ACTION ITEM: Revision of Merchandising Policy Guidelines

BACKGROUND INFORMATION: The proposed revisions to the Merchandising Policy reflect changes in the managing office’s name and form to be completed. It also clarifies that student organizations can do merchandising activities in any reservable campus space with a confirmed reservation without defining what all of those spaces are in the policy itself.

RECOMMENDED ACTION:

It is recommended that the Board of Trustees of The University of North Carolina at Greensboro approve the Merchandising Policy as amended.

David H. Perrin
Provost and Executive Vice Chancellor
Merchandising Policy Guidelines
The University Of North Carolina At Greensboro
(Board of Trustees, the Consolidated University of North Carolina, May 26, 1952)
(Amended by the Board of Trustees, April 10, 1980)
(Amended by the Board of Trustees, April 14, 1983)
(Amended by the Board of Trustees, April 9, 1992)
(Amended by the Board of Trustees, April 24, 1997)

The Board of Trustees of The University of North Carolina has established a Merchandising Policy which prevents harassment and nuisance to students living on campus. Off-campus firms, organizations, or individuals are restricted in conducting merchandising activities on campus and should consult Business and Student Services for information. Non-student affiliated groups and departments are subject to the "Solicitation" regulations in University Policy II.P.007. Any merchandising activity conducted on the campus by an officially recognized student organization is subject to the regulations below.

A recognized student organization may conduct merchandising activities for two purposes. It may conduct an activity from which all profits shall be devoted to scholarships or charity and/or it may conduct a fund-raising activity for the purpose of its own treasury (specific guidelines for this type of activity are outlined below). Permission to conduct both types of merchandising activities must be obtained from the Office of Campus Activities and Programs at least one week in advance. A copy of the approved permit must be carried at all times by all persons engaged in the merchandising activity.

Student organizations wishing to conduct merchandising activities of any kind must follow these guidelines:

The organization must complete a Student Organization On-Campus Merchandising Permit at least one week in advance of the planned activity. A permit can be obtained in the Office of Campus Activities and Programs.

Merchandising activities are restricted to the following areas on campus:
- Reservable campus space with a confirmed reservation
- The “Rawk”
- Residence hall common areas with permission

There will be no "door-knocking" in residence halls. Fund-raising activities shall not obstruct pedestrian traffic. Representatives of the organization must remain in the common areas of the residence hall for merchandising purposes.

A Student Organization Merchandising Activity Financial Report must be completed at the conclusion of the merchandising activity and returned to the Office of Campus Activities and Programs. (These forms are available from this office.)

Complaints stemming from student merchandising activities shall be referred to the Office of Campus Activities and Programs. The Assistant Director who worked with the organization to obtain the permit will notify the organization of the complaint and initiate disciplinary action if appropriate.

Raffles
Raffles may be conducted under the above guidelines with the following restrictions:
- The maximum cash prize which may be offered is $5,000.00
- Merchandise offered may not exceed a fair market value of $25,000.00
- A minimum of 90 percent of raffle proceeds must be used for non-profit purposes
- No part of the proceeds may be used to pay any person to conduct the raffle or to rent facilities for the raffle.

Food fund-raisers
Food fund-raisers must be cleared with UNCG Dining Services. Such clearance will be required before permission is granted to raise funds.

**Fund-raising for Treasury**
Campus organizations wishing to conduct a merchandising activity for the purpose of their own treasuries must follow additional guidelines:
- For purposes of the treasury, each recognized student organization may conduct two fund-raising activities per semester, with a limit of four per calendar year. (Summer session is considered one semester).
- Fund-raising activities shall not exceed two weeks in duration. (Should the activity require order-taking, ordering shall be limited to a one-week period. Delivery time shall not be counted.)

**Solicitation by Affiliated and Unaffiliated Groups**

Any affiliated group (Section II C) desiring to solicit funds in University buildings or campus spaces must receive written approval for such solicitations from the Director of Campus Activities and Programs. Officially recognized student organizations are subject to the regulations found in the [Merchandising Policy Guidelines](#).

University buildings or campus spaces may not be used to raise money or to solicit goods or services that can be measured in monetary terms for any individual or organization other than by a University affiliated group. Exceptions may be permitted for:

1. sponsored or cosponsored events (Group B in Section III) with merchandise or solicitations directly related to and supportive to the event's primary purpose, such as CDs sold at the University Concert and Lecture Series. Activity is limited to participants of the event. Solicitation permit required.
2. charitable organizations (tax-deductible under Section 170(b)(1)(a) of the Internal Revenue Code) using University space for an event. Solicitations of funds to invited participants must be in compliance with NC GS 131F, Solicitation of Contributions. Solicitation permit required.
3. vendors that have contracts to provide services, products.

Solicitations permits can be obtained through the Office of Campus Activities and Programs.