend, or conflict with your constitution. Examples of the types of information that might appear in by-laws:

1. More detailed material concerning members, rights, duties expulsion, and resignation procedure.
2. Provisions for honorary/associate members, if the group so desires.
3. Provisions for membership fee, dues and assessments, if there are to be any, should be outlined in detail.
4. Detailed description of the officer positions, if desired.
5. Duties, authority, and responsibility of the Executive Committee.
6. Name of the standing committees, if any, and the method of selection of committee chair:
7. The duties of the committee(s) should also be stated.
8. Provisions for creation of new committees
9. A provision for some accepted rules of order for parliamentary procedure (i.e. Robert's Rules of Order).
10. A method to amend the by-laws, typically a majority vote (**Required should you choose to have bylaws).

Managing Your Organization Effectively

Leadership: Each organization must appoint a leadership team to oversee the business and mission of the organization. This team must include traditional leadership roles such as President, Vice President & Treasurer, but it may also include roles such as but not limited to social media/marketing coordinator, outreach coordinator, event planner etc. Elect officers to lead your organization based on your constitution. **Review the officer responsibilities that follow this section for some suggested duties of each office.**

Monthly Meetings are expected. Organization leadership should determine regular

monthly meeting times to discuss any organization business.

Suggested Officer Responsibilities:

Each student organization should determine and outline the specific responsibilities of each office in its constitution or charter as best suits the needs of the organization. These roles may vary, and organizations may decide to create additional “need specific” officer positions as necessary. Listed below are suggested responsibilities for basic officer positions:

President

- Preside over organization meetings
- Call special meetings as needed
- Facilitate executive board meetings
- Prepare and file required reports in conjunction with other officers
- Appoint committee chairs
- Maintain communication with organization advisor
- Maintain communication with organization alumni
- Maintain communication with affiliated department or community partner
- Maintain communication with any affiliated national organization
- Represent the organization to the University **Vice President**
- Assume the duties of the President in his or her absence
- Serve as an ex-officio member of standing committees
- Direct constitutional revisions/updates
- Facilitate officer elections
- Oversee recruiting of new members
- Serve as spokesperson for the organization
- Serve as secondary signatory on financial accounts
- Assist all executive officers
- Provide follow-up to organizational tasks
- Coordinate executive board officer transitions

- Represent organization at official functions
- Provide encouragement and motivation to officers & organization members
- Serve as Parliamentarian if this office is vacant

Secretary

- Obtain appropriate facilities for organization activities
- Maintain membership records
- Maintain activities records
- Prepare meeting agenda with President
- Notify all members of meetings
- Prepare organization calendar of events
- Keep the organization informed of both organization and university business
- Keep and distribute minutes of each meeting

Treasurer

- Should be familiar with accounting procedures and policies
- Maintain communication with advisor regarding all funds
- Serve as the primary signatory on financial forms
- Serve as chair of the finance committee
- Pay organization bills
- Collect any organization dues
- Keep all financial records of the organization
- Prepare annual budget and required allocation forms
- Prepare all funds requisitions
- Prepare and submit financial reports to members
- Maintain a financial history of the organization

Additional common officer positions: Vice President, Parliamentarian, Secretary, Programming/Special Events Coordinator, Fundraising Coordinator, Recruitment Coordinator

Faculty/Staff Advisor Responsibilities: Faculty/staff advisors are vital to the success and effectiveness of every student led organization. Advisors serve to equip and empower students to accomplish the mission of their organization and that of Gardner-Webb University.

Advisors should:

- Be familiar with information outlined in this handbook.
- Submit annual funding allocation forms each spring.
- Oversee all spending, accounts & budget.**
- Oversee all scheduling and reservations in MRM.
- Sign all official forms pertaining to the organization.
- Communicate information and requests from university to student members as needed including due dates, forms, processes, policies etc. These will come by email.
- Connect student members to resources as needed.
- Oversee the organization's adherence to policy and procedure.

Advisors should avoid:

- Completing official club paperwork (have students do it.)
- Planning events without student involvement.
- Running events, projects or fundraisers.
- Overseeing club communications.
- Most of the "grunt" work

Sustaining Your Organization

Membership

Organizations should work to build awareness about their purpose and the issues that align with their mission to recruit students to join and to build influence for support on campus. **Participation in the Fall Connect Fair and the Spring Club Fair are a must for this.** We suggest that organizations use their SSS events to do this as well. Flyers and info tables are a great way to promote and recruit along with interest meetings.

Connect Fair

The Connect Fair is a great way to raise awareness about your club and recruit new membership at the beginning of the fall semester. This event usually takes place on the day before fall semester classes begin and includes clubs, university resources, service offices, academic departments and approved local businesses, churches as well as additional on or off campus groups approved by the Student Development Division.

All officially recognized and university sanctioned student organizations/clubs, as well as potential student organizations/clubs in the chartering process, are encouraged to participate. Registration is required.

Funding

Organization funding comes from a portion of the student activity fee paid by each undergraduate student in the “Traditional Day Program.” Therefore, the money allocated to your organization belongs to all undergraduate students and therefore should benefit all students as much as possible.

Officially recognized organizations may request funds from the SGA Funding Committee each spring semester. Organization advisors will receive information on this process each January including a funding request form deadline. Funding requests are reviewed individually by the SGA Funding Committee with oversight by CPPD staff. Once funding is determined, each organization’s advisor will receive an email explaining their funding for the upcoming year. Allocations are deposited into organization spending accounts after July 1 each year.

Consideration for annual funding allocations will be based on:

- Meeting the Social, Spirit, Service expectation.
- Value added to the overall student experience at the University
- Service to the University Community
- Overlap with other existing student organizations
- How the previous year’s funding was used?
- The number of active members.
- Participation in fall & spring club fairs.
- Fundraising efforts.
- Overall number of organizations requesting allocations.
- Whether and to what extent the organization remains in compliance with criteria 2-11 under “**Process for Approval by the SGA Student Senate**” as set forth above.
- Adherence to the guidelines for organization spending (see below.)

Fundraising

Organizations are encouraged to raise funds to supplement their annual funding allocations to help pay for events such as conferences, travel expenses etc. A **Fundraising Proposal**

Form must be submitted online and approved by CPPD staff at least two weeks before any fundraiser may be held. Confirmation of approval will be sent via email to the organization advisor along with any specific guidance on holding the particular event.

Managing Organization Spending Accounts

Your organization's treasurer should manage your club account in conjunction with your organization advisor. Your advisor must approve all spending before spending takes place and can submit requests for reimbursement or payment to be made from the organization account. **It is the responsibility of the organization's faculty advisor to insure that sufficient funds are available for purchases.** All funds must be deposited into an organization account. Organizations are not allowed to hold petty cash.

Guidelines for Organizational Spending Club Funding Allowances

-\$10.00 each for organization t-shirts. The number of shirts requested cannot be greater than the number of club members.

-\$500 a year for guest performers, speakers, bands etc.

-\$125 per hotel room per night. Organizations should maximize room occupancy with four students to a room whenever possible.

-\$175 for airfare per person round trip

-Organizations may fund national conference fees for up to three members each year.

-Organizations may fund regional conference fees for up to ten members each year.

-Only the designated faculty/staff advisor can receive university funds for the cost of travel, hotel, or conference fees.

-Equipment purchases can be funded as long as the equipment requested is aligned with the mission of the organization. Any equipment purchased with university funds must be stored on campus and be available for use by club members at all times.

Items/Events that CANNOT be funded:

-Student meals and/or entertainment costs during trips, travel, conferences etc.

-Promotional events or materials for an individual's self-interest or a specific office or academic department.

-Food/refreshments for regular organizational meetings

-Private social events

-Cash awards, scholarships, or gift cards

-Alcohol or weapons

-Political campaigns: University funds cannot be contributed to any local, state, or federal

political parties or campaigns.

-Items for personal use that do not pertain to organizational business/functions

-Event/fundraiser held to raise/create personal revenue for members of the organization.

-Scholarships or donations: Funds can be used to host events to raise funds for these purposes as long as events are open to the entire campus and the charitable purpose of events are clearly communicated.

-Payments or salaries for leaders/advisors of student of organizations



Walmart Card Checkout Request for Campus Club/Org.

To check out our university Walmart card for campus club/organization purchases: complete this form, have your club advisor sign it and return it to Micah Martin. The Walmart card must be returned within 24 hours of checkout with original receipts to Micah Martin.

Date: _____

Student requesting card: _____

Club associated with purchase: _____

Account Number of Club: _____

Estimated amount you expect to spend: _____

What are you planning to purchase and why?

Student Signature

As the advisor for this club, I approve the above student and spending amount having checked our club budget account to insure the funds are available.

Club Advisor Signature

Director of Student Leadership Development & Community Engagement Signature

Card returned on _____ and verified by _____

Organization Sponsored Events

Social-Spirit-Service Requirement

Each organization is expected to fulfill the *Social, Spirit* and *Service* (SSS) requirement to maintain active status and eligibility for funding. This is a great way to help students learn leadership skills in areas that are important to the university and the community.

Requests for funding allocations will be influenced by the organization's involvement in these. If you need ideas for activities in these areas, please contact the Center for Personal & Professional Development.

1. **Social**---Each organization must host an event or activity that is open to individuals outside of the club/organization.
2. **Spirit**—Organizations must support the student body through participation in an organized athletic, academic or co-curricular activity as a group.
3. **Service**—Organizations must provide service to non-profit/charitable local or non-local groups or organizations. Your student organization can organize these events as well as participate in those organized by others.

Suggestions for Effective Organization Sponsored Events & Fundraisers

Step One: Establish Purpose

Is this a social, spirit, or service event? Identify a legitimate purpose for the event that your members' value and that aligns with the mission of your organization. If it is a fundraiser, how can you justify the cause? If you're planning a service event, how can you determine the true need and its legitimacy before you attempt to meet it?

Step Two: Develop your idea

Come up with a good idea for an event. Why would people attend? What's the incentive? If it's a fundraiser, don't reinvent the wheel. What do other organizations do for their events or fundraisers?

Step Three: Submit Forms/Obtain Permission

If this event is a fundraiser, submit an organization fundraiser proposal form at least two weeks in advance of your event date! All organizations must submit a fundraiser proposal form and have it approved before proceeding with any fundraising. Approval/disapproval for the event will be sent to the organization advisor by email. You can access the form on the Clubs & Organizations web page.

Step Four: Plan

Plan ahead, and plan well. Answer the **Who, What, When, Where, Why, How** for your event. Set realistic measureable goals. How will you know whether or not you were successful?

-Why? As an organization, agree on **why** you are having this event? What is its purpose?

-Who are you planning the event for, and who will you include on your team to make it happen? Give everyone in your organization a role in the event so their contribution will be valued. Consider collaborating with another organization to maximize your effectiveness.

-What are people going to do at your event? What is the incentive to attend? Will there be food, games, entertainment etc.?

-When are you going to have your event? Check the GWU Life App and think about the other events going on around the time of your event. Certain times of the school year are busier than others, so choose a time that allows for maximum participation.

-Where will you have your event? Your organization advisor will need to ask their departmental administrative assistant to reserve your event space in MRM. Certain setup/take down charges or cleaning fees may apply.

-How will you make this the best event your organization has ever had? What do you need to make this happen? What could we do to make this a tradition?

Step Five: Advertise!

Advertise well. See the “Guidelines for Effectively Marketing Organization Sponsored Events” that follows.

Step Six: Have your event, and enjoy it!

Step Seven: Settle up.

Deposit the funds you raised and return petty cash box. All funds acquired through fundraiser events must be delivered within 24 hours of the event to the Accounting Office in Webb Hall for deposit into the organization spending account. Organizations are not allowed to hold any of these funds more than 24 hours.

Step Eight: Evaluate

Soon after your event is over, you should evaluate your outcomes as a team. Did you accomplish what you set out to? Will you do this again? If so, what will you do to make it even better?

Additional guidelines regarding organization sponsored events/fundraisers/travel:

-Sales Tax: Anything sold on our campus (including tickets, food items, merchandise etc.) is subject to NC state sales tax. You are required by state law to post a sign at the point of sale that reads as follows: “Price includes applicable NC sales tax.”

-Petty Cash: Organizations needing a petty cash box to make change for fundraiser events may request this from the Accounting Office.

-Selling or soliciting in the residence halls and/or university commons requires approval from

the Department of Housing & Residence Education.

-Outside Vendors: Some fundraiser events will require a contract or liability or vendor form with non-campus groups. These forms may need to be reviewed by CPPD staff and the Accounting Office.

-Ticket Sales: All tickets being sold for university sponsored events taking place on or off our campus must inform the ticket buyer that the price of the ticket includes NC sales tax. For printed tickets, the seller is required to have this text printed on the ticket itself **“includes NC Sales Tax.”** If admission is being charged, but no ticket is distributed, the text below should be posted at the point of sale: **“Admission price includes NC Sales Tax.”**

-Charitable Donations: If a charitable donation is to be made by a student organization to an outside organization as a result of a fundraiser, a check request should be submitted to the Accounting Office. Cash donations are prohibited. Organizations can donate money they raise to charitable organizations, but they are not allowed to donate funds provided by the university through SGA as part of annual funding allocations. Charitable donations can only be made from funds raised once expenses from the fundraiser are deducted. All expenses must be deducted from the amount of funds raised. Donations can only be made to organizations that align with the GWU mission.

-Public Events: All marketing pieces inviting the public to attend any event sponsored by an organization on campus must include the following statement: *Auxiliary aids will be made available to persons with disabilities upon request 48 hours prior to the event. Please call 704- 406-4253 or email www.servicerequests@gardner-webb.edu to make a request.*

-Selling Food: Bake sales are no longer allowed. Only professionally pre- packaged or prepared foods may be sold on campus. Homemade or self- prepared items cannot be sold on campus.

-Raffles: Student organizations are not allowed to hold raffles that involve the selling or buying of a chance to win a prize due to state tax and gambling laws. Raffles that are free are allowed.

-Transportation: If your event requires transportation, contact Jane Powell at jpowell@gardner-webb.edu to make all vehicle reservations. Your organization will be charged for the use of vehicles. Please refer any questions regarding vehicles usage to Jane Powell.

-Overnight Travel: University sponsored student groups on all overnight trips, and/or any trip that exceeds a 100-mile radius from campus, will require University approved, non-student, adult supervision on site.

-Guest Speakers: Clubs wishing to invite anyone not employed by GWU to speak or offer programming on campus must have these guests approved by the Dean of Students before inviting them to come.

Planning Service Events: Here are some additional ideas to keep in mind as you plan service opportunities:

-Trying to serve as a large group can be challenging. Try serving in smaller groups to enhance effectiveness at meeting needs and allow club members to develop deeper relationships through serving together.

-Consider adopting a specific opportunity or need for the entire year. Suggest your organization commit to serving once a month for this opportunity. Long term service in a specific area of need can greatly increase your effectiveness and build recognition for your club as an organization associated with a specific need.

-Consider collaborating with other campus organizations to tackle needs that may appear beyond the scope of your organization. Relay for Life and Clean Water Awareness Week are two examples of how this has worked well on our campus. Your idea may be just what another organization is looking for, so send opportunities like this to leadership@gardner-webb.edu for help with advertising.

Guidelines for Advertising Organization Sponsored Events

Marketing your organization's events well is a must! There are a number of ways you can advertise your events on campus. Follow these steps to insure you have maximized your effectiveness.

Step One:

Determine your audience. Who are you inviting to your event? What imagery and text would catch their attention and hopefully convince them to respond? For off campus marketing, contact Noel Manning at ntmanning@gardner-webb.edu to reach off-campus media outlets.

Step Two:

Create marketing pieces that are simple, clear and consistent providing the "who, what, when, where, why" details that your intended audience will respond to. **All advertisements must include the contact email of the organization sponsoring the event.**

We suggest you create one landscaped slide that can be used on bulletin boards, campus TV screens, banners in Tucker, etc. Having one consistent image and message for your event helps your audience remember it. Most organizations use Power Point or Word for this.

Your organization can pay to have banners and flyers printed in the library, but all of these must be approved by The Center for Personal & Professional Development and stamped as approved by Student Activities before they are posted on campus. All banners should be set up as 72x27 inch for use in Tucker Student Center. Use at least size 96 font to insure that it can be read from a distance.

Step Three:

Email the event flyer you create to leadership@gardner-webb.edu. Once it is approved, you can have it printed as flyers or banners in the library at your club's expense. Remember to bring these back to Student Activities to be stamped before you hang them around campus. Once received and approved, Student Activities Staff will post your advertisement to the campus TV's, the GWU App, and include it in the next edition of Paw Prints. The deadline

for Paw Prints submissions is Thursday at 5pm.

All posters, flyers, banners, or public notices must be approved by the Office of Student Activities prior to posting. Approval will be designated by a stamped “Approved Student Activities” on the poster, flyer, banner or public notice. All marketing and communications produced by and/or for campus organizations are considered property of Gardner-Webb University and must be aligned with and uphold the mission, vision and culture of Gardner-Webb University including our Affirmation Statement and Notice of Nondiscrimination. The University reserves the right to deny student organizations the privilege of holding/participating in events, sponsoring programs, and or posting materials if they are deemed inappropriate, provocative, or not aligned with the afore mentioned policies. The University reserves the right to remove any marketing materials that do not follow the procedures outlined in this handbook and/or those outlined in the Student Handbook.

Step Four:

Advertise! Post your approved Banners and Flyers. Student Activities will guide you as to where you can post your banners in Tucker Student Center or outside the Cafeteria. Flyers should be posted on bulletin boards with staples or tacks. Do not tape flyers to glass or walls. Remember to take down your promotional materials within 24 hours following the event.

Your organization can pay to have banners and flyers printed in the library, but these must be approved by Student Activities before they are posted on campus. All banners should be set up as 72x27 inch for use in Tucker Student Center. Use at least size 96 font to insure that it can be read from a distance.

In Tucker Student Center, all posters, flyers, banners, or public notices can ONLY be posted on bulletin boards or floor level glass railings. They are NOT allowed on stairs, walls, glass windows, doors, floors, brick columns etc.

Clubs wishing to use any decorations in Tucker Student Center must be preapproved before use by VP of Student Development or Manager of the TSC. Such decorations, if approved, will have a specific time limit set for their removal by the club, which must be adhered to.

Personal invitations work!

Word of mouth and social media are highly effective for advertising events on our campus. Encourage organization members to share your event info with their circle of influence.

Consider having a table outside the cafeteria or in Tucker Student Center to advertise before your event as well.

DEACTIVATION OF STUDENT ORGANIZATIONS AND DISSOLVED STUDENT ORGANIZATIONS

Deactivated and Dissolved student organizations no longer have the rights, privileges and responsibilities associated with recognition as student organizations.

- Student organizations that fail to complete their Social-Spirit-Service requirement, or any other requirement placed on in a given school year may be deactivated.
- Organizations may be deactivated if they lose and do not officially replace their faculty/staff advisor within any deadline set by the CPPD.
- Organizations may be deactivated if they condone or participate in conduct prohibited by law or University policies or procedures, including, but not limited to, this Handbook.
- Organizations that, in the discretion of the CPPD, fail to consistently demonstrate compliance with criteria 2-11 under “**Process for Approval by the SGA Student Senate**” as set forth above may be deactivated.
- An organization that disbands is immediately considered Deactivated

Limited Time to Appeal Deactivation

Deactivated student organizations have until September 1 of the following school year to seek to re-establish their active status by letter of appeal to the CPPD. All such appeals must address the reasons why the organization feels that it should be reactivated. Email appeals to leadership@gardner-webb.edu. If the CPPD is considering reactivation, it may be granted conditional on benchmarks or requirements set by the CPPD, which must be met before reactivation may occur. This could include probation and/or completion of one or more of the steps set forth above for recognition of a new student organization.

Dissolved Status

Deactivated organizations that file an appeal by the September 1 deadline but lose the appeal are considered to be Dissolved.

Deactivated organizations that fail to file an appeal by the September 1 deadline will be considered Dissolved.

Reactivation after becoming Dissolved

- After 2 (two) consecutive semesters of being Dissolved, all accounts belonging to the organization may be closed and any funds transferred to the Student Government Association account to be allocated for other organizational needs.
- For a Dissolved organization to be brought back to active status, interested students should email leadership@gardner-webb.edu for help. Students desiring to reactivate an organization that has been Dissolved must successfully complete all the steps and approval process listed above for recognition of a new student organization, the same as if they had never held active status.