



Valdosta State University Foundation, Inc.
Policy on Creation of Giving Pages, Campaign Pages, and Event Pages for
VSU Departments and Units
Effective Date: July 14, 2025

Purpose

This policy outlines the guidelines for the creation, maintenance, and eligibility of individual donation pages, campaigns, and event pages affiliated with Valdosta State University (VSU) Foundation accounts through the university's online giving platform. As of July 14, 2025, the Foundation will transition from using **NetCommunity** to **GiveCampus and Almbase** for all online donation forms and event pages.

Platform Transition

- Effective **July 14, 2025**, **GiveCampus** will be the sole platform used for all donation forms, giving campaigns, and online fundraising efforts associated with the VSU Foundation. **Almbase** will host all event pages.
 - **NetCommunity** giving pages will be retired and no longer supported after this date.
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Policy Statement

To ensure consistent branding, donor experience, and efficient resource management, the VSU Foundation will implement the following criteria for all giving pages, campaign forms, and event pages moving forward.

Definitions

- **Campaign Page:** A fundraising effort with a **defined start and end date**, usually tied to a specific initiative, event, or short-term goal (e.g., Giving Day, annual fund drive, capital project). Campaigns are **time-limited** and often include targeted marketing and donor appeals.
- **Giving Page:** A **continuous, ongoing** online donation page created for a Foundation account or area that actively engages in long-term fundraising and donor outreach. Giving pages do not require a campaign timeframe but must show ongoing activity and oversight.
- **Event Page:** A page for alumni and donor events. **Almbase** serves as the primary platform for event registration, RSVP tracking and ticketing.

Eligibility for Individual Pages on GiveCampus

Departments or units may be eligible for either a campaign page or a giving page on GiveCampus based on the following criteria:

Campaign Pages

To be eligible for a **campaign page**, the effort must:

- Have an existing VSU Foundation fund.
- Have a clear start and end date.
- Include defined fundraising goals and objectives.
- Be supported by a promotional plan or event schedule.

Giving Pages

To qualify for a **continuous giving page**, the Foundation account must:

- Demonstrate ongoing fundraising activity or donor interest.
- Be part of an active engagement or stewardship plan (e.g., regular communications, events, appeals).
- Be reviewed periodically by divisions/colleges/departments and University Advancement for continued relevance and performance.

Eligibility for Event Pages on Alabase

Departments and units may be eligible for an event page on Alabase based on the following criteria:

- The event must be **affiliated with a VSU Foundation account**, and any funds collected (e.g., ticket sales, donations, sponsorships) must be processed through the **designated Foundation account**.
- The event must be **open to external audiences** such as alumni, donors, community members, or friends of the university, and not solely intended for internal or student-only participation.
- The event must serve a **strategic purpose** in support of fundraising, donor engagement, alumni relations, or university advancement goals.

Inactive or Low-Activity Accounts

- Foundation accounts that may not meet the criteria for either a campaign or continuous giving page may still be included as **gift designations** in the dropdown menu on the university's **general giving page**, ensuring that donors can still support these areas when giving through the primary form.
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Request and Review Process

Departments or units seeking a **dedicated page on GiveCampus** (either a campaign or giving page) must:

1. Submit a request to the University Advancement Office [LINK].
2. Include the following:
 - For campaign pages: campaign description, dates, goals, and promotional plan.
 - For giving pages: description of ongoing activities, engagement strategies, and historical performance (if applicable).
3. Allow time for review and approval by VSU Foundation and Advancement leadership

Departments or units seeking an **event page on Almbase**:

1. Submit a request to the University Advancement Office [HERE](#).
2. Include all event information.
3. Request must be submitted at least three weeks prior to event page launch date.

**The VSU Foundation will continue utilizing the existing Microsoft Forms request links.*

Policy Review and Updates

This policy will be reviewed annually, or as needed, to reflect evolving best practices, platform capabilities, and university priorities.

Contact

For questions, please fill out the form linked below:

[Question Submission Form](#)

Approved by:

Rick Munroe, Chief Executive Officer, VSU Foundation

Date: July 14, 2025

Division of University Advancement
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